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## Germany Named Best Global Tourism Website

### New report recognizes top global tourism websites including France, Sydney, and Singapore –and highlights growing language gaps

(Ashland, OR – June 15, 2017) – Germany emerged on top of the first-ever global ranking of tourism websites. The new report *Destination: Marketing*, published by Byte Level Research, benchmarked 55 country, region, and city tourism websites across five continents.

“Germany emerged on top driven largely by its support for a leading 24 languages as well as global consistency and local content,” said report author John Yunker. “But we must emphasize that even Germany has much room for improvement.”

Websites were benchmarked according to languages supported, global navigation, global and mobile website architecture, and localization.

Notable highlights include:

- **As a group, the top 10 websites support an average of 12 languages.**
- Even the leading tourism sites **lag significantly in languages** compared with travel websites from airlines, hotels, and travel agencies.
- All websites on this list support mobile devices, either through **responsive websites** or as separately developed mobile websites.
- The best city website is **Sydney** and the best regional website is **Western Australia**.

## Top 10 Global Tourism Websites

1. Germany
2. France
3. Spain
4. Paris
5. Scotland
6. Sydney
7. Dubai
8. Holland
9. Singapore
10. Western Australia

SOURCE:

**Destination: Marketing**  
Global Leaders and Best Practices  
in Tourism Websites

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