



European
Commission

#DiscoverTranslation

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Testimonial: *Tourism Ireland*

Background

Tourism Ireland is responsible for marketing the island of Ireland overseas as a leading holiday destination.

We deliver world-class marketing programmes in over 20 markets across the world and reach a global audience of over 600 million each year. Our targeted marketing activity includes digital marketing, TV and cinema advertising, outdoor advertising, consumer publicity and press trips to the island of Ireland, co-operative marketing campaigns with airlines and other partners, and promotions to the travel trade and consumers.

Tourism Ireland has two offices on the island of Ireland, in Dublin and Coleraine, as well as fourteen overseas offices, including London, Glasgow, Paris, Milan, Madrid, Copenhagen, Amsterdam, Brussels, Frankfurt, Toronto, New York, Shanghai, Sydney and Dubai.

Translation at Tourism Ireland

The success of Tourism Ireland's international destination marketing campaigns and activities is underpinned by a robust translation process. This process ensures the organisation's international marketing campaigns are translated into the native languages of the international markets in which we operate.

Typically, Tourism Ireland's marketing campaigns will be deployed in six different languages: English, German, French, Spanish, Italian and Dutch. By translating marketing campaigns into these six languages, Tourism Ireland ensures that our marketing messages are reaching as many consumers as possible in their local language, enhancing the effectiveness and accessibility of our marketing campaigns.

The objective of Tourism Ireland's translation projects is to adapt all marketing communications from English into the languages of our international markets, while maintaining the intent and context of the original messages. The desired outcome

from this process of transcreation is the production of compelling and motivating destination marketing messages, which are consistent across all global markets.

How the translation process works at Tourism Ireland

Tourism Ireland uses two principal methods of translating marketing materials and campaigns:

- Specialist Translation Agency
- In-house Translation

Generally, all global marketing campaigns that will be deployed across multiple international markets will involve the translation of marketing materials by a specialist translation agency.

The first step is to produce all the required marketing messages and assets in English and send to the specialist translation agency. The agency will then review the text, ask for clarification on the context or intent of the copy if required, and then complete the transcreation of the copy from English into each of the required languages. The translations are reviewed by Tourism Ireland employees who are native speakers of each language. Corrections or amendments are made where necessary, and the final approved translations are sent to the Creative Agency to adapt the marketing assets (videos, images, social media posts, etc) with the approved translations for use in each international market. This process is facilitated by collaboration tools and platforms, including Basecamp and Microsoft OneDrive. The benefit of this approach is the use of skilled translation specialists, resulting in high-quality and consistent transcreations of the original English text into multiple languages.

Where a campaign is being launched in a single international market, or when a limited amount of copy requires translation, Tourism Ireland's own employees, who are native speakers of the language in question, will translate the copy and marketing messages. This allows for the efficient and timely turnaround of translated marketing materials by the in-house marketing teams who are planning and managing the marketing campaign or activity.

Translation for Destination Marketing Success

Producing high-quality translations of Tourism Ireland's marketing messages supports the organisation's efforts to promote the island of Ireland as a desirable holiday destination across our international markets. By ensuring that a consistent image and understanding of Ireland are being shared across international borders and understood in multiple languages, we are building a strong brand for Ireland overseas and encouraging millions of overseas consumers to consider Ireland for their next holiday.

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Los mejores momentos
ni se ven ni se escuchan.
Sencillamente se sienten.



Irlanda 

Aprende más

Le esperienze migliori
non si vedono né si
sentono. Si vivono.



Irlanda 

Scopri di più

Die besten Momente kannst
Du nicht sehen oder hören.
Du fühlst sie.



Irland 

Mehr erfahren

Fill your heart
with the stuff
that keeps
it beating.



Ireland 

Learn more

Vieni a
riempirti il
cuore con
tutto quello
che lo fa
battere.




Irlanda 

Scopri di più

Gib deinem
Herzen die
Dinge, die
es höher
schlagen
lassen.



Irlande 

Mehr erfahren