

# How international travelers plan trips



Travelers around the world are increasingly shying away from traditional travel planning methods and using the internet to research and book interesting trips on their own. Instead of flocking to tourist hotspots, both business and leisure travelers are using technology to scope out more unique experiences, and a number of tools and services have cropped up in recent years to help them do just that.

In their quest to plan the perfect trip, people worldwide devour different kinds of content, including detailed travel listings, user reviews from locals and all kinds of travel-related videos. While many travel companies create this kind of content in one language, only a third are translating it to meet growing demand from multilingual travelers around the globe.

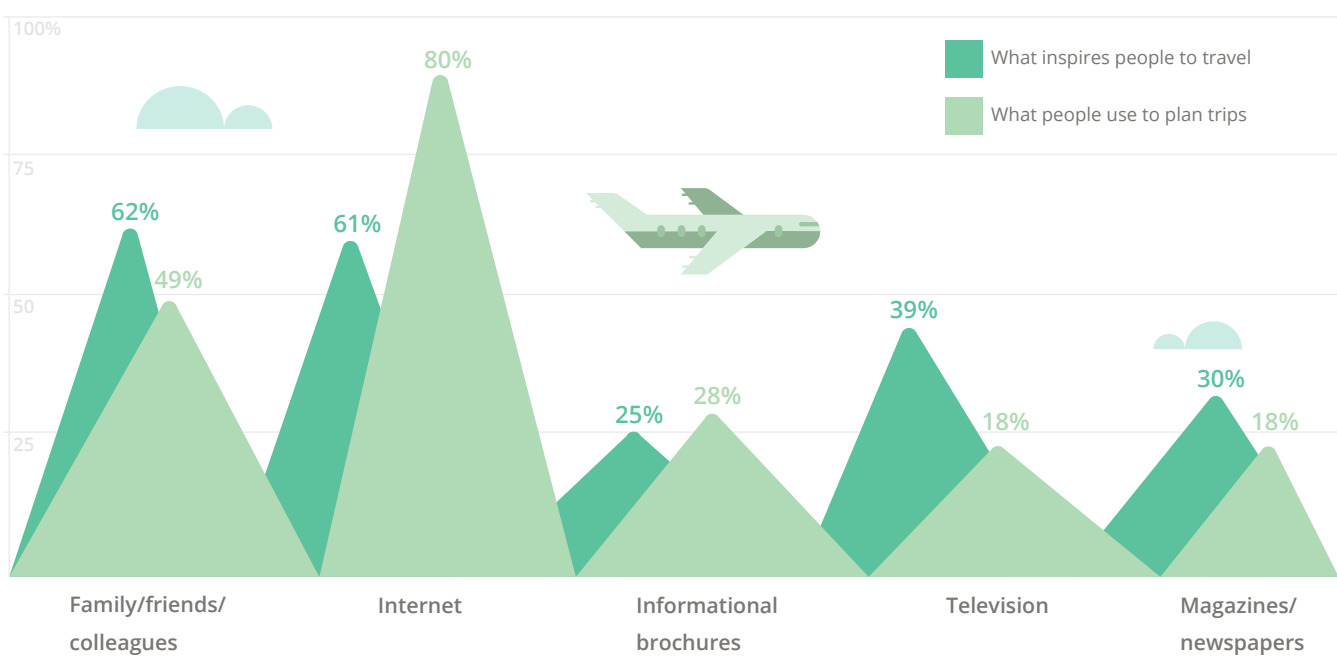
See stats on how the world plans travel below.

**70%**  
of travelers globally book their trips independently

**60%**  
of leisure travelers turn to the internet for inspiration

**68%**  
of travelers begin researching options online before booking

## Top five sources for travel inspiration and planning



## Why user reviews matter



## What travelers watch



## Give travelers a local experience with Gengo.



**While** 50% of all travel companies consider their audience to be global



**Only** 34% of global travel companies translate content



**And** 53% of global travel companies don't have a multilingual strategy

We can help at [gengo.com/contact-us](http://gengo.com/contact-us)



### Sources

Think with Google, "The 2013 Traveler." (2013)

Lab42, "Techie Traveler: The Behavior of Today's Tech-Based Travel Aficionado." (2012)

Visa, "Global Travel: Intentions Study 2013." (2013)