

**Q: *What is Multilingual Web (Automated translation Process)?***

A: Multilingual Web (MLW) is a term used to refer to translated hotel WebExtra content and CRS (Curtis-C) content (GRT Descriptions, Rate Code Features & Rules) that appears on the brand website. The objective of MLW is to have your web content in the languages of your key feeder markets in order to better present your hotel.

For **MLW WebExtra Content Translation**, all of the hotel's WebExtra content on the hotel website is translated into the languages chosen by the hotel. This translated content is displayed when the website visitor selects the language from the 'Language Drop-down Menu' located above the booking widget or goes to the domain linked to the language. For example, if the website visitor goes to [www.radissonblu.com/hotel-berlin](http://www.radissonblu.com/hotel-berlin) the English version of the website is displayed and if the guest goes to [www.radissonblu.com/de/hotel-berlin](http://www.radissonblu.com/de/hotel-berlin) the German version of the website is displayed.

**MLW CRS Content Translation** includes the Generic Room Type (GRT) names and descriptions as well as the Rate Code Features and Rate Code Rules for the following rates are translated into the selected languages:

- Standard Rates (e.g., Retail Rates, Bed & Breakfast etc.)
- Non-Confidential Packages
- Confidential Packages with a PAC (Promotional Access Code) code

**Q: *Who is the vendor?***

A: Translations.com, part of the TransPerfect Global Group and one of the largest translations agencies worldwide, is managing all WebExtra content translations for the brand websites globally for the Carlson Rezidor Hotel Group.

**Q: *How can I translate my WebExtra site and what does it cost?***

A: Additional languages can be posted on the WebExtra site in two ways:

1. **Manual** – the hotel provides the WebExtra content translation themselves and uploads to the WebExtra Message Board. Note, this is **not** the preferred method for non-local language. The “manual translation” fee per language is EUR 280 and each future content change/update will incur message board request credits per language.

**IMPORTANT:** these texts provided should be optimized with the SEO keywords provided by LBi

2. **Automated** – the hotel is set-up for the automated translation process for the opted-in languages. Hotels are required to complete and submit a Translation Services Agreement before the WebExtra content is translated. In the agreement, the hotel will select the language(s) that the content should be translated into. The hotel must complete the online form (see further below) to initiate this process. Once the agreement has been received, it will take approximately 14-30 business days for the translated content to appear on the brand website, dependent on the number of language and the length of time the translation takes.

**Q: *Which languages are available?***

A: For MLW WebExtra, the choices are almost endless and include Arabic, Armenian, Bulgarian, Chinese, Croatian, Czech, Danish, Dutch, Estonian, Finnish, French, Georgian, German, Hungarian, Icelandic, Italian, Japanese, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish, Thai, Turkish, and Ukrainian.

**IMPORTANT:** If your WebExtra content is translated into one of the languages available for MLW CRS Content Translation Arabic, Bulgarian, Chinese (Simplified), Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Quebecois (Canadian French), Russian, Spanish, Swedish, Turkish your CRS content must also be translated into that language(s) and vice-versa

## Multilingual Web (MLW) FAQ

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### Q: **What is MLW CRS Content Translation?**

A: MLW CRS Content Translation is the term used to refer to the translations of the Generic Room Type (GRT) names and descriptions, as Rate Code Features and Rate Code Rules in the CRS (Curtis-C).

### Q: **What types of rates are translations done for?**

A: Translations are done for the following rate types:

- Standard Rates (e.g., Retail Rates, Bed & Breakfast etc.)
- Non-Confidential Packages
- Confidential Packages with a PAC code

### Q: **What languages are available?**

A: For MLW CRS Content Translation the following languages are available: Arabic, Bulgarian, Chinese (Simplified), Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Quebecois (Canadian French), Russian, Spanish, Swedish, Turkish.

### Q: **How can CRS Content translations be done and what does it cost?**

A: The translations can be done in two ways:

1. **Manual** – the hotel translates the content (description, rate code features and rate code rules) at the property level and uploads the translations themselves into HDM/CHW eXpress. Note: These languages cannot be supported manually: Arabic, Bulgarian, Croatian, Czech, Greek, Hungarian, Japanese, Latvian, Lithuanian, Polish, Russian, Chinese, Slovak, and Turkish.
2. **Automated** – the hotel is set-up for automated translation for the selected languages and all translations are done via the translations.com.

