

Title:

Translation for the global travel industry: attention to detail pays

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820

Summary:

As the World Travel Market opens in London, with over 50,000 representatives from 190 different

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Article Body:

Translation for the global travel industry: attention to detail pays

As the World Travel Market opens in London, with over 50,000 representatives from 190 different

Tailoring your message to speak the buyer's language

The simple fact is that you need to address users of your service in their own language. Although

As with all marketing copy, web content selling travel products must be closely tailored to the

Chinese people coming to the UK are interested in the country's history, but their real focus

So when trying to attract Chinese (or indeed, any other) visitors to come to these shores, it's

Managing multi-lingual content

Professional translation and localisation are now a necessity for travel companies and tourism

Translate and they will come?

Of course, there is little point having a slick multi-lingual website if you aren't able to at

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