gpi | Globalization Partners International
— *Any Language. Any Locale.* —

Special Edition Newsletter

Hospitality

The hotel industry is flourishing in today's ever-connected world, welcoming a multitude of travelers from across the globe. Although many customers are multilingual, language barriers can sometimes be intimidating and potentially deter guests and inhibit their comfort.

Fortunately for hotels, this presents not merely a challenge, but a remarkable opportunity: the chance to elevate the guest experience through the power of translation services. Translation solutions enable hospitality businesses to easily bridge linguistic divides while creating a warm atmosphere that welcomes all visitors from around the globe.
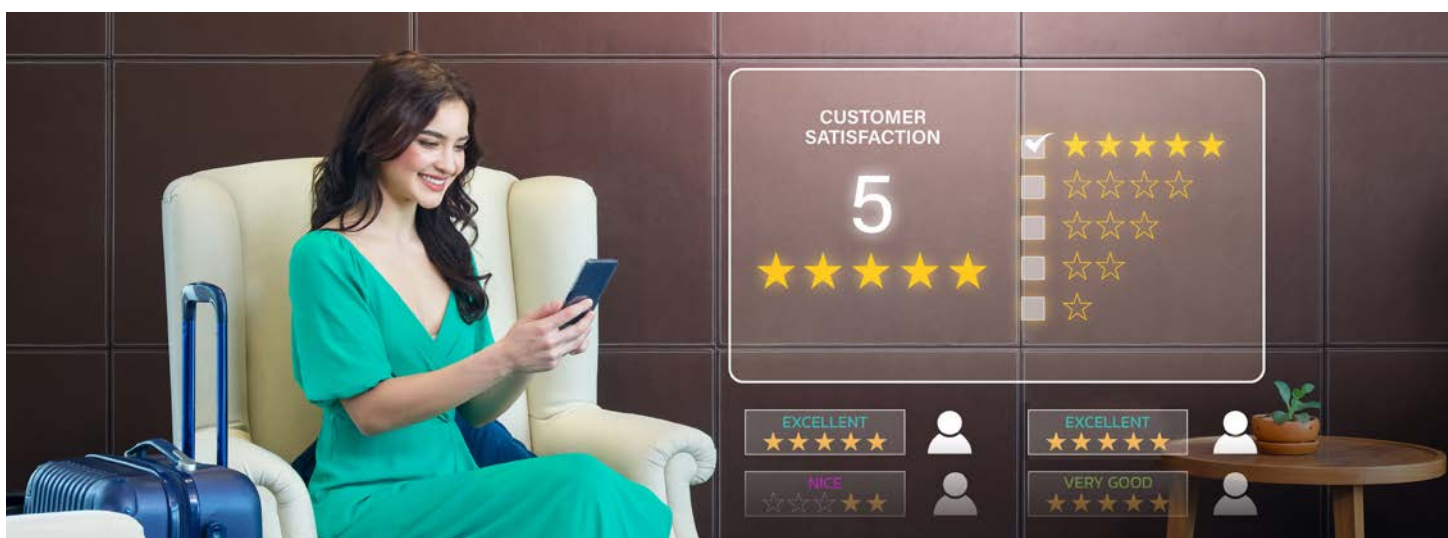
The Benefits of Localized Hotel Content

Providing multilingual services at hotels can be significantly beneficial for both guests and staff. Not only does it create an environment of respect where customers feel genuinely valued, but it also simplifies the entire process of navigating hotel offers – making the guest's experience far more enjoyable. Furthermore, having personnel with diverse language skills helps foster better communication between guests and employees while encouraging collaboration among team members from different backgrounds.

Effective hotel translation goes beyond just language conversion. It involves localizing the brand and tone of voice, ensuring that the essence of the hotel is effectively conveyed to guests from different linguistic backgrounds. Essentially, successful translation entails translating vital information such as check-in procedures, policies, room amenities, and services into the desired language of guests.

Furthermore, menus can be tailored to cater to various culinary preferences – from different dietary requirements to cultural tastes. It is also essential that activity schedules, local attractions, and transportation options are translated so that visitors have all the necessary details in their languages, enabling them to make the most of their stay.

