



**Kilit Hospitality Group Manages The Diversity
of Guests at Its 16 Hotels More Effectively
With The Support of Protranslate**



Employee Profile

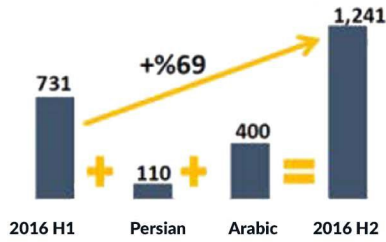
7,500 Employees
from 25 Nations
Median Age: 28

Customer Profile

More than 35 Nations
70% Couples
20% Children

Web Platform

Supports 8 Languages
Active Blog Content Writing



Reach 500 Million Potential Guests With 2 Languages!

When Persian-speaking countries such as Tajikistan and Afghanistan are also included, about one-tenth of the world's population speaks Arabic and Persian as their mother tongue. By realizing the potential of this large population in time, KHG decided to invest in localization in Middle Eastern languages.

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“Since these languages are written from right to left, we also received support from Protranslate for designing the HTML structure of our website. Thanks to the SEO-compliant localization process, we discovered that visits to the KHG website from the Persian region lasted about 7 minutes longer than other visits. The Iranian guests browse the hotel page for a longer period of time when the information we provide is in their own language.”

Adil GÜRKAN

Corporate Communication and Training Manager, KHG

However, KHG, one of the leading groups in the hotel and hospitality industry, made a strategic decision during this period and agreed with Protranslate team to translate both the website and catalogs into Persian and Arabic for its guests from the Middle East. In addition to these languages, a joint work was initiated with the Protranslate team to renew the Russian, German and English documents of all hotel group according to needs.

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“By updating our website, we have focused on the Iranian market with a population of 80 million as well as 400 million Arabic-speaking population.”

Ferhan YÖNTER

Digital Marketing and CRM Manager, KHG



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“The Protranslate MENA team, which is familiar with Arab culture and values, has completed our translation process in a neutral language since they are aware of the religious and cultural sensitivities of this region.”

Adil GÜRKAN
Corporate Communication and Training Manager, KHG

Protranslate project team, which questions the geography of the guests before starting the project, managed our project with local translators having appropriate experience since consumer behavior varies between countries in the MENA region by evaluating that the target audience should receive the right message with the most attractive content. During the translation process for the MENA Region, the issues such as using the words with the correct meaning, stating the restaurant menus and activities in the hotel correctly, and highlighting the privacy areas are important. The translators in the Protranslate's MENA localization team who were locals of the area provided us with a great advantage.

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"It is important for our guests that both our catalogues and our website can be read in their own language. We thank Protranslate for working with local translators and supporting us correctly in our business."

Adil GÜRKAN
Corporate Communication and Training Manager, KHG

About Protranslate

Protranslate, which provides translation and localization services through its online platform into more than 70 languages worldwide, mainly the countries speaking Turkish, English, Arabic, Spanish and French, is the largest online language services provider in Turkey and the MENA Region.

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