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Swiss Youth Hostels Case Study

Translating Tourist Experiences: Promotion of Swiss Youth Hostels

German to English (US)

Business Services

About Client:

Swiss Youth Hostels (Schweizer Jugendherbergen) is a non-profit chain of tourist youth hostels based in Switzerland and in the Principality of Liechtenstein. Having an objective of maintaining inexpensive tourism services, Swiss Youth Hostels has always strived to provide sustainable tourism to its customers. Staying true to its mission, Swiss Youth Hostels has expanded its portfolio to 51 hostels in all parts of Switzerland and 7 franchising operations in other countries.

The Challenge: Declining number of guests from Europe

In 2016, Swiss Youth Hostel was operating as a Hostel resort mainly in the famous Swiss Alps area. As part of its expansion, the hostel management established a Youth Hostel in Berne, the picturesque capital city of Switzerland. However, after a few months of operation, it noticed a decline in the number of guests from Europe and other countries as well as an overall drop in the number of overnight stays. Sensing a deficiency in its advertising and marketing efforts to European tourists, it sought the services of MarsTranslation for translating its newsletters and sales guides from German to English language. Its partnership with Mars soon bore fruit and Swiss Youth Hostel was able to increase its tourist stays from Europe and other countries.

The Solution: Quality Translation for Advertising Promotions

As part of its advertising and marketing campaigns for its Berne Youth Hostels, Swiss Youth Hostels contacted MarsTranslation and got the following services:

- Proofreading of its documents thoroughly
- Translation of its newsletters, landing pages and sales guide from German to English

Translators of Mars are a group of skilled individuals who are experienced and qualified to translate documents related to advertising and promotions in a short time. They have the capability to translate and proofread hundreds of words in a short span of time. This is the reason that they were successful in providing a good user experience to Swiss Youth Hostel by translating their advertising content into English—a language spoken by a wide population.

The Result: Increased tourist reach across the European market

By using the services of MarsTranslation, Swiss Youth Hostel was able to overcome its problem of declining number of guests by sending translated newsletters and sales guide. The end result was a rise in the number of tourists from Europe in the subsequent months. MarsTranslation again executed the assigned job in a short time—without compromising on quality, connectivity, and efficiency.

Get in touch at

www.marstranslation.com/contact