How Hotels Can Implement Multi-lingual Services

There are numerous methods for implementing translated services in hotels. Depending on size, budget constraints, and target audience demographics; hiring multilingual staff can be a great way to create an empathetic connection with visitors.

Using translation services at hotels can be a powerful tool in elevating the guest experience by eliminating language barriers which can open opportunities for effective communication and personalized service. Embracing hotel translation services shows a commitment to diversity that will help make guests from different countries and cultures feel valued as well as welcome. It also boosts the hotel's reputation among international travelers leading not only to more bookings but increased profits too.

Although there can be challenges in introducing translation services, such as finding competent personnel or managing costs, these obstacles can quickly and easily be overcome by partnering with an expert translation agency. Their translators have the necessary linguistic and cultural knowledge along with technical proficiency to ensure that translations are both accurate and sensitive to local cultures. Moreover, they provide ongoing assistance so that any changes needed for updated translations adhere to guest requirements.

Hotels that provide this service demonstrate their commitment to hospitality for visitors of all languages and cultures – creating an environment where guests feel welcome and comfortable. This level of care leads not only to higher satisfaction among customers but also to more positive reviews. Investing in professional translations enables hotels to make each stay memorable so travelers can cherish these memories long after checkout.

Atlantis The Palm

Website and Document Globalization

www.atlantisthepalm.com

About the Project

One of the world's leading luxury hotels & resorts Atlantis The Palm selected Globalization Partners International for their global translation and website localization needs.

Atlantis The Palm required a global translation agency that could provide translation and localization services for a variety of collateral materials including brochures, menus and press releases as well as comprehensive website localization utilizing website localization workflow best practices and The Sitecore® Experience Platform™.

Globalization Partners International provided a comprehensive range of translation services for Atlantis, including:

- Audio/Video Content
- Brochures
- Comprehensive Website Localization
- Menus
- Signage
- Special Event Content

Languages:

Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Swedish and Turkish.

Tools:

- Globalization Project Management Suite
- GPI's Translation Services Connector for Sitecore
- Sitecore® Experience Platform™
- Microsoft Word
- Adobe Creative Suite

About the Project

Design, develop and deploy a new multilingual web presence driven by a content management system for the Marina Bay Sands in Singapore.

Marina Bay Sands opened in April 2010 with an opening celebration in June 2010 and is set to become a premier entertainment destination in Singapore and beyond, with its vibrant diversity of attractions and facilities. The vision was to build an integrated development that is timeless and a landmark that possesses a distinct identity, which will distinguish Singapore from other cities.

The property's web presence needed to be just as distinct and inspiring. The site needed to be available in seven relevant languages and be easily found in search engines by potential customers around the world.

Languages:
English, Indonesian, Korean, Japanese, Simplified Chinese, Traditional Chinese, Thai.

