



# TRAVEL & TOURISM

# TRANSLATION GUIDE



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## 1. INTRODUCTION

In the travel and tourism industry, your words guide experiences, shape expectations, and inspire adventure.

Whether you're promoting destinations, offering itineraries, or helping travellers navigate their journey, effective communication is essential.

This guide walks you through how to approach translation in the travel sector - ensuring your message is not only understood, but felt.

# WHY TRANSLATION MATTERS

## 2. WHY TRANSLATION MATTERS

Travel is inherently international. Your audience may speak dozens of languages, and your materials need to be clear, accurate, and culturally appropriate.

From booking details to safety instructions, poor translation can cause confusion, frustration, or even safety issues.

High-quality translation helps you build trust, streamline operations, and enhance the traveller experience - turning first-time visitors into loyal customers.

### 3. STEP-BY-STEP GUIDE

1. List All Touchpoints
  - Identify where travellers interact with your content (website, airport signage, itineraries, etc.).
2. Define Language Needs
  - Base this on customer demographics, destinations served, and typical routes.
3. Categorise Content
  - Separate informational, promotional, and legal content to manage tone and compliance.
4. Prioritise High-Impact Materials
  - Focus first on content that influences bookings or affects safety (e.g. emergency guides, visa docs).
5. Provide Destination Context
  - Are you describing rural hikes or luxury cruises? Tone and formality matter.
6. Use Specialist Translators
  - Our linguists have direct experience in tourism, so your content is accurate and inspiring.
7. Adapt for Culture, Not Just Language
  - Include local customs, imagery, and phrasing to truly connect.
8. Localise Digital Elements
  - Currency, units of measurement, formats, and even maps may need adapting.

# SECTOR SPECIFICS

## 4. SECTOR-SPECIFIC CONSIDERATIONS

- Safety & Compliance: Emergency procedures and health guidelines must be 100% clear.
- Cultural Sensitivity: Avoid cultural faux pas in imagery or descriptions.
- Seasonality: Ensure translated content is refreshed seasonally or during campaigns.
- Multiple Audiences: One itinerary might serve families, retirees, and solo travellers - each needs the right tone.
- Consistency Across Platforms: Ensure your website, booking portal, mobile app, and printed materials are aligned.

# 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 Travel & Tourism translation services.

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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