

**MORE THAN**  
**40,000,000**  
**FOREIGN TOURISTS**  
**VISIT AMERICA**  
**EVERY YEAR**

**WHAT'S**  
**YOUR HOTEL**  
**DOING...**



# ...TO ATTRACT MORE OF THAT LUCRATIVE BUSINESS?



**The 40 million travelers who come to the United States annually could represent an important revenue growth opportunity for your hotel!**

At TransLanguage Solutions™, we have the expertise and vision to help your hotel draw more foreign travelers and better serve its international guests.

We'll provide effective multilingual materials to make your hotel more friendly to foreigners. Our innovative America Welcomes the World™ program includes the following:

- A multilingual tool to demystify and expedite the check-in process for visitors not fluent in English.
- A multilingual "welcome" magazine to greet foreign guests and inform them about your hotel's many facilities and services.
- Multiple-language menus for the restaurants in your hotel, so foreign diners will know exactly what they're ordering. (Imagine if you were in a Tokyo restaurant and had to figure out a menu written only in Japanese!)

- Foreign language video presentations about your hotel that can be piped into specific guest rooms.

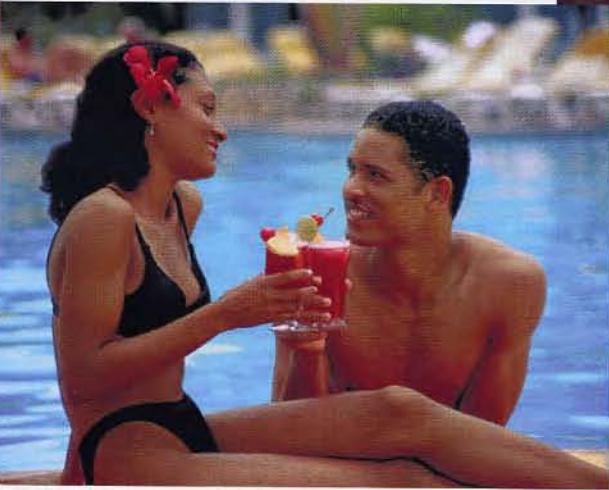
If your hotel has high-end luxury suites, the program can provide:

- Custom DVD presentations, with narration in different languages, to welcome your preferred guests and introduce the special services available to them.
- A library of popular movies on DVD, with subtitles in various languages.
- Foreign language newspapers and magazines.

Whether your foreign guests speak English poorly or perfectly, they'll feel more appreciated, respected, comfortable and catered to because of the America Welcomes the World™ program.

The information they receive will encourage them to spend more time and money in your





restaurants and shops (as well as shows and casino, where applicable). Plus, they'll be more apt to serve as enthusiastic word-of-mouth ambassadors for your hotel after they return home.

In addition, we're building a multilingual America Welcomes the World™ website that can be a powerful marketing vehicle for your hotel. When making travel plans, people the world over—including travel agents—will be able to go online and read about your facility *in their own language!*

#### **DON'T LOSE SOMETHING IN THE TRANSLATION**

It's not enough to just translate your existing materials into foreign languages; to be truly effective and avoid gaffes, any program aimed at international travelers must be linguistically and culturally sensitive. That's why we rely on experts from other countries to ensure everything we produce makes the right impression.

Our comprehensive, multifaceted program incorporates highly creative vehicles for communicating your messages. The outstanding transla-

tion, writing, graphic design, video production and printing resources we've assembled will enable us to customize our program to fit your hotel's specific needs.

And we'll do it all in a way that's most cost-effective for you. With TransLanguage Solutions helping to internationalize your hotel, you won't need to hire additional staff. We'll train your employees to implement America Welcomes the World™ properly, and then provide attentive follow-up service on an ongoing basis.

**Want to learn more? Call us toll-free at 888/882-6249 or e-mail us at [info@translanguagesolutions.com](mailto:info@translanguagesolutions.com); we'll be happy to explain our entire program to you. And be sure to visit us at [www.translanguagesolutions.com](http://www.translanguagesolutions.com).**



*Because It's a Multilingual World*





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