Tools:
- Microsoft Word
- Adobe PhotoShop
- Acrobat
- MS Project
- Globalization Project Management Suite
- Translation Portal
- Translation Memory
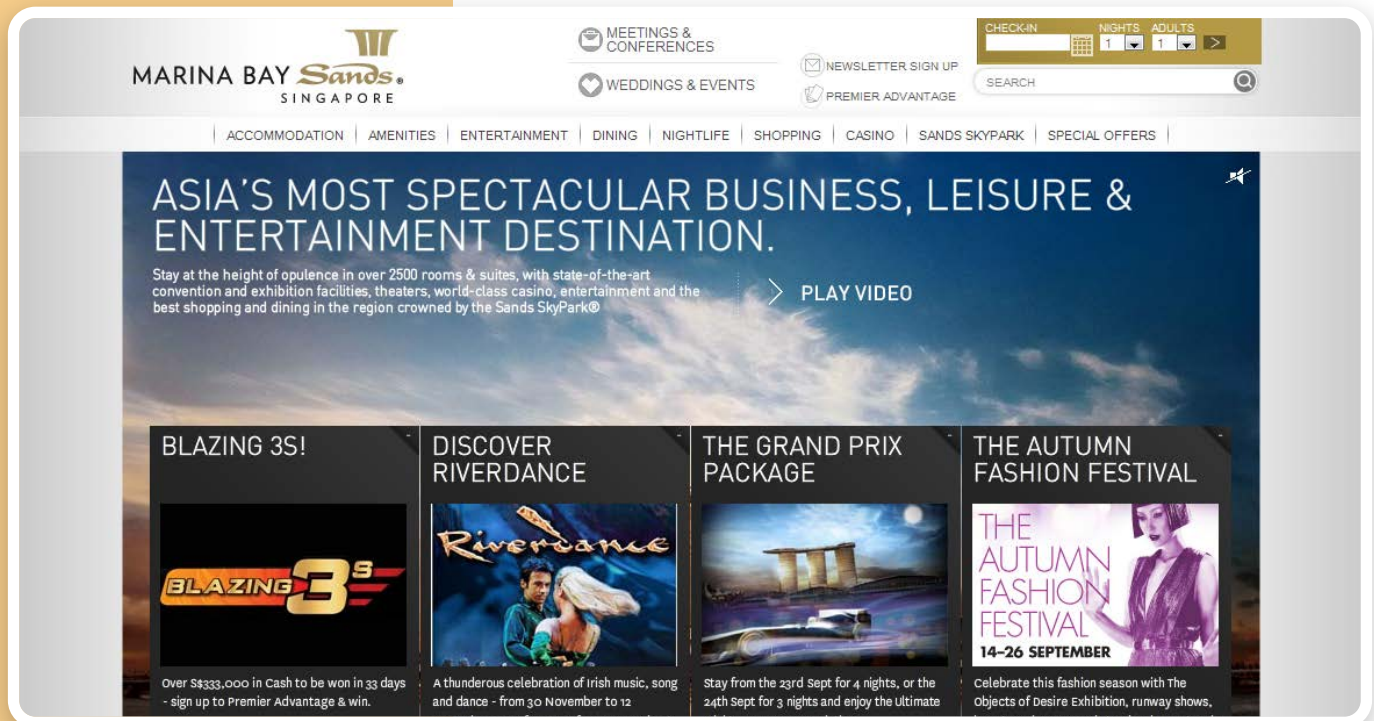
One&Only

Languages:
Arabic, French, German, Mexican Spanish, Montenegrin, Russian.

Tools:
- Globalization Project Management Suite
- GPI's Translation Services Connector for Sitecore
- Sitecore® Experience Platform™
- Microsoft Excel
- Trados Studio

About the Project

A variety of content types including websites, menus, brochures and other collateral were localized by native speaking copywriters and translators as required for One&Only guests' marketing outreach. Annual and seasonal collateral pieces were produced in different languages supporting local and global holidays and events ranging from New Year and summer vacations to Ramadan and Christmas holidays.

One&Only's marketing flagship www.oneandonlyresorts.com was localized in order to promote the different One&Only resorts around the world. GPI localized content, SEO keywords and metadata as well as deployed GPI's Translation Services Connector for Sitecore. The GPI connector streamlined the website translation and updated workflows saving time and money on daily, weekly and monthly updates to content from their language version sites.

GPI's Services Included:

- Translation
- Copywriting
- Desktop Publishing
- SEO Localization
- Social Media Campaign Localization
- Website Localization
- Website Translation Connector for the Sitecore CMS

UN DESTINO ICÓNICO

DISFRUTE DE NUESTRO MARAVILLOSO RESORT EN MÉXICO CON UNA UBICACIÓN PRIVILEGIADA EN LA PENÍNSULA DE BAJA

REPRODUCIR VIDEO

In today's rapidly evolving landscape of the global hospitality industry, having a multilingual hotel website is essential for driving business. First impressions count, and since the pandemic, more international travelers are researching and doing their transactions online.

Did you know that 75% of the world's population does not speak or read English? So, if your hotel is not visible in the language of your key markets, you risk losing valuable revenue. Below are some fundamental reasons why hotel website translation is important for your business.

Improves Brand Image and Reach

Customers will naturally trust hotels that have taken the time and effort to translate their website into their client's native language. This will help attract more international visitors as well as increase your brand awareness and reach in new markets. By providing translated content, you will be able to capture the attention of potential global customers because they will be able to engage with your brand seamlessly. This will grow your international customer base and, in turn, increase revenue.

