

Translations.com's innovative workflow supports lastminute.com's multilingual strategy



Leading travel organisations like lastminute.com understand that web traction increases if potential customers can view content in their preferred language. The leading online travel brand was able to take the pressure off its teams by utilising Translations.com's bespoke localisation workflow for travel companies, ultimately providing key markets with up to 400 multilingual hotel descriptions per week on a rolling basis.



Thanks to Translations.com's innovative solution, the lastminute.com team has been able to focus on adding more value to our existing hotel chains as well as speeding up the activation process for new properties.

- Director, Hotel Partnerships
lastminute.com