

***New report from Byte Level Research and Lionbridge Highlights the Leaders and Laggards in the Travel & Hospitality Industry***

**Hotels.com Named Best Global Travel Web Site**

(September 27, 2011) -- A [new report](#) by Byte Level Research and sponsored by Lionbridge Technologies, Inc. has identified the leading global travel and hospitality web sites – and identified industry best practices.

The report -- *Secrets of Well-Traveled Web Sites: Web Globalization and the Travel/Hospitality Industry* -- analyzed 44 web sites across six industry segments, including airlines, hotels, online travel agencies, and cruise lines.

Out of the 44 sites reviewed, the top five overall are:

1. Hotels.com (owned by Expedia)
2. Booking.com (owned by Priceline)
3. Trip Advisor
4. KLM
5. Emirates

**Why Hotels.com is Number One**

Hotels.com supports an impressive 35 languages, in addition to English. And it excels not only in languages but in its global consistency in terms of branding and design; a visitor in Russia experiences the same global design as the visitor in Greece. Hotels.com also does an above-average job of supporting Twitter and Facebook pages for other countries and languages.

**Additional key findings include:**

- **Booking.com** is the most global web site -- with support for 39 languages.
- The most global mobile app is that of **Trip Advisor** -- with support for 21 languages
- **Emirates** offers the best global gateway -- providing users with an easy-to-navigate experience, regardless of their native language

Despite the global reach of the leading sites, the report stresses that most companies need to do a lot more to be successful globally.

**Most travel web sites are not as global as they should be**

“The travel industry should be a leader in languages and yet it is not,” said John Yunker, president of Byte Level Research and author of the report. “To be considered truly global, a web site should support at least 20 languages, yet only five travel sites support 20 or more languages.”

### **Few companies offer localized mobile apps**

While Trip Advisor leads the industry with an iPhone app that supports 21 languages, most other companies support only English. This report highlights emerging best practices in mobile app globalization.

### **About the Report**

This production of this report was sponsored by Lionbridge Technologies. Lionbridge suggested web sites to include but played no role in the evaluation or ranking of these sites. The methodology used is based on the methodology used in the annual report The Web Globalization Report Card, published by Byte Level Research. The methodology reviews languages support, global navigation, quality of localization, and global consistency. Mobile apps were also reviewed for breadth and depth of localization.

### **About Byte Level Research**

Since 2000, Byte Level Research has helped hundreds of companies improve their global web sites and mobile apps. Its Web Globalization Report Card, now in its 8<sup>th</sup> annual edition, is read by many of the world's leading companies, including Deloitte, 3M, and Philips. To learn more, visit [www.bytelevel.com](http://www.bytelevel.com)

### **About Lionbridge**

Lionbridge Technologies, Inc. (NASDAQ: LIOX) is a provider of translation, development and testing solutions. Lionbridge combines global resources with proven program management methodologies to serve as an outsource partner throughout a client's product and content lifecycle - from development to translation, testing and maintenance. Global organizations rely on Lionbridge services to increase international market share, speed adoption of global products and content, and enhance their return on enterprise applications and IT system investments. Based in Waltham, Mass., Lionbridge maintains solution centers in 26 countries and provides services under the Lionbridge and VeriTest brands. To learn more, visit <http://www.lionbridge.com>.