Increases Direct Hotel Bookings

If your website is not translated into your key market languages, there is a strong chance international customers will book on competitor sites such as OTAs (Online Travel Agencies). These OTAs make 15-30% commission on the overall booking, meaning you may miss out on revenue. If global customers can see your official hotel website in their native language, they are more likely to book directly because this gives them trust, peace of mind, and the assurance they need when booking.

Provides a Better User Experience

International customers will have difficulty finding your website if it is not translated into their native language. Even if they find your site and try to understand your content, they are still less likely to book a room because the experience will be too complicated. A well-translated website helps customers connect with your brand by giving them an authentic online experience. Details matter – from your chosen translated words to the time it takes for a page to load; global visitors want to find what they are looking for quickly and efficiently. The personal touch goes a long way; it makes navigating the site much more accessible and shows credibility, commitment, and respect to your international customers.

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Reduces Website Bounce Rates

International customers are less likely to exit your site immediately if they can see it is available in their native language. This will help reduce your website bounce rate as potential customers will spend longer on your translated website in their own language. As a result, your conversion rate will also improve because international customers will feel confident that they fully understand all the steps in your purchasing process. By translating your hotel website, you show potential clients your commitment to them.
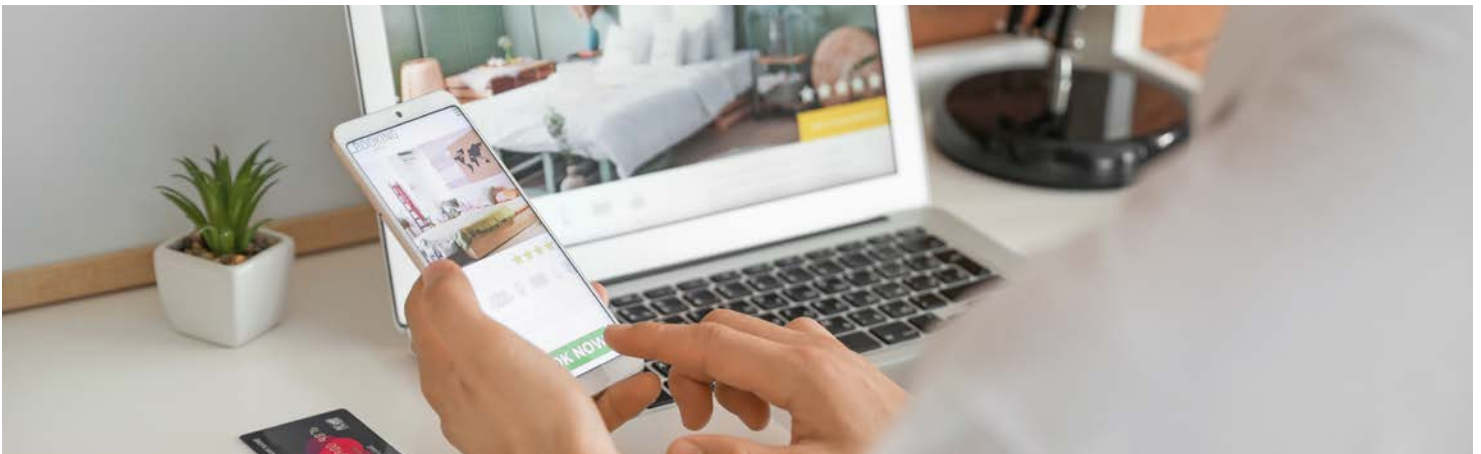
Enhances Website SEO

Your hotel website is a crucial part of your Search Engine Optimization (SEO) strategy. By translating your website into multiple languages, you will gain maximum visibility on Google and other search engines. You can also create separate pages for translated content. This will help search engines crawl and index your site more accurately and drive a higher position on the search engine results pages (SERPs). Translated content, keywords, and all meta information can significantly improve your SEO rankings, drive more international traffic, and boost conversions.

Helps Drive Hotel Business Throughout the Year

Many hotels experience low seasons, resulting in empty rooms and reduced revenue. However, international guests are more willing to travel off-season because they can save some money and are less influenced by changes in the weather. This provides a big financial opportunity for hotels. If you communicate in a language guests understand, you will attract more foreign visitors to your website, helping drive more business throughout the year.

