

For Immediate Release

Contact: Jerry Daly or Chris Daly (Media)
(703) 435-6293

gCommerce Solutions Launches Website Service to Capture European Market

Unique Translation Service Designed to Increase International Bookings at U.S. Hotels

DALLAS, Texas, June 2007—In anticipation of record international business over the next calendar year, gCommerce Solutions, a unique eMarketing firm specializing in the hospitality industry, today unveiled a website translation and search optimization service designed to increase international bookings at U.S. hotels. The service is expected to help hotels capture a record number of international travelers expected to flood the U.S.

“This service is strategic and effective, but it’s also necessary,” said Scott van Hartesvelt, gCommerce president. “With the euro at an all-time high against the U.S. dollar, the travel industry is gearing up for a huge increase in the number of foreign visitors to the U.S. over the next year. Hotels have an opportunity to significantly increase their share of the market with something as seemingly simple as translating their website and booking services. We’ve created a vehicle to do that, as well as maximize international search strategies, and we can complete the process, start to finish, in a matter of weeks. This is the next strategic marketing step, and it requires far less capital than a major ad campaign or website renovation.”

gCommerce partnered with Language Works, a translation service that provides:

- Content translation: Website content is translated into the chosen target language by a native speaker, as opposed to translation software. Translation software often results in a poor quality final product, and context and vernacular are usually lost.

- Meta Data translation: Language Works translate the meta data that search engines use to locate websites; increasing a website's visibility during a random search.
- HTML programming: Language Works also rewrites the code after the content is translated, which saves both time and money.

After the translation is completed, gCommerce is responsible for the search engine optimization phase of the process. The company assures that the translated website will appear on international search engines with premium placement for relevant searches

The entire process can be completed in three to four weeks from contract execution.

“The process makes booking a hotel much more convenient for in-bound U.S. travelers,” van Hartesvelt noted. “Something as simple as a prospective guest in another country being able to read and understand a U.S. hotel's website and fully grasp its amenities, as opposed to fearing that something has been lost in translation, can result in a considerable number of additional room nights. Hotels historically have not had the time or the capability to translate their website into other languages. This service eliminates the guesswork and provides a powerful tool to capture potential foreign visitors.”

About gCommerce Solutions

Headquartered in Park City, Utah, gCommerce is a full-service Internet marketing and distribution management company. The company provides a full range of services to address all aspects of a hotel's Web presence, from establishing and managing on-line room rates to strategic partnering with on-line search engines. Hotels managed by gCommerce typically experience reservation increases of 10 percent to 30 percent.

