

[creative words]

Is your localization strategy going places?

A complete guide for Hospitality
and Travel companies

 E-BOOK



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What is localization and why is so powerful?

From Common Sense Advisory's [report](#) Can't read won't buy to the European Commission [analysis](#) on users' language preferences online, research proves that consumers are more likely to buy a product if they have information in their own language.

Whether you want to attract guests to your properties worldwide or scale globally with your latest platform for hosts, making your content locally-relevant is key to succeed in Hospitality and Travel industries.

And here localization comes into play.

Localization allows you to adapt your product or service to a specific market, country or region while taking into account the linguistic and cultural aspects.

The main goal is to create a market-ready product that resonates with your target audience while removing language and cultural barriers.



Is your localization strategy going places?

While nowadays the term localization is often used to refer to any process involving translation of online content, there is a plethora of services to meet different needs. From catchy offers to tour descriptions, from T&Cs to user-generated content, your online platform is likely to include many, if not all, of these content types.

Identifying the most appropriate approach for each of them is key.

In this e-book, you will find a few scenarios to guide you through the different content types, and solutions that you might want to consider in your localization journey.

Keep reading to find out more about going global and making your content locally-relevant, with real-life scenarios to inspire you.



Localization for... OTAs and Booking Platforms

Your Content:

User-Generated Content (UGC)

Challenges:

High Volume, Speed to Market,
Low Budget

Solution:

Post-editing

We bet you know that there are billions of user-generated content posts shared online every day. As online users' reviews are increasingly impacting consumer purchasing decisions, translating UGC into different languages is key.

In such a fast-paced ecosystem where volumes of content are high, Machine Translation can really help and in some cases it's enough on its own.

But with light or full **post-editing**, you can add that extra human touch to make UGC fully understandable, accurate and grammatically correct.

OUR TIP:



Spend some time in the discovery phase to select an MT engine that suits your needs and easily integrates with your existing tools. Consider partnering with a trusted Language Service Provider to get recommendations on the best solution.

Localization for... OTAs and Booking Platforms

Your Content:

Articles and Blogs about Travel,
Tours and Experiences

Challenges:

Quality, Local Relevance, Brand and
Company Tone of Voice

Solution:

Creative Copywriting
or Content Creation

Creating compelling and relevant content for your website, blog or online offers is critical to stand out from the crowd and reach a greater number of potential travellers.

The end goal of this content is usually to drive more visits to your website and to ultimately turn your lookers into bookers.

Creating content in several languages is different from other localization services in that copywriters are usually provided with a brief and they are usually allowed to deliver copy with high level of creativity in order to touch your readers' hearts.

OUR TIP:



Include detailed initial briefing, ongoing communication and brand final sign-off in the process so that your content can cross the language barrier while keeping your tone of voice.

Post-editing in practice

A real-life scenario

Company:

Travel experiences
booking platform

Content:

Tour and Travel Experiences
Descriptions

Service offered:

post-editing

Time Frame:

27/05/2019
to 12/09/2019

Words:

4,113,700

Challenges:

High Volume,
Speed to Market, Quality

Solution:

Team:



28 experienced
post-editors and
4 proof-readers

- Project set-up coll to agree on quality expectations
- Ad-hoc workflow with 12 batches and daily deliveries resulting in content available to be published online on a daily basis

Localization for... Global Hotel Brands

Your Content:

Hotel Descriptions meta-data

Challenges:

High-volume, Accuracy, Quality

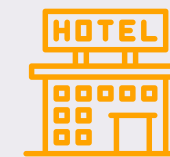
Solution:

Multilingual SEO

Thousands of travel-related searches are made every day on Google, not to mention all the other search engines. While English is the most dominant language on the web, most people search in their **native languages**.

Multilingual Search Engine Optimization is therefore critical to improve your search engine positioning in all languages of your target audiences.

OUR TIP:



From in-language keyword research to optimization within the translated text, integrate multilingual SEO into your global marketing strategy right from the start to put your hotels ahead of the competition and avoid timely and costly re-work.

Localization for... Global Hotel Brands

Your Content:

E-mail Campaign

Challenges:

Local Flair and Sensitivity,
Market Adaptation

Solution:

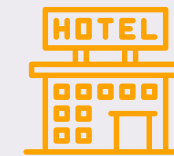
Transcreation

Creating e-mail campaigns that resonate with your audience around the world can be a time-consuming and expensive task and, sometimes, the best marketing translation is simply not enough.

While transcreation has been a buzzword among marketers in the last few years, the meaning and goal might not be clear to everyone.

The objective of transcreation is to invoke the same emotions and the same reactions in the target audience as the message in the original language, while conveying the tone of voice and style of the company.

OUR TIP:



Since recalling millions of e-mails sent to your loyal members is not an option, consider different approval steps and final in-house sign-off for each language you want to cover.

Translation, transcreation and SEO in practice

A real-life scenario

Company:

World Hotel Brand

Content:

Website and
Hotel Descriptions

Service offered:

Translation of website and hotel
descriptions, transcreation, SEO

Time Frame:

2 months

Words:

100,000

Challenges:

Accuracy and Quality
in a time-sensitive environment

Solution:

Team:



2 translators and
1 proofreader

- Creation of glossary and style guide submitted to client for approval before the start of the project
- SEO analysis is carried out with client through weekly conference calls

Localization for... Travel Tech Companies

Your Content:

Software

Challenges:

High Specialization,
Workflow, Tools

Solution:

Localization and
Linguistic Testing

Software localization is the process of translating a software to the local market language, culture, regulations and technical requirements.

Software localization is often carried out at the same time of the software development itself so tools and processes play a vital role.

OUR TIP:



Add **linguistic testing to your workflow so that your future users can enjoy the best experience. Failure to do so might generate an overwhelming number of support requests or bad reviews from communities, resulting in loss of sales, profits... and credibility.**

Localization for... Travel Tech Companies

Your Content:

Knowledge Base

Challenges:

High Specialization,
Plain Writing

Solution:

Technical Translation


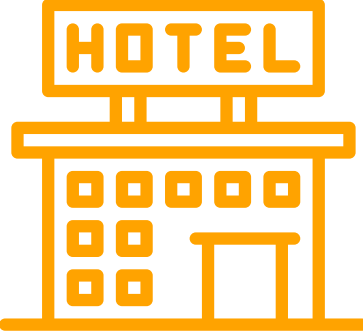

Your software knowledge base needs to convey technical information to users and enable them to use your platform in the easiest way. The importance of consistent terminology and repetitive nature of technical writing makes computer-assisted translation using translation memories and terminology databases especially appropriate. In addition, a professional translation will make texts with technical jargon accessible to a wider audience.

OUR TIP:



Regularly maintain and provide a pre-approved glossary or term base to your linguists so they can stick to your terminology

Our tips

Booking Platforms/ UGC		Opt for an MT engine that suits your needs and integrates with our existing tools
Booking Platforms/ Blog Posts and Articles		Brief linguists with as much information as possible
Hotel Brands / Meta-data		Integrate multilingual SEO into your marketing strategy from the start
Hotel Brands / E-mail Campaigns		Add several approval steps and in-house sign-off for all languages
Travel Tech / Software		Integrate linguistic testing into your workflow
Travel Tech / Knowledge Base		Maintain and provide a pre-approved glossary

Where Language meets Innovation

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