



# MULTILINGUAL SOLUTIONS FOR INTERNATIONAL TOURISM

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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:

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HolidayCheck is a leading travel website where users can easily find and book their perfect holiday and share their holiday experience.

The history of HolidayCheck began in 1999 when two friends decided to create a website which would give others the opportunity to read real opinions and reviews about the hotels instead of just catalogue descriptions. In 2004 HolidayCheck was founded as a company in Switzerland. After that, HolidayCheck quickly grew, and started its first international websites in 2006: [www.holidaycheck.com](http://www.holidaycheck.com) and [www.holidaycheck.fr](http://www.holidaycheck.fr) closely followed by Spain, Italy, Poland, Russia, Czech Republic and the Netherlands in 2007.

## The Challenge:

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Each month 20 - 30 million people visit HolidayCheck websites. On HolidayCheck users can read more than 2.2 million hotel reviews and see more than 2.5 million pictures and videos. Information is available on more than 300 thousand hotels and 100 thousand points of interest in the holiday destinations.

Today HolidayCheck is available in 10 languages. In order to maintain the growth of the company, HolidayCheck needs to constantly localize an astronomical amount of data into 10 languages. In order to make HolidayCheck services more accessible they have to make sure that all their reviews are available to their customers from the 10 language areas they work in.

HolidayCheck needed a language service provider who can think outside the box, yet deliver an off the shelf solution for the most optimal price so the translation costs are under control. They were looking for a partner company that could look beyond the traditional pricing and project management model. The real achievement was the combination of all of the above mentioned expectations with the industry knowledge as the hospitality industry is a very particular industry.

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## Transenter's Solution

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“We found Transenter online. The company had good experience in understanding the differences between Western and Eastern mentality as they originated from an Eastern European translation service provider. We were impressed by their in-house developed technology and very skilled project management team. Transenter is a very client oriented company which helps a lot if you come with a very bad experience from other language service providers. We spent a significant amount of time explaining what is it exactly what we require and we were not disappointed. Transenter introduced us to state of the art cutting edge technology solutions in translation and localization of content. They helped us with establishing a division of the content so that we can effectively manage the costs and divide it between machine assisted translations and high priced human translation. Using Transenter Translation Machines gave us the highest possible output, quality and skillful project management helped us in maintaining the lowest turnaround time.” - *Linda Weikert Translation Manager at Holiday Check*