Translating your hotel website into your top market languages is always a good strategy. It will help your brand become more visible on global search engines, prospective international guests will be able to find you easier, and you will achieve more direct bookings on your website. Always use the services of a professional language service provider (LSP) to avoid any (business-critical) language inconsistencies.

An LSP that specializes in hotel translation services can provide best practices for managing a multilingual website, including technical, website updates, and SEO strategy. By incorporating the points above, you can easily generate a positive ROI through your multilingual website.

&Beyond
Website Localization
www.andBeyond.com

Languages

Portuguese-Mozambique
Spanish (Latin America)
Swahili (Kiswahili)-Tanzania
Swahili (Kiswahili)-Kenya
Zulu (isiZulu)

Tools

- Globalization Project Management Suite
- GPI's Translation Services Portal
- Microsoft Word
- Adobe Creative Suite
- Trados Studio Translation Memory

About the Project

Globalization Partners International (GPI) provided translation and desktop publishing services in Portuguese, Spanish, Swahili (Kiswahili)-Tanzania, Swahili (Kiswahili)-Kenya and Zulu (isiZulu) for a variety of andBeyond human resources training materials and policies, as well as destination itineraries and descriptions generated from a propriety web content management system.
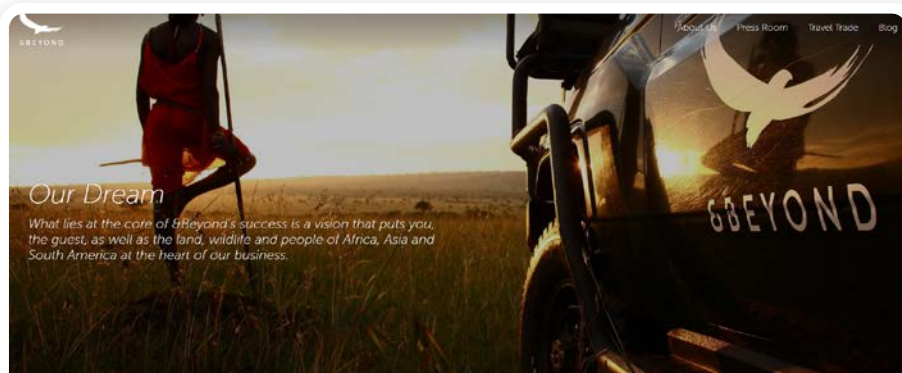
Results:

"GPI's domain expertise in both training and human resources subject matters coupled with their ability to work in challenging languages such as Swahili and Zulu led to successful translations of our key training materials," said Linda King, andBeyond's Group Human Resources & Training Director. "GPI had a very innovative, documented and comprehensive localization and quality assurance process which was required on such important content for our employee training programs throughout Kenya, Tanzania, Mozambique and South Africa."

finest
PLAYA MUJERES, MEXICO
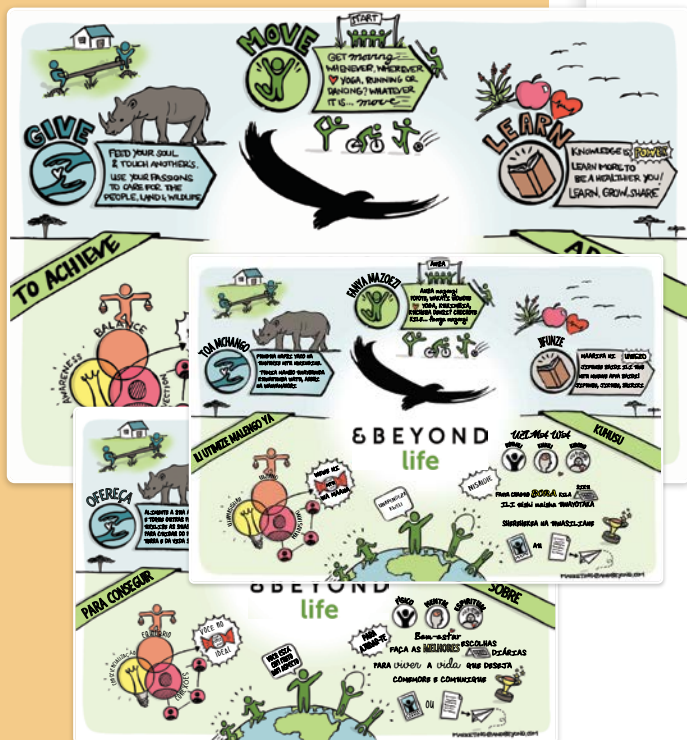
Platform:

