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LUXURY RESORT CHAIN PUTS LIONBRIDGE'S AI CONTENT CREATION SOLUTION TO THE TEST

Pilot project validates AI's beneficial role in global content creation for the hospitality sector

HIGH-QUALITY CONTENT | **ENHANCED EFFICIENCY** | **REDUCED COSTS**

ABOUT THE CUSTOMER

A prominent luxury travel and hospitality industry entity, our customer has an expansive portfolio of exclusive resorts in the world's most desirable vacation destinations. With an impressive team of over 20,000 hospitality professionals, the company welcomed more than 1.5 million guests to its resorts in 2023 alone, underscoring its influential role within the tourism industry.

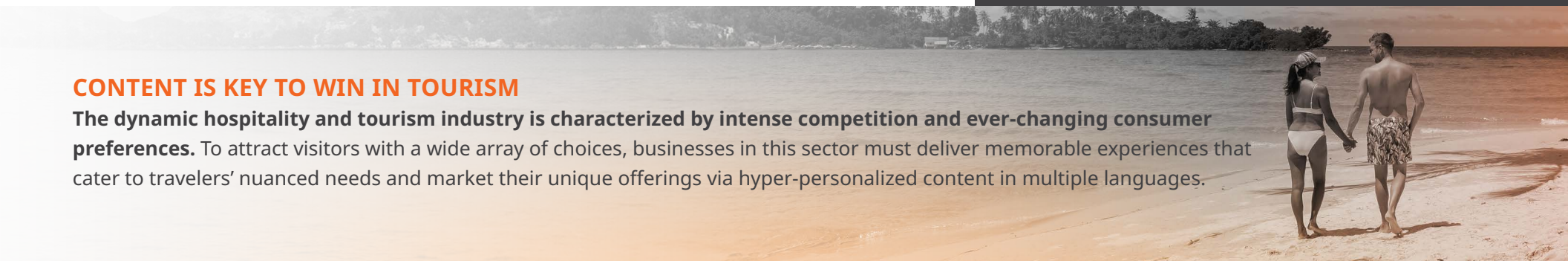
THE CHALLENGE

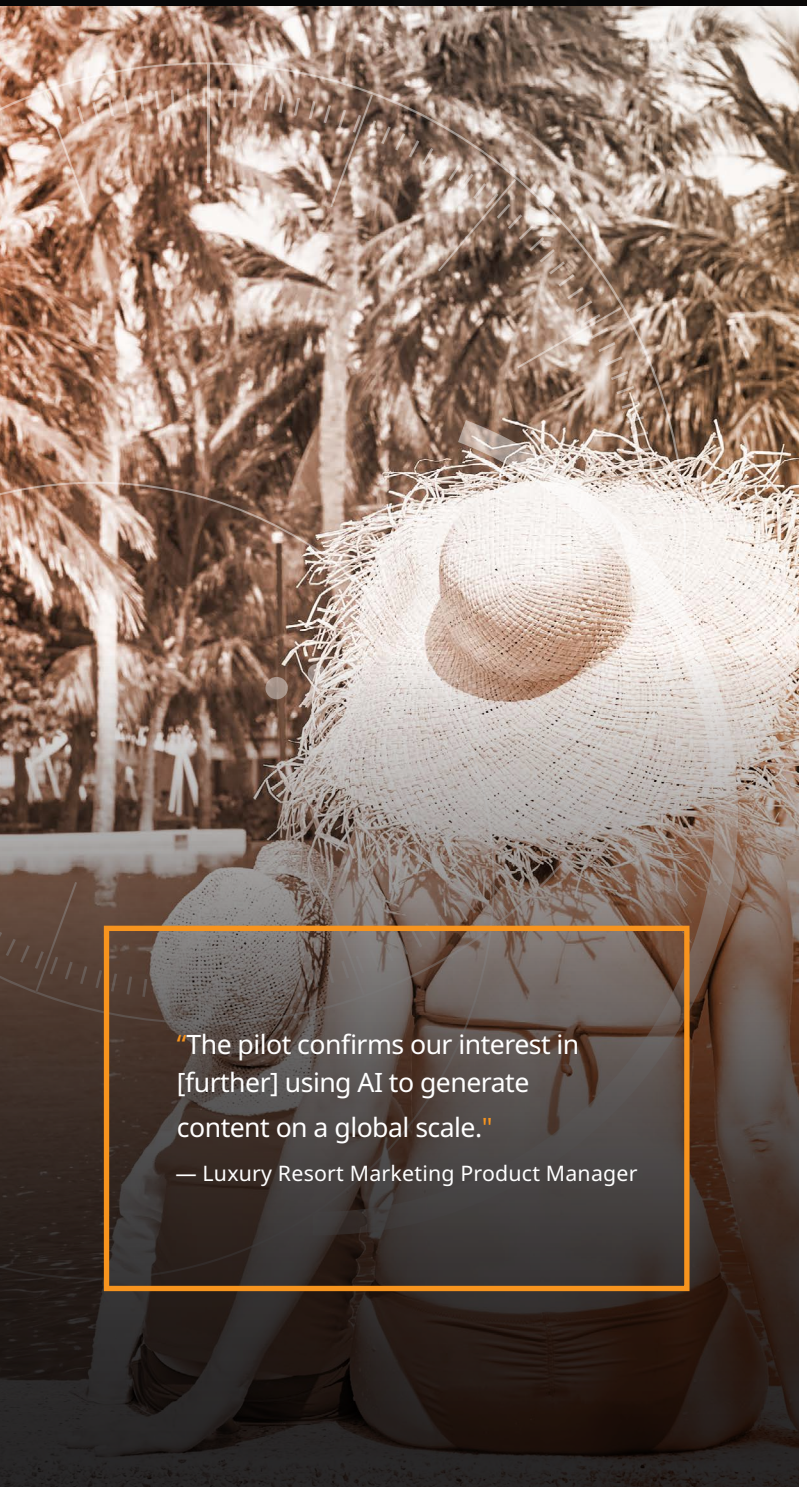
Having successfully positioned itself as a premium player in the travel and tourism industry, our customer faced the task of effectively communicating about its brand to a discerning, international audience.

