

Pan Pacific Hotels and Resorts Expand Into Asian Markets with GlobalLink® Technology



“
***GlobalLink
technology will
revolutionize the
way we interact with
customers online.***
”

- VP of Online Marketing
Pan Pacific

In order to grow its business in Asia, Pan Pacific knew that a localized website was imperative. Translations.com worked with multiple Pan Pacific stakeholders to centralize the process, while deploying the GlobalLink plug-in for Adobe Experience Manager to facilitate a seamless CMS integration.

With its website available in Chinese, Japanese, and English, Pan Pacific now offers a personalized user experience to its prospective and existing Asian customers.