

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.

5222



نحن نقدر بإخلاص تعاملكم معنا ونريد التأكد أن تجربة سفرك من مطار

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.