



Translation & tourism

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CEO

version^v
INTERNATIONALE

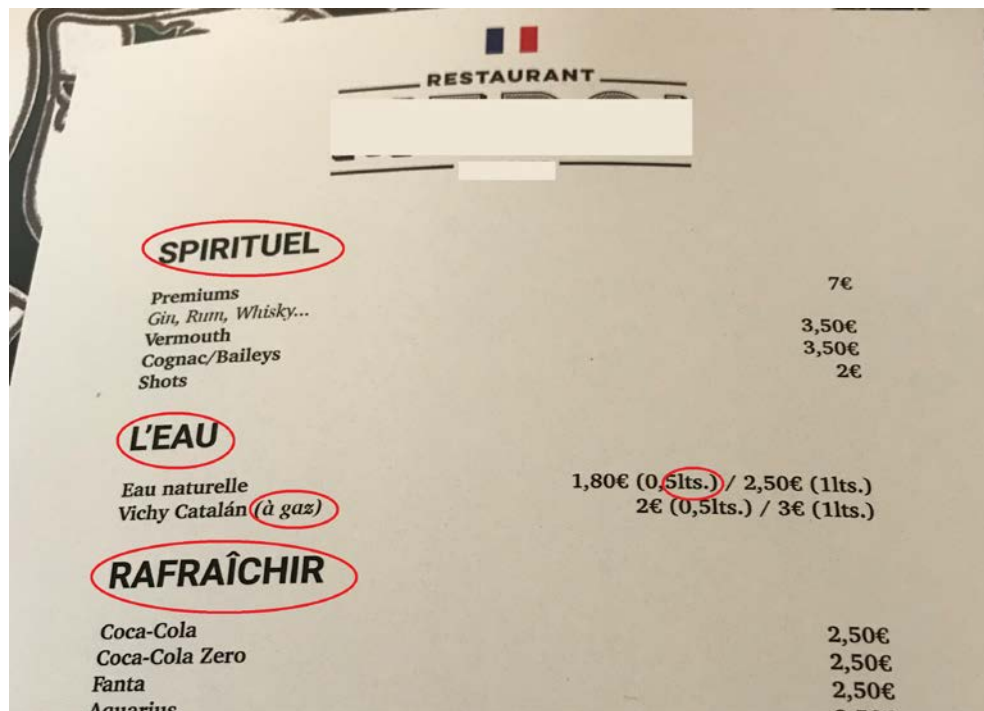
EXPERIENCE

- ▶ Websites, brochures...
- ▶ Hotel descriptions (Expedia)
- ▶ Luxury hotel literature
- ▶ Ski resort promotional content
- ▶ Menus for Air France

CHALLENGES IN THE SECTOR OF TOURISM

- ▶ Multiplicity of actors, most of them with tiny needs
- ▶ Translation not taken seriously enough in general
- ▶ SEO constraints
- ▶ Use of non-professional resources or raw MT

A RECENT EXAMPLE...



The image shows a menu from a restaurant. At the top, there is a logo with the French flag and the word "RESTAURANT". Below this, the menu is divided into three sections: "SPIRITUEL", "L'EAU", and "RAFRAÎCHIR". Each section lists items and their prices. Red circles are drawn around the following items and prices: "SPIRITUEL", "L'EAU", "RAFRAÎCHIR", "Premiums", "Gin, Rum, Whisky...", "Vermouth", "Cognac/Baileys", "Shots", "Eau naturelle", "Vichy Catalán (à gaz)", "1,80€ (0,5lts.)", "2,50€ (1lts.)", "2€ (0,5lts.)", "3€ (1lts.)", "Coca-Cola", "Coca-Cola Zero", "Fanta", and "Aquarius".

