



Client LateRooms.com online hotel booking

Dates April 2009 – July 2009

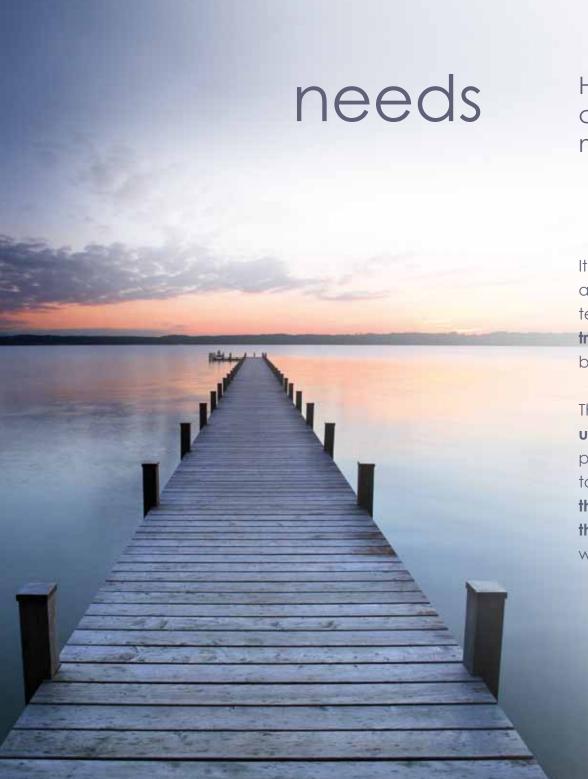
Volume 5.5 million words of hotel descriptions

Languages 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.

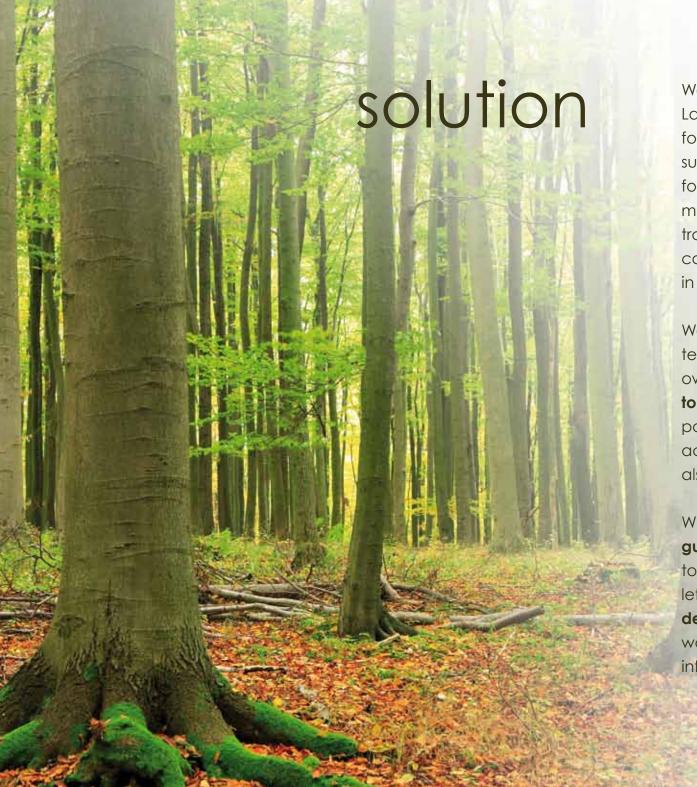
The in-house translation team at LateRooms.com understood the gravity of the task having been responsible for keeping up with translations up until this point, and they needed support to be able to cope with the volume.



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.



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.

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