

Translations.com helped The Leading Hotels of the World increase revenue by 63% from French-speaking customers.



THE LEADING HOTELS
OF THE WORLD®

To better serve their French-speaking customers, The Leading Hotels of the World turned to Translations.com.

As a direct result of translating their website into French, by 2019 the bounce rate dropped by over 14% as customers felt more comfortable using a website in their native language. With traffic increasing by 28%, LHW saw a 63% increase in revenue from French-speaking regions.



Translations.com has helped us significantly increase revenue and improve our brand recognition through market-specific initiatives.

—Senior Director,
Digital Product Development & Content