RESTAURANT	
SPIRITUEL	
Premiums	7€
Gin, Rum, Whisky...	
Vermouth	3,50€
Cognac/Baileys	3,50€
Shots	2€
L'EAU	
Eau naturelle	1,80€ (0,5lts.) / 2,50€ (1lts.)
Vichy Catalán (à gaz)	2€ (0,5lts.) / 3€ (1lts.)
RAFRAÎCHIR	
Coca-Cola	2,50€
Coca-Cola Zero	2,50€
Fanta	2,50€
Aquarius	2,50€

A CLIENT THAT TAKES IT SERIOUSLY



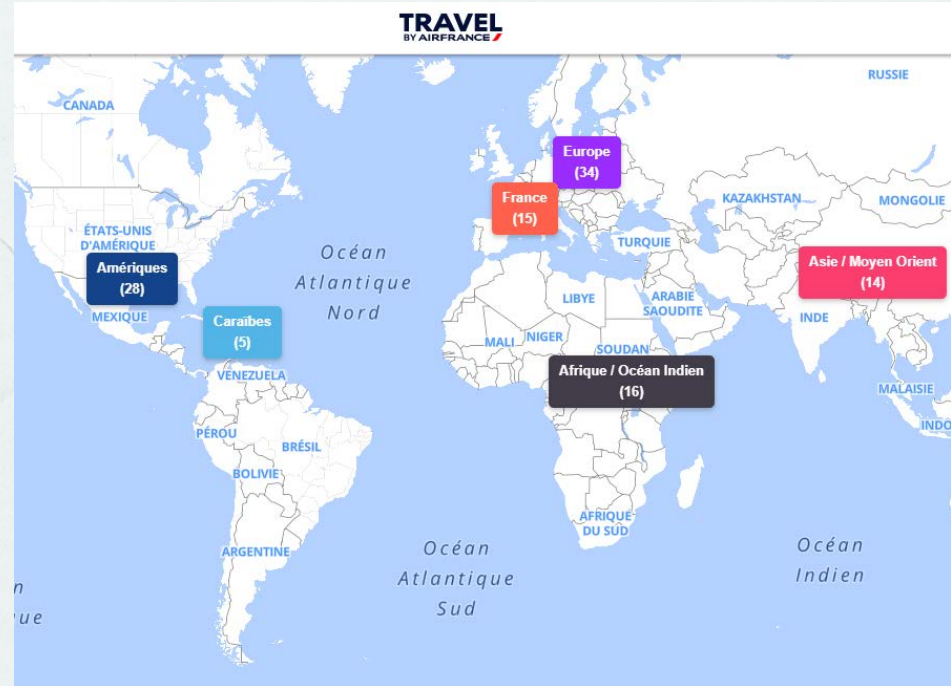
- ▶ New motto: "France is in the air"
- ▶ New campaign of ads
- ▶ Positioning:
Sophistication - Imagination – Dream – Lightness
- ▶ Translating and printing menus: a differentiating factor!



<https://www.dailymotion.com/video/x40nmmf>

Over 50 million passengers in 2018.
Air France is probably the top food caterer in terms of number of “French” gastronomy meals.

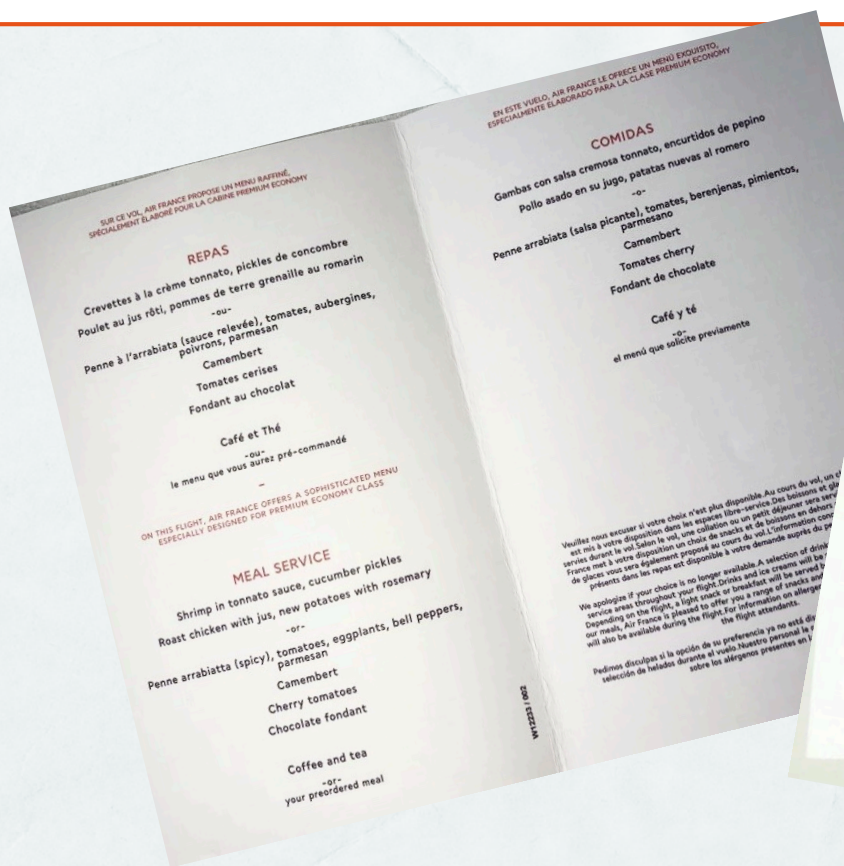
- 29 languages
- Menus tailored to each flight
- Source language: French
- Short turn-around time (part of a supply chain)



