



Business or Pleasure?

With the advent of the Internet, the universe of travel is only a keystroke away. Today, tourists and executives alike have access to countless websites and a range of online resources designed specifically for travelers. If you are in the tourism business, you most certainly aim to cater to an international audience. However, are you sure you are speaking your customer's language?



Ccaps is well seasoned in the business of travel-related translations. When the company started back in 1999, we gained a major client by reviewing some 300,000 words for a tourism website that had been translated by another Brazilian vendor. The text delivered after review was so much better than the translated version that the client has relied on our services for countless assignments ever since. We have also completed projects for several major clients from the industry, including Delta Airlines, Marriott Hotels and airline booking systems like Sabre and Galileo.

In this edition, we bring you three articles that will make you want to take the next plane to some distant paradise — or rush to the local pub. Hotel Inspector Felipe Candiota describes a potential vacation turned nightmare when language barriers get in the way. Marketing specialist John Freivalds raises his glass in honor of Ccaps readers and shares the fascinating history of toasts all over the world. And this month's contribution from MultiLingual magazine comes from Professor Tim Altanero, a confessed airline menu addict and acute observer of the localization process behind those sometimes difficult-to-translate culinary descriptions.

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Enjoy your trip!