

Press Release

Welcome to Hotel English – the first Video-based Language Course for the Tourism and Hospitality Industry

LinguaTV offers a discount on the occasion of the product launch at ITB 2010

Berlin, March 11th 2010

Fluent communication skills in English are a prerequisite for a successful career in the Hotel and Tourism sector. International guests expect employees in the Hotel & Tourism profession to be able to speak English fluently and effortlessly. LinguaTV now offers for the first time a multimedia training course in English to learn the most important communication skills required between a Hotel or Tourism professional and guests.



The LinguaTV Course “English for Hotel and Tourism” has been specifically designed for those who work in the Hotel & Tourism profession, as well as those who aspire to work in the sector. The pivotal features are the specifically produced videos with authentic communication situations with native English speakers. The viewer learns through realistic dialogues and profession-relevant vocabulary and correct pronunciation. Participants can choose between everyday scenes and interactive exercises such as quizzes, crossword puzzles and many other learning-games. Individual learning-analysis reports show a detailed progress as well as giving individual recommendations on how to advance.

Anywhere and Anytime: Efficient and Practical English-learning

At the core of the Online-Video-Training is the practical know-how, which can be used by Hotel & Tourism employees immediately in the work place. The modular design allows users for the first time a fast, efficient and simple way of learning a foreign language and communication skills. LinguaTV places special value on providing an entertaining experience whilst learning. Another special feature is the user-friendliness of the learning tool. You only need a Multimedia PC or laptop and an Internet connection to access the browser-based learning tool. No software downloading required. This means that LinguaTV Online-Video-Training is available to you wherever you are, whenever you need it – 24 hours a day, 7 days a week! LinguaTV is available at your fingertips whenever you are ready to learn!

Language experts and hotel professionals have collaborated to create a unique and customised learning experience

The top quality of LinguaTV’s training tool is, among other things, the result of collaborations with renowned partners, proven experts in the industry and a well-known international luxury hotel chain. "Thanks to the support of the German Hotel and Restaurant Association in Berlin, we are very proud to present a new language course "English for Hotel and Tourism", a truly innovative and practical video training, which makes a valuable contribution to modern education in the hospitality industry," said Sandra Gasber, Managing Director of LinguaTV. Christian Siejock, training manager of the InterContinental Hotel, said, "LinguaTV effectively conveys the important English language skills employees require to interact with guests professionally."

On the occasion of the product launch at the ITB 2010 in Berlin, LinguaTV is offering a 10% introductory discount. Simply go to www.linguatv.com and choose "Language-training" and provide the discount code "ITB10". Welcome to Hotel English!

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About LinguaTV

LinguaTV produces videos for modern language learning. The topic-specific video tutorials are geared to the unique needs of companies and private individuals for effective learning. The extensive online platform includes WebTV, entertaining videos, interactive games and a social networking community with features such as video-chat and study groups. LinguaTV was awarded with several prestigious awards, including for the world's best e-content offerings, the "World Summit Award 2009" in the category of "E-learning and Education".