



MULTILINGUAL SOLUTIONS FOR INTERNATIONAL TOURISM



The tourism industry has become extremely competitive lately. To stay attractive you need to understand the needs of your international visitors better than your competitors. With your website, brochures, and other material translated into many languages, you vastly increase the number of international visitors whilst positively enhancing their experience. Thanks to Transenter's support your offer will open up new markets and attract new and returning visitors from all over the world.

The Client:

Starting from a small office in Copenhagen, Albatros Travel has grown and now employs more than 250 full time staff in branches across three continents, with Albatros Travel China being the latest family in the Albatros Travel Group. Initially focused on Africa, Albatros is a market leader in Scandinavia and offers tours and cruises throughout the world, as well as arranging Adventure Marathons in exotic locations, such as the Greenland ice cap and the Great Wall of China.

Albatros Travel also has a refitted luxury cruise ship, sailing voyagers to the more isolated corners of the Arctic. As a family company, Albatros Travel remains privately owned and has been awarded the AA credit rating for the financial security of its operations.

The Challenge:

Albatros Travel is dedicated to delivering the highest possible quality of services to its customers. The company strives to exceed the standards of the travel industry and always looks for new ways to outrun their competitors. This requires high levels of service and commitment from the company as well as on their suppliers and partners. Albatros Travel is known for giving a lot to its customers and expecting more from the contractors. This is not a negotiable philosophy and not many companies can rise to their standards and expectations. They were looking for an efficient and innovative language service provider which can understand their core values, meet their standards and live by their creed on its own. Albatros Travel is a quickly adjusting organization which opens a lot of new destinations on a regular basis. This puts a lot of pressure on the language service provider as it has to be able to deliver translation in different languages very quickly and with affordable prices.

Transenter's Solution

"Transenter approached us after the ITB in 2012. We were skeptical as Transenter promised a lot. They have not disappoint us as they delivered everything they promised. We are using the Translation Memory and suite of CAT tools and are able to save money on the new translations without losing money on repetitions and quality in case of changing the translator. Transenter showed us that we can work miracles with technology and educated us in purchasing translation services. The problem is that they put the bar so high it is impossible for other companies to compete with them." - Lan Yu Tan Content Manager at Albatros Travel