# Multi-lingual SEO campaign kicks-off for leading hotel chain

BlueBay Hotels & Resorts, the leading international hotel chain with 20 hotels in 14 different destinations, has enlisted the experience of digital marketing agency SiteVisibility to oversee a multi-lingual search engine optimisation strategy. SiteVisibility, whose work in the travel and tourism market already includes Hotels.com, Cheapflights.com and TUI, will deploy its well-proven THEME search strategy model to promote the brand online.