

TRANSLATION ERRORS COST 120 MILLION EUROS FOR E-TOURISM IN FRANCE ALONE



Sixty-five percent of travel sites in France contain blunders or translation errors according to the latest study by TextMaster; professional translation services as well as writing and editing online content is estimated at over a 120 million euro loss each year.

“Our top stay,” “Challenger Destination,” “Acceptable Use Policy,” “Speedy Rental,” “Some Useful Informations,” and “Well-Being Expect For You” are all expressions found on the pages of travel sites.

The E-Tourism sector is worth €18.5 Billion in France. With a conversion rate that is increased to 70% when a site is completely multilingual, it is estimated the industry loses more than €120 million annually because of bad translations or flagrant errors: “Multilingualism is fundamental for a tourism site that aims, in essence, to reach for an international audience. But sometimes it’s the best translations that are the enemy, and it’s better to translate a site poorly into 40 languages than excellently into 5-10 languages,” says Thibault Lougnon TextMaster CEO. The study also reveals that 58% of these sites have non-translated texts, i.e. phrases in French in the English version and English expressions in the French version. Finally, 33% of French travel sites have no English translation at all.

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