



As part of a global promotional campaign, one of the biggest names in the hospitality industry needed a number of websites and marketing materials localized into seven languages in order to more effectively target their international client base. Translations.com provided a turnkey solution by furnishing all required translation, desktop publishing, post-localization testing, and technical support for the initiative, resulting in a positive partnership that continues to this day.

The Client:

Global Hyatt Corporation is one of the most recognized names in the hospitality and leisure industry, claiming over 365 Hyatt-branded hotels and resorts in more than 45 countries. Operating under brand names such as Hyatt, Hyatt Regency, Hyatt Resorts, Grand Hyatt, Park Hyatt, Hyatt Place, Hyatt Summerfield Suites, and Andaz, these hotels cater to a variety of interests, from luxurious lodgings to deluxe meeting facilities.

The Challenge:

Hyatt's Gold Passport loyalty program affords a number of benefits to repeat customers, including frequent flyer miles and Gold Passport points. Facing the last-minute release of a series of Gold Passport websites, email campaigns, and promotional materials that incorporated targeted marketing based on guests' geographic locations, Hyatt needed a way to directly address their multilingual clientele while maintaining the company's established brand voice.

To ensure that their rigorous delivery schedule was upheld, Hyatt needed a language partner who could provide accurate, fully localized translations of all the required materials into seven languages under extremely tight turnarounds. In addition to the primary localization tasks, the project called for an array of technical support services, including desktop publishing, graphic editing, and thorough functional and linguistic testing and QA. Finally, Hyatt's localization partner would have to accommodate a heavy and consistent workload, including the management of several projects running concurrently, each with its own unique deadline and specific target audience.

The Translations.com Solution:

Drawing from our industry-leading experience in the travel and tourism sectors, Translations.com appointed a dedicated project manager to serve as the primary point of contact for Hyatt. We then assembled a team of subject-area experts to adapt Gold Passport's English source files for the target languages. A group of Hyatt-approved linguists created a glossary of terms and a series of style guides to guarantee consistency from one project to the next and to establish a unified brand voice in each of the required languages. By implementing our GlobalLink Content Director technology throughout the project, both Hyatt and Translations.com were able to track and monitor every job in real time. Finally, we tackled all of Hyatt's multilingual desktop publishing and graphic editing needs, addressing any technical or linguistic issues that arose in the process.

By leveraging our global production resources and technology tools, Translations.com was able to complete the localization of Hyatt Gold Passport's websites, email campaigns, and direct marketing collateral into all seven required languages. Based on our work on the Gold Passport materials, Translations.com has since partnered with additional Hyatt divisions on a number of challenging language projects. Using various components of our proprietary GlobalLink suite, as well as our thorough knowledge of the Hyatt brand, we have completed the localization of Hyatt's international websites, online virtual tours, reservation engine, e-concierge system, and training materials into 20+ languages. We have also coordinated with Hyatt to create a series of comprehensive term glossaries that have greatly increased the accuracy and efficiency of their translation processes. Today, Translations.com continues to work with Global Hyatt Corporation on frequent updates and new promotional collateral, helping to ensure that no matter where you're from, Hyatt speaks your language.