

Hotels.com LP Case Study

Client: Hotels.com LP
URL: jp.hotels.com
Project: Web Marketing Materials

Integrated Japanese Linguistic Solutions:
Professional Translation
Professional Localization
Professional Online Marketing
Professional Marketing Research

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Summary

Hotels.com is a leading provider of hotel accommodation worldwide, offering reservation services through its own network of localized websites and its telephone call centers.

Hotels.com gives travelers one of the widest selections of accommodation on the net, including both independent and major chain hotels as well as self-catering in over 120,000 hotel properties worldwide. The company offers a one-stop shopping source for hotel pricing, amenities and availability and also specializes in providing travelers with accommodation during sold-out periods.

Hotels.com LP is an affiliate of Expedia, Inc., which was acquired by IAC (InterActiveCorp) in 2003. IAC also owns such well know internet brands as LendingTree, Hotwire, RealEstate.com, GetSmart and the search engine Ask.com, amongst others.

The Asian division of Hotels.com contacted [SAECULII YK](#) (Tokyo, Japan) in April 2009 for the development of original Japanese content and for Japanese localization of content covering popular travel destinations (cities) for the hotels.com website. With an eye to improving search engine ranking and user conversion rates, Hotels.com placed particular emphasis on marketing, and required copywriting and search engine optimization of this content.

Exceeding Expectations with a Common Sense Approach

Hotels.com LP was seeking a vendor who could “guarantee native Japanese project specialists *with travel experience* to produce travel related content for a native Japanese target audience.”



It is standard practice at [SAECULII YK](#) (Tokyo, Japan) to only employ native Japanese professionals on Japanese language projects. This is a common sense approach from a business perspective – we get the job right first time round which reduces our costs, too!

The **real challenge in customizing a solution** for the Hotels.com project was to create a team of native Japanese professionals capable of producing *compelling* travel destination (city) content that ensured project objectives were achieved. Our solution was to put together a team of qualified professionals that not only had travel experience as requested by hotels.com, but had *travel experience in the actual destinations they would be researching, developing and localizing content for*.

(See below for project team details.)

Allowing the team to select (as opposed to assigning) destinations they had actually traveled to greatly increased the complexity of project management; however, this common sense approach ensured compelling content for the client.

The result. Although the project is ongoing having been extended numerous times, Hotels.com has never to date had to ask for a revision of content submitted!

(Naturally, the folks at Hotels.com are aware of our 30 day warranty should any revisions be required, and our 100% money back guarantee if not completely satisfied.)

Integrated Japanese Linguistic Solutions

The Hotels.com LP solution implemented by [SAECULII YK](#) (Tokyo, Japan) was a highly complex and challenging project requiring the participation of a number of our service departments.

1. Marketing Research

The primary objectives of the project:

- Content had to improve users' experience on the hotels.com website as well as provide users with a more informed decision making process when booking travel.
- Content had to provide greater visibility of travel related information, and have a positive impact on user conversion rate(s).

The project's marketing oriented requirements meant that the [SAECULII YK](#) marketing research department assumed project management. Selecting the right native professionals was critical.

The 7 positions on the project team were filled after analyzing 741 records in our proprietary database of multi-lingual professionals and after interviewing 39 candidates. Below follows a cross section of the team customized for hotels.com:

- Lead content developer (writer for online travel magazines).
- Editor (web art director and professional editor).
- Web copywriter (specializing in marketing & travel, and owner of a popular travel blog with *high user conversion rates*).

The right professional skill sets and (web) experience, allowing team members to select content for development and localization themselves, combined with the expertise of our marketing research department ensured that the marketing oriented objectives of the project were achieved to the client's complete satisfaction.

2. Localization

The integrated, Japanese Linguistics Solutions approach to projects that [SAECULII YK](#) specializes in allowed the project management team to draw on the expertise of our localization department.

Our localization manager was brought into project management specifically to oversee the Japanese

web content localization component of the project, including translation and online marketing.

3. Translation

While expanded slightly to manage the increased volume, essentially the same team of multi-lingual professionals was employed in translation.

The advantage of this common sense approach was a team familiar with the project material and requirements. The client benefited from a consistent style in all materials, and from the cost savings in project management fees of a single team.

4. Online Marketing

Online marketing refers to search engine optimization, or SEO (greater visibility of content).

Collaborating closely with the localization manager, the [SAECULII YK](#) online marketing department researched localized keywords for Japanese search engines and developed a technique that made it possible for content translators to incorporate these keywords directly in the translation process. This approach produced additional savings for the client by reducing the required number of processes.

Conclusion

Hotels.com has generously afforded [SAECULII YK](#) the opportunity to work on a very exciting project, in which we have been able to show case our expertise and skills in providing customized, Integrated Japanese Linguistic Solutions.

What can Saeculii do for you? *You Tell Us.*

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