

# HOSPITALITY TRANSLATION GUIDE

LEXINOVA  
LANGUAGE SERVICES



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## 1. INTRODUCTION

Translation plays a critical role in the hospitality sector, ensuring international guests feel welcomed, understood, and valued. From menus and signage to operational documents and digital communication, effective translation enhances guest satisfaction and brand consistency.



# WHY TRANSLATION MATTERS

## 2. WHY TRANSLATION MATTERS IN THIS SECTOR

Accurate, culturally aware translation is crucial for success in the hospitality sector. Whether it's customer communication, internal documentation, or legal compliance, translation ensures clarity, consistency, and connection across languages.

## 3. STEP-BY-STEP GUIDE

1. Define your goals – What do you need to translate and why?
2. Gather and organise all relevant content.
3. Identify your target language(s) and audience.
4. Prepare content for translation – clean formatting, final versions only.
5. Translate using a professional translator or agency (not AI).
6. Review, proofread, and localise for cultural relevance.
7. Implement and test in context (e.g., on websites or print).
8. Review feedback and make continuous improvements.

# HOSPITALITY SPECIFICS

## 4. SECTOR-SPECIFIC CONSIDERATIONS

- Menu items must be translated with cultural context in mind.
- Guest materials should maintain tone, clarity, and accessibility.
- Operational content must align with local labour and safety regulations.
- Staff training materials may require simplification or visual support.
- Translations should reflect the hospitality brand's voice.

# CHECKLIST

## 5. CHECKLIST

☐ Final versions of all documents ready for translation.

☐ Clear formatting and editable file types (e.g., Word, Excel).

☐ Defined target language(s) and country.

☐ Internal glossary or terminology (if available).

☐ Clear instructions on tone or brand voice.

☐ Visual content and layout for contextual understanding.



# WHY USE LEXINOVA

Lexinova specialises in translation services tailored to the hospitality industry.

We combine sector-specific expertise, native-language translators, and rigorous quality control to ensure translations are accurate, on-brand, and culturally relevant.

With professional indemnity insurance up to £1 million, your reputation and compliance are in safe hands.

## CONTACT US TODAY

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