



The Business Case for Global Expansion Guide: Key Metrics and Market Trends

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Nearly two-thirds of
businesses found identifying
and entering new markets
challenging



Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

Over half (58%) of business leaders globally find navigating legal and regulatory requirements a challenge in their business expansion efforts

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Nearly two-thirds of global business leaders find competition a challenge in their business expansion efforts

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

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61%

of business leaders globally find **adapting products and services a challenge** in their business expansion efforts

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

57%

of global business leaders find **maintaining brand consistency** a challenge when expanding their business globally



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59%

Over half of business leaders find
adapting marketing content a challenge
when expanding their business

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025



Over half (55%) of business leaders globally confirm their company has lost business due to the lack of a proper translation/localization strategy

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52%

of businesses globally are **not currently communicating in real time** in the language of their customers



Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

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76%

Over three-quarters of global business leaders state that **speed to market will improve their capacity and comfort to expand** into new regions faster and more effectively

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025



