

Over 150 million Asians will travel overseas in 2017.

Are you prepared to capture your share of these expanding markets?

If Asia is part of your strategies, developing online marketing tools in the language of each target market will be essential for reaching Asian travelers and travel planners.

My ASIA Link is a turnkey Asian-language microsite program specifically designed for hotels, utilizing a strong visual presentation, interactive elements and mobile-responsiveness. Offered in the four key Asian languages – Japanese, Korean, Chinese (Simplified and Traditional) – microsites combine leading design and technology elements with professionally translated and written content all an affordable cost.

- ▶ Add an essential online marketing tool to reach Asian travelers and group organizers during travel planning stages.
- ▶ Improve yield and 'own the customer' by increasing direct consumer business.
- ▶ Convey your story more effectively by communicating with travelers in their own languages.
- ▶ Doubles as digital brochures with the advantage of being able to update content easily.



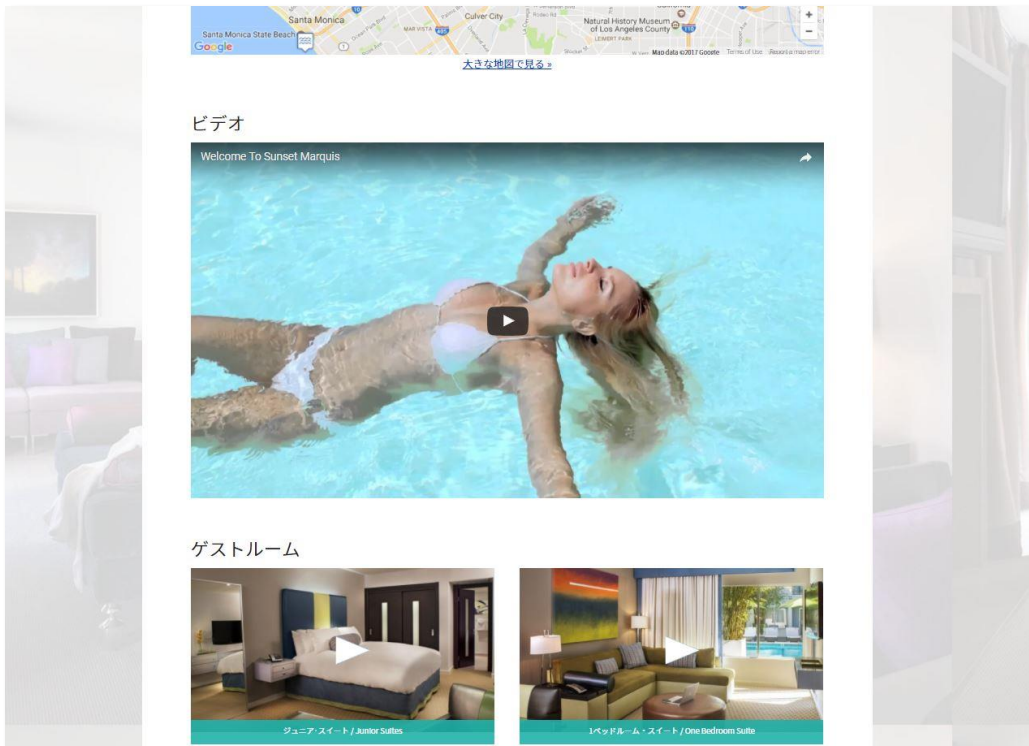
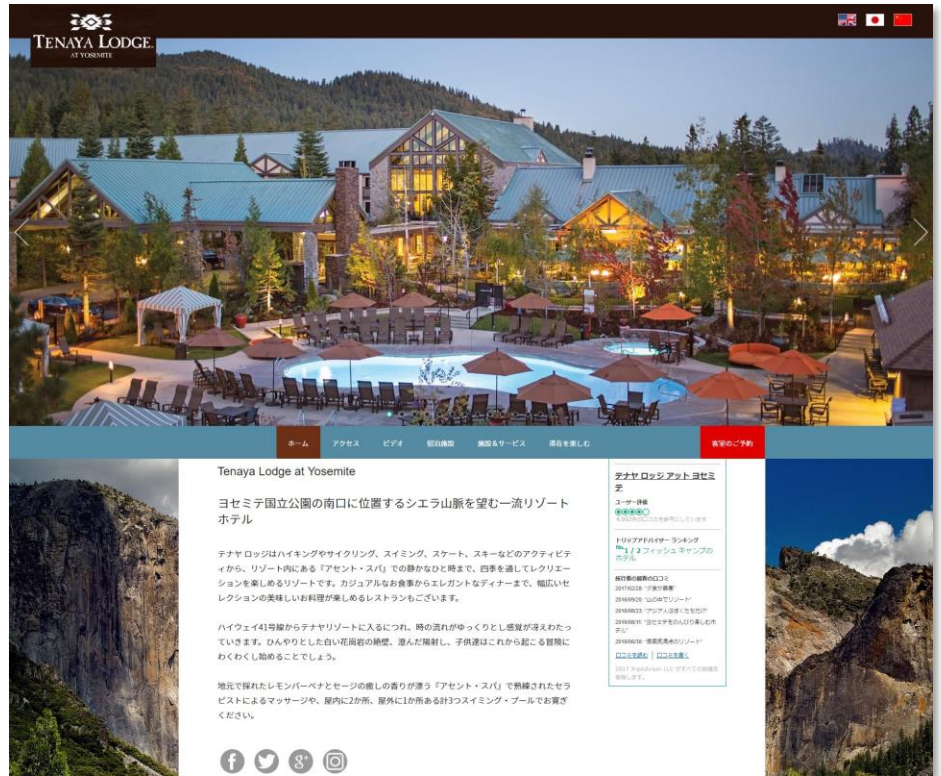
What does it include?

- Hotel logo, favicon and brand integration
- Customizable navigation and color scheme
- Highly visual design with full width photos
- Full screen-width photo slide show
- Direct hotel contact information
- TripAdvisor widget displayed in target language
- Ability to display videos and virtual tours
- Multiple photos for each room type
- "Features & Amenities" section
- "Dining & Activities" section
- Customizable interactive map
- Social media links
- Search engine optimized
- Google Analytics tracking
- Mobile-responsive design
- Link to booking engine of your choice
- MyRez booking engine option
- Custom sub-domain URL

How much does it cost?

- No setup fees
- Annual licensing fee: \$900 for first language, \$600 for each additional language (covers hosting, maintenance and enhancements)

Designed
for Visual
Impact



Professionally
Translated
Content that
Resonates

Who We Work With

PacRim Marketing Group and PRTech have been specializing in the Asian International Traveler niche for over 25 years and proud to be partnered with these organizations.





Multilingual Booking Engine

- Built by Asian developers specifically designed for Asian consumers.
- Selected by independent and brand hotels who are serious about capturing business from Asia.
- Provides optimal user environment for Asian travelers.
- Improves yield by selling BAR rates directly to consumers from Asia.
- Available in English, Japanese, Korean, Simplified Chinese and Traditional Chinese.
- Accommodates multiple rate plans, packages and up-selling opportunities.
- Integration with channel managers for easy control of rate plans.

Korean

Japanese

Chinese

The image displays three overlapping screenshots of the myrez booking engine interface in different languages: Korean, Japanese, and Chinese. Each screenshot shows a different stage of the booking process, including check-in/out selection, room and plan selection, and a calendar view for date selection. The Korean version is at the top, the Japanese version in the middle, and the Chinese version at the bottom. The interface includes navigation menus, search filters, and detailed room information such as location, area, and amenities.