



translation case study

laterooms.com  
lots of content, quickly



**TranslateMedia**   
*Accurate. Punctual. Confidential.*

# background

<b>Client</b>	LateRooms.com online hotel booking
<b>Dates</b>	April 2009 – July 2009
<b>Volume</b>	5.5 million words of hotel descriptions
<b>Languages</b>	English into French, Italian, German, Spanish

LateRooms.com needed to have **all the hotel descriptions from their website translated into four languages to coincide with the launch of a partnership** promotion with a leading low-cost airline. This represented a severe challenge because of the volume of translation needed and the **critical timing**; the promotion would be marketed in TV, radio, print and digital ads.

Translating **5.5 million words represented a huge challenge** and it was clear that in the short timeframe an innovative approach would be required.

The in-house translation team at LateRooms.com understood the gravity of the task having been responsible for keeping up with translations up until this point, and they needed support to be able to cope with the volume.

# needs

How can we translate lots of valuable web content quickly and cost effectively while maintaining quality?

It was clear that the volume would represent too much of a challenge for a small team and would need a very large team of translators and revisers. The costs of a **full traditional translation service would therefore be too prohibitive**, so we began exploring other options.

The next proposed approach investigated the **possibility of using machine** translated output with professional human post-editing. A full project plan and costing was put in place to detail how this would work and the costs involved. Again, **the costs came out too prohibitive** and there was **concern that the quality of the output**, if poor, could create more work and put the deadline at risk.



# solution

We thought carefully about how we could give LateRooms.com what they needed. The idea formed that instead of translating in full, we could summarise the English hotel descriptions in each foreign language. The desired outcome was lots of multilingual content. Completely faithful translations were perhaps less important in this case, as long as the information stayed accurate in each language.

We immediately did some tests with the translation teams, who confirmed that summarising in their own language was around **60% faster than trying to translate the content fully**; with free reign to paraphrase they could work a lot faster, and actually enjoyed the work more. This approach also **reduced costs significantly**.

With LateRooms' guidance **we wrote a set of guidelines on which information was key** and had to be included, and which information could be left out. We also established a **minimum length of description rule**, to ensure that the descriptions would always provide a decent amount of key information about each hotel.





# results

*"We were really impressed with the innovative approach that TranslateMedia took to finding a solution for our translation needs. This project was a huge task, but TranslateMedia's team of translators rose to the challenge and produced good quality summaries of our hotel descriptions on time. We continue to use TranslateMedia's expert services for our ongoing translation needs."*

**Kate Staniforth, Content Manager, LateRooms.com**

*"We're really proud of this project, and it shows the benefits that our values and culture at TranslateMedia can offer our clients. For this project we had to first listen carefully to what Late Rooms needed, think originally, and then be flexible and innovate to give them real value. Being customer-focussed like this is what we are all about."*

**Matt Train, Operations Director, TranslateMedia**

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