



Milega

CROISIEUROPE CASE STUDY

SUCCESSFUL CASE



CroisiEurope, a family business in the process of internationalisation

A family business created in 1976 and based in Strasbourg, CroisiEurope offers new river cruises every year; since 2007, maritime and coastal cruises and, since 2013, cruises on canals across France.

Today, the company owns 56 tourist vessels and welcomes **more than 200,000 passengers each year**.

In 2019, the company achieved **200 million euros** in turnover.

Today, CroisiEurope is the largest European river shipowner, and its offer is the largest on the market. Its fleet is equipped with state-of-the-art technology which means its boats have exclusive access to certain rivers and mooring spots in the heart of cities.



The challenges of translating an e-tourism site



In 2017, in the context of a **sustained international development effort**, CroisiEurope entrusted Milega with the translation of its e-tourism site into **Spanish and German**. Our collaboration has continued ever since.

CroisiEurope needed to translate all of its traveller programmes, i.e., itineraries, destination descriptions, and details of the daily activities on offer. It also needed translations for the boat spec sheets, the excursion descriptions and the newsletter.

High-volume e-commerce and e-tourism websites very often have a **large percentage of repeated content** (similar product sheets, identical activities for different destinations, etc.).

Translations are usually quite urgent and should be **delivered within a week**.

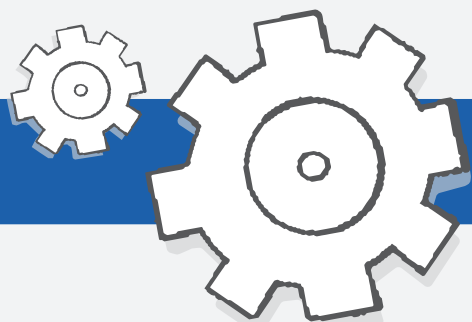
The Milega solution for the translation of an e-tourism website



By using Milega, CroisiEurope was able to make significant savings, since, thanks to the use of translation technology, **we do not charge for repetitions**.

In fact, our teams of translators use translation software and technological tools such as **translation memories** which make it possible to save translated content and retrieve it each time an identical fragment is encountered.

This speeds up and **optimises the translation process** not only within the same project, but also throughout the collaboration, as translations can be reused, and terminology synchronised.



Testimonies by project collaborators

Thoughts from the project manager:



Laura Calvo / Milega Project Manager

"This Spanish and German translation project has always been easy to manage. First of all, the subject is very interesting and allows translators to have fun and use their imagination while translating. On the other hand, the communication between the team and the client has always been excellent and we have never had a problem with terminology or wording.

At times, based on their preferences, the client provides us with feedback and recommendations on the specific style or terminology to use.

Finally, the use of tools and translation memory enabled the client to save money due to the high percentage of repetitions. It has always been a pleasure to work for CroisiEurope".

Thoughts from the client:



Eléonore Lovillo / CroisiEurope

*"Speed, efficiency, and quality have been present since the beginning of our collaboration. The contact is amicable and regular, I have never experienced a delay in delivery — on the contrary, I often receive the translations **before the requested deadline**.*

*Our team in Madrid was able to review the content of some translations and make recommendations regarding terminology preferences, which Milega took on board. **The rates charged are exceptional for the translation industry without any negative impact on the quality of the product delivered**, I can fully recommend this company."*

How to successfully translate your e-tourism site



Translating content related to tourism requires two specific skills: **knowing how to explain local culture and understanding the cultural specificities of the target market**.

It's not just about translating your site into another language but ensuring that **the very essence of your brand is preserved**.

How to successfully translate your e-tourism site:

- Call on **native and qualified** translators that are **specialised in your sector of activity**.
- Make sure that the translators understand the rules of **natural referencing (SEO)**. Beware of machine translation which is often literal and will be disastrous for both your brand image and your conversion rate.
- If you are translating your site into multiple languages, hire a team of translators to ensure consistency **across all translations**.

Do you have an e-tourism project?
Use our SEO translators.