The annual cost for translations depends on the hotel. For the Rate and GRT information the average cost is between 200 EUR to 500 EUR depending on how many packages etc. the hotel offers throughout the year. Note, you do not pay again each year to have the Rate and GRT information translated – it is a 'one-time' cost unless updates in CRS are made.

**IMPORTANT:** Review the Rate Code Feature for any packages which have been loaded by the hotel in HDM or CHW eXpress (CEX) to ensure they 'sell' the package. All other rates (e.g., Senior Breaks etc. have been loaded for the hotels as per the brand standards).

**Useful Tip:** The Package Guidebook ([click here](#) download a copy) is a useful reference for all hotels and is available in the 'Rate FAQ & Pricing Info' binder in the Intranet Library.

### Q: **What do I need to do in CHW eXpress (CEX)?**

A: **Important:** All rate information is to complete in CHW eXpress (CEX) in English language only before the translated fields are translated. Following that translation can be added by going to the Rate Translations field in CEX. – see arrow below.



The screenshot shows the CHW eXpress (CEX) interface. At the top, there is a navigation bar with tabs: Pending Rates, Rack, Per Night, Global PCR, Company, Consortium, Travel Agency, Group, Wholesale, Online Direct, Package Ma. Below this, the breadcrumb trail reads: New Search > Rate Search Results > Rate Code. A red arrow points to the 'Rate Translations' button in the top right corner of the main content area. The main content area is titled 'Rate Code Information & Rules' and displays the following information:

Rate Code Name: Best Available Rate	Rate Code: A-RACK
Tier: A	Currency: EUR
Confidential: No	RMC Code: RACK
Market Segment Code: RAC	Gratuity Included: Yes
Tax Included: Yes	Commission %: 10.0
Commissionable Rate: Yes	Rate Segment: RACK
Weekend Days: Fri Sat	
SNAP Standard Room Type: STD	

## Multilingual Web (MLW) – Opt in / Opt out

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### **Q: How do I opt in or out of the Automated MLW Content Translation?**

A: To opt in or out of the Automated MLW WebExtra and CRS Content Translations please follow the steps below:

**Step 1. Automated MLW WebExtra Content Translation** - All of the hotel's WebExtra content on the hotel website is translated into the languages chosen by the hotel. This translated content is displayed when the website visitor selects the language from the 'Language Drop-down Menu'.

Opting in or opting out of the automated MLW Content Translation via the link below:

[MLW WebExtra Content Translation Participation Form](#)

**Step 2. Automated MLW CRS Content Translation** - Includes the Generic Room Type (GRT) names and descriptions as well as the Rate Code Features and Rate Code Rules for the following:

- Standard Rates (e.g., Retail Rates, Bed & Breakfast etc.)
- Non-Confidential Packages
- Confidential Packages with a PAC (Promotional Access Code) code

Opting in or opting out of the automated MLW CRS Content Translation via the link below:

[MLW CRS Content Translation Participation Form](#)

**Step 3.** If you have opted in for either the WebExtra and/or CRS content automated translations you must complete and sign the Translation Services Hotel Level Agreement ([click here](#) to download a copy of the agreement) and send it by email to [digital-content@carlsonrezidor.com](mailto:digital-content@carlsonrezidor.com).

### **Q: Is there anything I need to inform the Accounts Department Teams about?**

Yes, inform your Accounts Department (or whoever processes invoices at or for your hotel) that you have opted in the Automated MLW Content Translation. Note, a monthly cost should be accrued based on the number of updates provided per month.

**Please note:** There might be an increased amount of the updates resulted in a higher translation cost after the Annual Review.

### **Q: Whom can I contact if I have any questions?**

A: For questions relating to:

1. MLW **WebExtra** content translation contact [digital-content@carlsonrezidor.com](mailto:digital-content@carlsonrezidor.com).
2. MLW **CRS content translation** contact [DublinResCenter@carlsonrezidor.com](mailto:DublinResCenter@carlsonrezidor.com).
3. **Curtis-C and CHW eXpress** contact your [DublinResCenter@carlsonrezidor.com](mailto:DublinResCenter@carlsonrezidor.com).
4. **Opera, Columbus or WPS** contact the [IT-Helpdesk@carlsonrezidor.com](mailto:IT-Helpdesk@carlsonrezidor.com) or your local IT support.

For any other questions contact your Director Revenue Optimization (managed and leased hotels) or Director Franchise Services (franchised hotels).

## Multilingual Web (MLW) Costs & Invoicing

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### Q: What is the related cost of MLW Content translations?

