Based on more than a decade of research into website globalization best practices, Destination: Marketing will help you answer hundreds of questions, such as:

- How is our global website doing compared with other destinations—and why?
- What languages should we support?
- How should we manage global and social navigation across country/region websites?
- What common mistakes are destinations making with their global websites?
- How do we best implement geolocation to improve the global user experience?
- What emerging trends should we be aware of?

Through website profiles, loaded with screen shots, you’ll learn which practices to emulate and which to ignore. This report is an invaluable resource for any destination planning to expand and improve its global reach.

**Report details:**

- Pages: 205
- Visuals & Exhibits: 150+
- Format: PDF
- License: Enterprise

**Also included:**

- One paperback copy of the new book Think Outside the Country
- Report: Less is Mobile
- Report: Geolocation for Global Success
- eBook: The Art of the Global Gateway

To purchase online, visit [www.bytelevel.com](http://www.bytelevel.com)
Tourism insights and best practices
The report includes more than 150 real-world screen shots of best (and poor) practices. For example, you’ll learn:

- Why Germany is the best country website and Paris is the best city website.
- How tourism websites compare in languages with travel websites, such as Booking.com and KLM.
- What global icon every tourism website should be using (and which ones already are).
- How website weight impacts mobile performance around the world.
- What a “universal” global gateway is and how it benefits tourism websites.
- Select country vs. select language: Which navigation model is best?
- Which tourism websites are doing an above-average job of supporting and promoting local-language social feeds.
- The latest innovations in machine translation.

How this report is used
This report is used by marketing, web and business development executives not only to improve their websites but also to raise awareness throughout their companies of the importance of web globalization. In addition:

- Organizations use this report to better understand the major global trends in languages, localization, usability, social, and mobile.
- Web design firms rely on this report to improve their understanding of web globalization practices so they can better serve their clients.
- Translation and localization companies use this report to target prospective clients and improve web globalization services for their clients.
Part III: The Websites and How They Were Scored

- The websites
- Scoring methodology
- Global Reach (Languages)
- Global Navigation
- Global/Mobile Architecture
- Localization & Social
- Methodology FAQ

Part IV: Tourism Website Scores and Analysis

- All website scores
- Global navigation leaders
- Country website scores and profiles
- City website scores and profiles
- Regional website scores and profiles
- Globalization Terminology
- About the Author

An optional conference call to benchmark your website

For an additional fee, report author John Yunker will prepare a customized conference call to share key findings from the report and, if your organization is included in the report, share in-depth recommendations.

If your organization is not included in the report, he will review your website during the call, pointing out best practices and room for improvement. Every phone call is customized to the client’s needs.

Learn more at www.bytelevel.com.
55 Country, Region & City Websites Included

Aland Islands  |  London
Australia    |  Los Angeles
Berlin       |  Macau
Brazil       |  Mexico
California   |  Miami
Canada       |  Nashville
Catalonia    |  Norway
Chicago      |  Nova Scotia
Chile        |  NYC
China        |  Oregon
Colombia     |  Paris
Czech Republic |  Portland
Dallas       |  Qatar
Dubai        |  Russia
Egypt        |  San Francisco
Finland      |  Scotland
Florida      |  Seattle
France       |  Singapore
Germany      |  South Africa
Great Britain |  South Korea
Holland      |  Spain
Hungary      |  Sweden
India        |  Sydney
Ireland      |  Tokyo
Japan        |  USA
Jordan       |  Western Australia
Kenya        |  Zurich
Las Vegas    |

Top 10 Global Tourism Websites

1. Germany
2. France
3. Spain
4. Paris
5. Scotland
6. Sydney
7. Dubai
8. Holland
9. Singapore
10. Western Australia

Source: Destination: Marketing
Global Leaders and Best Practices in Tourism Websites

www.bytelevel.com

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John Yunker consults with many of the world's largest multinational corporations, providing web globalization training and benchmark services. He authored the first book devoted to the emerging field of web globalization, Beyond Borders, as well as the newest book, Think Outside the Country. He writes the popular blog Global by Design: www.globalbydesign.com.