They recognized the necessity to thoroughly overhaul their existing content to align with their elevated luxury branding and resonate with their global target demographic. However, creating high-quality, multilingual content for omnichannel purposes presented significant challenges due to the need for speed, a limited budget, and the substantial costs and extended turnaround times associated with utilizing internal and external copywriters and agencies. To overcome these obstacles, the company sought to explore an innovative, cost-efficient way to develop this content. They turned to Lionbridge for a content creation solution leveraging AI.

CONTENT IS KEY TO WIN IN TOURISM

The dynamic hospitality and tourism industry is characterized by intense competition and ever-changing consumer preferences. To attract visitors with a wide array of choices, businesses in this sector must deliver memorable experiences that cater to travelers' nuanced needs and market their unique offerings via hyper-personalized content in multiple languages.





"The pilot confirms our interest in [further] using AI to generate content on a global scale."

— Luxury Resort Marketing Product Manager

THE SOLUTION

Lionbridge conducted a one-month pilot project to help the customer evaluate the efficacy of LLM-augmented content creation. The customer limited the project's scope to content creation for the food and drink section highlighted on one of their resort websites.

The solution entailed the following elements:

- Prompt engineering and generation for accurate and consistent AI output.
- Enterprise-secure Large Language Model (LLM) content creation.
- Human-in-the-loop post-editing of AI output by subject matter experts.

Lionbridge's AI and content creation experts met with the customer several times to fully understand their business challenges and objectives and develop a tailored solution. Lionbridge engineered the prompts and inputs with the customer's existing content to optimize platform performance and successfully ingrained the solution with the company's values, brand guidelines, tone of voice, terminology, and audience profiles. These efforts ensured that the generated content would require minimal revision by the human post-editors, keeping costs down.

Importantly, Lionbridge utilized its **TRUST** framework to promote the customer's confidence in the AI output and Lionbridge's responsible management of the AI. The framework consists of being **T**ransparent about the process, using AI interventions to achieve **R**eliable output, being deliberate about AI implementation to achieve **U**seful results, taking **S**afety measures with company data to protect intellectual property, and evaluating the **T**imeliness and efficiency of the AI after implementing necessary interventions to ensure a positive Return on Investment (ROI).

THE RESULTS

Combining AI content generation with human post-editing proved to be a powerful approach to creating global content. The solution consistently delivered high-quality content optimized for search more efficiently, cost-effectively, and timely than previous methods.

Incorporating LLM technology into the content creation process achieved:

- Enhancements to production for time and cost savings.
- Desirable, hyper-personalized content in complete alignment with the brand.
- Content ready to be repurposed across omnichannel outputs.

These results validate AI's indispensable role in content creation. This engagement is ongoing. The company is currently assessing which areas of its websites to focus on next.

> "As AI pioneers and content creation experts, we were confident in our solution's ability to enhance the content creation process and deliver real business value. We are delighted that our customer is pleased with the outcome and excited about the continued use of the technology to meet their needs and that of any enterprise seeking to create global content."
>
> — Olivier Onfray, Lionbridge Senior Enterprise Sales Director

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