



Solution Brief

Moravia Travel and Hospitality Solutions



Travel and Hospitality enterprises are experiencing disruptive and complicated demands, requiring a new approach to digital content creation and localization. This means that:

- > **Brands must inform, entertain, and compel** potential travelers in ways that are emotionally impactful to each locale and unique demographic.
- > **Enterprises are now content publishers.** Digital content—engaging blogs, product reviews, informative videos—is required in multiple channels, platforms, and media in order to reach today's buyer.
- > **The buyer's journey guides content,** and thanks to mobile, this journey presents opportunities to do business at every step, from inspiring a trip to returning home to generating raving fans and loyal clients.

Moravia's Travel and Hospitality Solutions are customized, specialized services to meet the needs of hotel groups, global online travel agencies, cruise lines, metasearch sites, and shared economy enterprises—creating more bookings, saving you money, and increasing brand visibility. Born from our experience with Fortune 50 enterprises, Moravia takes a complete and inclusive approach, addressing the entire content lifecycle—from content strategy and creation to publication in multiple languages—all with quality-driven processes and technology-based workflows.

Our services can be performed independently or holistically as a program and include:

- > **Content strategy.** Moravia will define your brand story and key messaging and plan compelling content that focuses on user lifestyles across the globe—matching content exactly to your buyer personas.
- > **Content creation.** Moravia's team of editors and content developers can create any type of travel-related content that you need to drive revenue and create raving fans. Examples include descriptions, itineraries, blogs, videos, and marketing materials.

Travel and Hospitality enterprises need holistic, focused services to resolve business challenges such as huge volumes of user-generated content and amenity descriptions—like creation and localization, automations to boost speed and quality, and customized approaches to ensure 'extreme personalization' of content at all phases of the buyer journey.



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- > **Content localization.** Moravia provides translation and engineering of web, marketing, multimedia, and user-generated content (UGC) in over 170 languages—making your material relevant to other cultures.
- > **Search engine optimization (SEO).** Content that users cannot find is useless. We optimize content to improve search results across all languages with a combination of on-page and off-page SEO methods.
- > **Quality automations.** We automate certain quality assurance steps throughout the content workflow, saving time, increasing productivity, decreasing cost, and eliminating rework.
- > **Community management.** Moravia builds communities and fanbases by identifying the appropriate social media channels, creating social content, and moderating user behavior to enable the most positive social experience for all your supporters. We can also provide sentiment analysis to help you understand how target markets think and feel about your brand and products.
- > **Content maintenance.** Moravia's team of content developers handle updates, leverage, and improvements in all "owned" content to maximize reuse.

Case Study

Large-scale Content Creation for Travel Giant

We produce high-quality content at a very large scale. Our current staff of 150 content developers/editors and our vast resource pool of over 18,000 translators in 170 languages ensures that we can deliver high volumes of created and translated content to our fastest velocity clients.

Our work for a global search giant underscores our approach and capabilities:

Our client sought to improve travel buyer decisions and drive revenue by offering consumers clear, objective descriptions of their, and their customers', products. This client needed accurate and engaging hand-crafted information in their specific tone of voice for locales on every continent. Our client's mix of in-house and freelance resources were struggling to meet an aggressive timetable for crafting, editing, and publishing more than 400,000 descriptions that needed to adhere to their quality standards.

Within a short timeframe, Moravia recruited, hired, and trained a community of in-country writers who had the appropriate domain experience, as well as provided PMs in multiple locations to manage the team. We built a quality management model where success was measured by output, not by the performance of individual resources. We then created templates and quality automation tools that sped up work, spiked productivity, and reduced errors and style guide infractions. We also applied Global English to produce source content that was easier to localize for our client's target markets.

These innovations eliminated the backlog and drove accelerated content creation using the client's desired structure and voice, achieving 5,000+ descriptions per week.

To learn more about our customized services for the Travel and Hospitality industry, please contact us at:
<http://www.moravia.com/en/contact-us/>.

About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.