

# **Visit.Alsace enhanced with 4,600 multilingual fact sheets**



Interview of **Cyrille Muller**  
Web Manager – Agence Régionale du Tourisme Grand-Est

## **What are your business challenges in terms of content production?**

On the Visite.alsace website, we offer tourist accommodation (hotels, campsites, vacation rentals, B&Bs etc.) in our region to the public. However, we realized that we didn't always have descriptions of the accommodation, and where we did, the quality was not always satisfactory. In fact, many descriptions were badly written and contained factual errors as well as spelling and grammar mistakes. On the other hand, writing such descriptions was time-consuming and we wanted our human resources to be able to devote their time to writing content with higher added-value, especially journalistic articles on tourist experiences.

We therefore wanted to find a partner able to supply us with a high volume of accommodation descriptions, written in human language, and also multilingual (in German and English).

Our goal was to boost our search engine visibility with SEO-friendly texts, while also improving our conversion rate via more attractive descriptions.

With regard to these challenges, Syllabs matched the specifications perfectly.

## **How did the project set-up go?**

We set the project up in close collaboration with Syllabs' team, who were very attentive and mindful of deadlines. Based on the data we supplied them with, the team proposed a sample of texts in line with our editorial style. We made sure that each description contained all the information which could be relevant to our users when searching for accommodation. Once the sample was validated, Syllabs generated 4,600 multilingual texts for us, which we could directly publish online via an API. We haven't yet published all of the descriptions on our website, but they will all be integrated by the end of 2020.

## **What do you think of the Syllabs solution?**

We are very satisfied! The texts are comprehensive, detailed and of high quality. From now on, we can promote establishments which were previously not very visible. The different characteristics presented in the accommodation descriptions also allow us to position ourselves on a larger number of requests.

## **How does automatic text generation fit into your content strategy?**

Automatic text generation allows us to offer more useful content to our audience, which would be tedious and repetitive to produce otherwise. Thanks to this solution, our writers can concentrate on higher added-value editorial content, highlighting the attractiveness of our region. It's a very useful way to deploy rich and comprehensive websites.



### **What impact have you seen on your digital performance?**

We've improved the quality of our website thanks to richer SEO content. The user experience has also been improved thanks to accommodation descriptions which are more precise and more appealing. We're now able to push accommodation which was previously not well-promoted. There's therefore a better conversion rate on those descriptions, which now include quality content.

### **Would you recommend Syllabs to others? Why?**

Absolutely. Syllabs was able to understand our issues and offered us a solution at a very competitive price, without which we wouldn't have been able to go ahead.

The deliverables were very satisfactory, and I'm certain that this is a solution of the future for the tourism sector.

**A content issue or a specific need ?**

**Contact us !**

[www.syllabs.com/en](http://www.syllabs.com/en)

[hello@syllabs.com](mailto:hello@syllabs.com)