Achiga: Digital Content Management for Omni Channel Experiences

Languages:

French (Canada)
Spanish (Latin America)

Tools:

- Globalization Project Management Suite
- GPI's Translation Services Portal
- Microsoft Word
- Adobe Creative Suite
- Google Docs
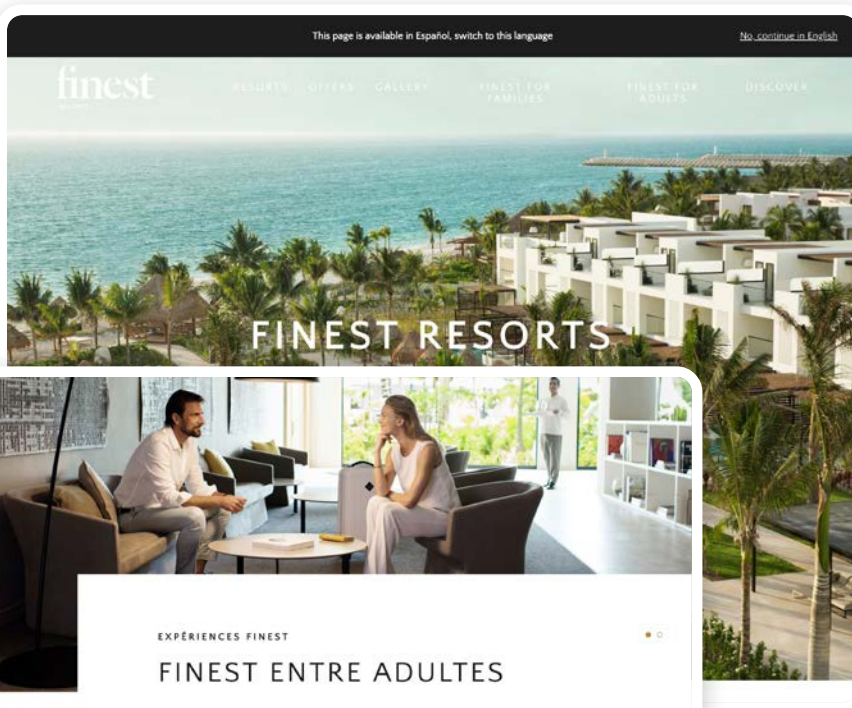- Google Keyword Planner
- Trados Studio Translation Software

About the Project

Finest Playa Mujeres is an all-inclusive luxury resort for all ages in Cancun. The ideal place to celebrate and enjoy time together. Connect when you want and disconnect when you need to.

Localization of website content for two Finest Resort properties. GPI worked with the resort's corporate marketing team, content management system provider and digital marketing agencies to localize the websites into French and Spanish.

GPI's Services Included:

- Glossary development
- Development of language style guides
- Search engine optimized keyword list research & localization
- Translation, editing & proofreading
- Copywriting/transcreation
- Online quality assurance for published website
- Strategy & process for localization of ongoing content updates

Singita
Website Localization
www.singita.com

About the Project

The Singita website localization project consisted of the translation of select website content, including homepage, promotions, and lodges covering 15 Singita lodges worldwide.

GPI started the project with an initial review of the client's Contentful headless CMS resulting in several requested customizations to GPI's Contentful translation connector.

The customizations further enabled compatibility with the client's unique content model, and allowed seamless handling of circular content references and embedded entries in rich text fields, among other items.

A full pseudo-localization was completed to test the platform's multilingual workflow capability, including exports and imports.

Results

"GPI's expert guidance, translation process and support throughout the project, combined with the easy-to-use GPI Translation Connector interface, ensured a seamless and efficient translation of our webpages," says Adrian Kaplan, Executive Head of Marketing. *"The GPI connector saved time and facilitated an easy export of the text to be translated and then just as easy was the import back into the formatted webpages.*

Languages

German

Tools

- Contentful Headless CMS
- GPI's Translation Services Portal
- GPI's Translation Services Connector for Contentful
- Trados Studio Translation Memory

Place of Miracles

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