

# Translating travel instructions for United Airlines.

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## About the client:

United Airlines is a founding member of the Star Alliance network. This membership allows United passengers to connect with ease to 25 partner airlines, facilitating travel to nearly 160 countries.

## The Objective:

The objective is to translate traveling guidelines and safety procedures from English to Arabic, specifically for the United Arab Emirates.

United's security procedures require that all checked bags are matched to customers by name. To ensure on-time departures, bags for customers not present in the boarding area within 20 minutes of scheduled departure time, will be removed from the flight and cannot be re-boarded for that departure.

*Thank you for flying with United.*

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نَحْنُ نَقْدِرُ بِإِخْلَاصٍ تَعْمَلُوكُمْ مَعَنَا وَنَرِيدُ التَّأْكِيدُ أَنْ تَجْرِيَةُ سَفَرِكَ مِنْ مَطَارٍ

## The Challenge:

The marketing-oriented style of the content should be reflected in the Arabic terminology, while also considering the cultural nuances of the target audience.

## The Solution:

Specialized food industry translators: We hired translators with specialized knowledge in the Travelling industry to ensure that the translation was accurate and consistent across all product variants and languages.

**The result:**

Leveraging translations allowed the company to penetrate Arabic-speaking markets and meet the needs of customers there.