A: The cost of the translation depends on the language (see current costs below). The Blended Rate Fees are used for all submissions processed through the automated process. These submissions include content sent through PIM (Property Information Manager), CM (Content Manager for WebExtra content), HDM (Hotel Database Manager), CEX (CHW eXpress) for hotel content and brand level content.

	Radisson Blu		Park Inn		Blended Rate Fees (USD)		
	WebExtra	Brand	WebExtra	Brand	New Content	Fuzzy Match	100% Match
	₹		₹		0.24	0.14	0.00
	₹		₹		0.24	0.14	0.00
Chinese (Simplified)	₹	₹	₹		0.17	0.10	0.00
Chinese (Traditional)					0.17	0.10	0.00
Croatian	₹				0.24	0.14	0.00
Czech	₹		₹		0.24	0.14	0.00
Danish	₹	₹	₹	₹	0.29	0.17	0.00
Dutch	₹		₹		0.24	0.14	0.00
Estonian	₹		₹		0.24	0.14	0.00
Finnish	₹	₹	₹	₹	0.29	0.17	0.00
French (France) & (Canada)	₹	₹	₹	₹	0.24	0.14	0.00
German	₹	₹	₹	₹	0.24	0.14	0.00
Greek	₹				0.24	0.14	0.00
Hungarian	₹		₹		0.24	0.14	0.00
Icelandic	₹		₹		0.24	0.14	0.00
Italian	₹		₹		0.24	0.14	0.00
Japanese					0.32	0.19	0.00
Latvian	₹				0.24	0.14	0.00
Lithuanian	₹		₹		0.24	0.14	0.00
Norwegian	₹		₹	₹	0.29	0.17	0.00
Polish	₹		₹		0.24	0.14	0.00
Portuguese (Brazil) & (PT)	₹				0.17	0.10	0.00
Russian	₹		₹		0.24	0.14	0.00
Slovak	₹		₹		0.24	0.14	0.00
Spanish (ALL flavours)	₹		₹		0.24	0.14	0.00
Swedish	₹	₹	₹	₹	0.29	0.17	0.00
Turkish	₹		₹		0.24	0.14	0.00
Ukrainian	₹				0.24	0.14	0.00

Please contact [digital-content@carlsonrezidor.com](mailto:digital-content@carlsonrezidor.com) if you would like WebExtra translation for a language that is not appearing above.

The annual cost for translations depends on the volume of contents for the hotel, with a low-end cost being EUR 500 for Webextra and EUR 200-500 for CRS. As updates are done and translated additional costs will apply as per the above scale.

**NOTE:** You do not pay again each year any translation fee for already translated content. You only pay for the translation of the content updated in English.

Hotels qualify for discounts on the price per word if submitted content is able to be translated utilizing Carlson Rezidor's Translation Memory database. When content being translated matches words and context within the existing Translation Memory Database, the price per word may be eligible for a discount as per the table above for fuzzy matches. "Fuzzy matches" mean that the translation matches partially to submitted content. This amount will not be known at the time of submission, will vary by language, and will be determined and applied after the translation is complete. The price per word and all discounts are subject to change. 100% matches are free of charge.

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**NOTE:** When updating content, the fee applies to all words that are contained within a sentence i.e. if you update a few words in a 10-word sentence, you would be charged a fuzzy match rate because all of the content still needs to be processed and the translators still need to review the whole sentence to make sure it fits within the existing context.

**Q: *How is the hotel invoiced for the translation costs?***

A: The "Automated" WebExtra and CRS Content Translation costs will be invoiced to the hotels by Rezidor on a monthly basis.

**VERY IMPORTANT:** If a hotel is more than 60 days in arrears with Rezidor for the translations invoiced amounts, the translations functionality for the hotel will be switched off until such time as outstanding amounts have been paid.

**Q: *What back-up is available for the translation cost invoices?***

A: The monthly invoices and back-up report ([click here](#) for a sample back-up report) for the Automated Webextra and CRS Content translations can be retrieved via the Report Repository on the Intranet Library in the Accounting binder.

**NOTE** If you have any questions in regards to the invoice-please attach the invoice in concern and the backup to your query

**Q: *Whom can I contact if I have questions on the translation cost invoices even after reviewing the back-up information?***

A: For questions relating to:

1. MLW WebExtra content translation contact [digital-content@carlsonrezidor.com](mailto:digital-content@carlsonrezidor.com).
2. MLW CRS content translation contact [DReservationCenter@CarlsonRezidor.com](mailto:DReservationCenter@CarlsonRezidor.com)