SOPHISTICATION



PRINTED MENUS



RELATED CONTENT



L'incandescence de l'été qui, peu à peu, se calme laisse la place aux plaisirs de la barbecue, à l'année prochaine. C'est une grande dame de Champagne, le bal sur ce vol. Un très grand vin qui porte avec éclat la bravoure sauternes dans un grand millésime est une alternative crédible. Le qui sort d'une belle maison, viendra aiguïser les papilles à point ne pour notre choix de deux rouges. Un pessac-léognan, grand cru éprouvé ou un hermitage dans un millésime prêt-à-boire. L'hermitage qu'un graves, même de belle facture. C'est l'occasion de découvrir cultivé sur la mythique colline de l'Hermitage.

The incandescence of summer gradually subsides, making goodbye to the barbecue until next year. A great masterpiece of the way on this flight. A fine wine that bears the brave A Sauternes from a great winery, will sharpen your taste comes from an excellent winery, will sharpen your taste paves the way towards our choice of two reds: a Pessac-Léognan and tested classic, or a Hermitage from a ready-made wine than a Graves, even a beautifully crafted one from the north of the Rhone valley, grown on a hill.

PAOLO BASSO, THIERRY DESSEAUVE & MICHEL BETTANE



Avec une maman cordon bleu qui le poussait à mettre la main à la pâte, François Adamski, l'enfant du nord, aurait dû finir pâtissier. Mais un stage dans un restaurant de Berck-sur-Mer ancre son choix : il sera cuisinier. Au piano de Matignon d'abord, puis dans les plus prestigieuses adresses de la capitale, du Ritz au Plaza en passant par Prunier et l'Intercontinental. Bardé de titres, meilleur ouvrier de France, BOCUSE d'or et une étoile au Michelin, François Adamski maîtrise ses classiques comme personne. L'important dit-il ? La simplicité, soit un plat, une garniture, une sauce. Un triptyque qui l'a conduit au sommet de son art.

With a Cordon Bleu mother who encouraged him to cook, François Adamski, born and raised in the north of France, should have ended up as a pastry chef. But an internship in a restaurant at Berck-sur-Mer forged his choice: he would be a chef, pure and simple. Firstly, at the Matignon residence, then at the most prestigious addresses in Paris - from the Ritz to the Plaza with Prunier and the Intercontinental in between. Highly decorated for his achievements: Meilleur Ouvrier de France, BOCUSE d'Or and a Michelin star, François Adamski masters his classics like no other. For Adamski, the important thing is simplicity. A dish, a garnish and a sauce. A triptych which has led him to the very top of his craft.

CHALLENGES

- ▶ Target audience very demanding
- ▶ The chefs' poetry of words
- ▶ The chefs' creations
- ▶ Ingredients and recipes that do not exist in other languages/cultures
- ▶ Polysemic terms
- ▶ Regional terms
- ▶ Ambiguous wording

SOLUTIONS

- ▶ Creation of a specific translation model
- ▶ Adapted workflow and processes to meet high expectations
- ▶ Special customer care



Mockrát děkujeme!
Σας ευχαριστούμε πολύ!
Muito obrigado! Go raibh maith agaibh!
Vielen Dank! Multumesc!
Nuoširdžiai dėkojame! Najlepša hvala!
Благодаря! Köszönjük szépen!
Merci beaucoup! Grazie mille!
Děkujeme vám velmi pekne! Hartelijk dank!
Tack så mycket! Kiitos! Nirringrazzjawk ħafna!
Hvala lijepa! Muchas gracias!
Dziękujemy za uwagę!
Mange tak!