# ANATOMY OF TODAY'S **GLOBAL TRAVELER**



MORE THAN

**HALF** 

of travelers start

their searches

with no specific destination in

mind<sup>2</sup>

new Internet users

in India—more than

half a billion users—

are likely to be Indian

language speakers, rather than English<sup>4</sup>

### TRAVELERS ARE OVERWHELMED

by too many options, leaving them anxious and indecisive

The average traveler takes

to book a room, over 45 cross-device touchpoints<sup>3</sup>

of pleasure travelers are more loyal to a travel brand that personalizes experiences online and offline<sup>6</sup>

of proficient English speakers won't buy travel services from an English-only website<sup>5</sup>

81%

of business travelers have used voice assistants during their travels<sup>7</sup>

Of countries surveyed, travelers from Mexico take the MOST TRIPS, followed by those from China; Canadians book the FEWEST TRIPS<sup>8</sup>

**Hotels using** automated text messaging have seen guest engagement increase by over

# WHAT DOES THIS MEAN FOR TRAVEL BRANDS? Savvy travel brands will...



# **OPTIMIZE**

for digital and mobile experiences



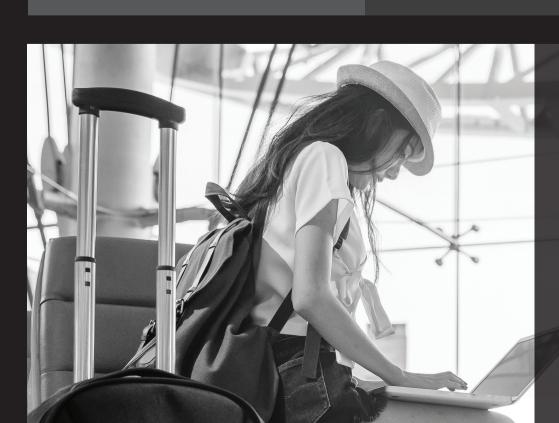
# **PERSONALIZE**

their content and create highly targeted campaigns



# **PRIORITIZE**

translation and localization from the start



For more tips on translating and localizing travel content to improve personalization, download our latest eBook.

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