



LANGUAGE SHOULD NOT BE YOUR BARRIER

Elite Asia Enables You And
Your Business To Be Understood



CLARITY CONTEXT CONVICTION

HOSPITALITY INDUSTRY IN SINGAPORE

The **current trend**

 According to the Singapore Hotel Industry Survey 2015 (Financial Year 2014), the **91% of the Nationality Profile of guests are foreigners**, 9% domestic guests.

- Singapore Hotel Association's, 2015

 Compared with the past when travel was dominated by Westerners, the industry is now seeing the rise of **"rainbow tourism"**, where managers need to **be able to serve tourists from all over the world.**

- Mr Ho Kwon Ping, Executive Chairman of Banyan Tree Holdings Limited, 2015

 Encourage businesses to **develop new tourism experiences** that will enhance overall visitor experience and satisfaction in Singapore.

- Singapore Tourism Board, 2015



Translation and Interpretation in demand

“In the hospitality industry, there is a general awareness of the scarcity of language skills and **most of the companies do not at present have any language strategy** – despite their high levels of awareness that such a strategy would be desirable.

- Cañas, J. & Pérez, L., Research Papers College Formatic Barcelona, Barcelona , Spain, 2014

“Customers and tourists appreciate being able to communicate with customer service and hospitality workers **in their native language**.

- Chicago Tribune, 2012

“**Understanding the customer's language** and cultural peculiarities, needs and expectations, is essential for the success of the hotel industry.

- Alina Cincan, Hotel Staff Language Skills: Why Knowing Who Your Customers Are Is Essential, Customer Experience Magazine



Languages in demand

(exclude English language)

TOP INTERNATIONAL VISITOR ARRIVALS BY REGION, 2015

FROM ASIA

- 1,722,380** from China (Simplified Chinese)
- 631,029** from Hong Kong (Traditional Chinese)
- 824,741** Japan (Japanese)
- 536,975** from South Korea (Korean)
- 337,431** from Taiwan (Traditional Chinese)
- 75,742** from United Arab Emirates (Arabic)

BEYOND ASIA

- 263,513** from Germany (German)
- 156,882** from France (French)
- 103,444** from Switzerland (German, French & Italian)
- 67,052** from Italy (Italian)

Source : Singapore Tourism Board, As of August 2015

Note : Data for visitor arrivals are compiled from Disembarkation/Embarkation Forms (IMM 23A) completed by all visitors arriving in Singapore at the points of entry. Exclude arrivals of Malaysians by land.



What can we do **for you**

We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Website
- Brochure
- Guides
- Press kit
- Signs
- Travel map
- Restaurant menu
- Training material
- Advertisement

Our interpreters will build a bridge that connects between you and your overseas clients in any event.



Conclusion

By communicating in your guests' native languages **provide a holistic and pleasant experience.**

Singapore welcomed a high percentage of visitors from Asia countries such as China, Taiwan, Japan and Korea. It is important to **reach out to your target audience effectively** by advertising in their native languages.

Travelling made easy for everyone at the internet age. **Optimise your website with keywords spelled in the language your target audience often use.**

Make your guest's native language available on your website to **improve user experience** as well as **increase your sales revenue.**

Create your competitive advantage by adopting language translation or interpretation. Elite Asia could help you through **localization solutions.**