

Translation Services

by Ronan Grace
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Bespoke translations from German
to English for tourism & hospitality



rgtranslate.com

The tourism translator

Bespoke translations for tourism and hospitality

Ronan Grace, BA, MSc, MATII, ISO 17100:2015 qualified

Native English speaker from Kilkenny, Ireland

Specialised translator for tourism and hospitality since 2008

German, Spanish & French to English

I help tourism associations, ski resorts, hotels and restaurants attract international visitors through bespoke English translations.



**ISO 17100:2015
QUALIFIED**

ATII

Professional Member

ISO 17100:2015
Qualified

verify:
atii.ie/check

MET
Mediterranean
Editors &
Translators

Services

Translation & Transcreation

Specialised translations of:

- Website content
- Magazines & brochures
- Newsletters
- Press releases
- Restaurant menus

DTP implementation

English content that is ready for immediate publication or printing. Receive your English translations incorporated directly into your original layout – especially useful for menus and magazine projects.

Content review

Full review and enhancement of the existing English content on your website or in your marketing materials.

Terminology management

Custom glossaries in your original language and in English to ensure a consistent brand voice across all markets.

Why work with me?

Specialist in destination marketing

With 18 years of experience as a tourism translator, I know that destination marketing is about storytelling. And your destination has a unique story to tell. I don't just translate. I create clear English content that positions your brand and inspires international travellers to choose you.

Direct collaboration

Working with an independent specialist translator gives you a level of care and quality you can't get from larger translation companies.

No account managers, no outsourcing. Just clear, efficient communication and value for money.

Partnership mindset

When you choose a long-term partner for your English content rather than a one-off translator, you get someone you can trust. Who understands your brand and style. Who offers the flexibility to still meet deadlines when things don't go to plan.

Consistent brand identity

Having a specialist translation partner means consistent terminology and tone in all of your English content. This will build clarity, recognition and trust in your brand.

Localised content

Target specific English-speaking markets with localised content adapted into different variants of English. I have years of experience localising content into UK, US, Canadian, Australian and Irish English, as well as international English.

Case study

Magazine translation for Kärnten Werbung



Client

Kärnten Werbung is the official tourism association for the state of Carinthia in southeastern Austria.

Introduction

The client regularly publishes tourism magazines to promote the region to an international audience. I was delighted when they asked me to translate their 2025/26 winter ski brochure into English.



Project size & duration

The magazine had a total of 65 pages. The client had a firm deadline by which the English translation needed to be sent to the printer. I completed the translation and delivered the final print-ready English file within a three-week timeframe.



Challenges & successes

A key consideration when working on magazine projects is space requirements. English and German sentences can vary significantly in length, but the translation must still fit into the allocated space, so the original layout can be preserved.

After the initial translation, I checked the English content again in context, making sure that everything was positioned in the right way and that all word breaks and line breaks were correct.

Another area of focus – and one that is often a marker of a poor translation when neglected – was ensuring that the content sounds natural to native speakers. Some English translations from German tend to follow the source too closely. One such example would be using the word *Advent* (rarely used outside of religious contexts in English, aside from in *Advent calendars*) when it's much more natural to refer to *Christmas markets* and *Christmas spirit*.

Client feedback

'Thank you for an excellent translation. We're very happy. It's exactly what we were hoping for.'
[Brand Management team]

Publication

The translation is published online on the Visit Carinthia website and is also available in print form. You can see it at:
[visitcarinthia.at/service/brochures](https://www.visitcarinthia.at/service/brochures)



Christmas in Carinthia

The festive season in the mountains, lakes and towns

Christmas magic in the mountains
Mallnitz (Hohe Tauern National Park): A Christmas market the way it used to be. With handmade goods, local specialities and a magical light trail.
Katschberg Christmas Trail: A stroll through the winter landscape taking in rustic hay barns and a living nativity scene.
Bad Kleinkirchheim: A veritable wonderland featuring a *Christkindl* post office, Christmas workshop and Christmas village with an ice rink. The Kurpark and Therme St. Kathrein form a vast sea of light.

Christmas enchantment in the towns
Villach: Thousands of lights transform the church tower into a giant flickering candle. Everybody congregates in the town centre, around a vibrant market with gourmet food, wooden huts and an open-air ice rink.
Klagenfurt am Wörthersee: The "Hafenknistern" brings urban festive flair to the water with handmade products, music and delicious food.

Christmas romance at the lake
Pyramidenkogel tower: Beneath the world's tallest wooden observation tower lies a magical Christmas market. The views out over the lake are a sight to behold.
Velden: The floating Advent wreath and Christmas celebrations in the town of angels ensure a magical experience for children and parents alike.
Maria Wörth: A traditional church Advent is celebrated around the picturesque pilgrimage church on the Wörthersee peninsula.
Pörtschach: Children will marvel at the thousands of lights against the backdrop of the lake, along with an abundance of family activities and the *Christkindl* boat.
Millstatt am See: Light installations bathe the town in a festive glow, capturing the imaginations of children, who will also love the digital Christmas stories and talking fairy tree.

Christmas on the water
Our Christmas markets at Lake Wörthersee (in Velden, Pörtschach, Klagenfurt and Maria Wörth) and at Lake Millstatt are easily accessible by boat.

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Case study

Website translation for Porsche Travel Experience

Client

Porsche Travel Experience offers a curated series of driving holidays where participants travel around scenic locations in high-performance Porsche cars.

Introduction

The client asked me to translate the website content for their travel experiences in locations such as Germany, Switzerland, Austria, Italy, Finland and Namibia.



Project size & duration

Each travel experience consisted of multiple web pages with around 6,000 words of content. The deadlines were quite tight, as the client had a fixed timeframe for when the booking period would open.

Exclusive travel experiences. As multifaceted as you are.



The Alps. A real treat for ambitious Porsche enthusiasts.

For sports car fans, hardly anything is more appealing than experiencing the beauty of the Alps. Wind down with dynamic acceleration. Enjoy the driving pleasure as you twist and turn on endless combinations of curves, challenging mountain passes and legendary Alpine routes. Porsche performance through and through.

> All dates



The Mediterranean. Scenes that capture the imagination with a light and breezy attitude to life.

The varied dream routes make these tours a true pleasure, and not just because of the driving. You will also be captivated by all the culinary and cultural treasures you discover along the way. What could be better than exploring the myriad of delights that the Mediterranean coast has to offer in a Porsche?

> All dates

Challenges & successes

This project was all about storytelling. One in which the words needed to evoke pure emotion in the reader. And convey the feeling they would experience when they would turn the key and travel across breathtaking landscapes.

The project required expertise in tourism and marketing as well as a good understanding of automotive terminology.

The translations were delivered on time and with a consistent style and tone. The client was able to publish them on its website right away and market these once-in-a-lifetime trips to an exclusive audience.

Client feedback

'Thank you! The translation is wonderful as always!'
[Porsche Travel Experience team]

Publication

The translations are published online on the Porsche Travel Experience website alongside the original German version. You can see them

at:

experience.porsche.com/en



Pricing

You will receive a precise, all-inclusive quote for your project before we agree to work together, but below is an overview to give you a general idea.

Translation into English, incl. up to 3 hours of post-publication QA and requested revisions:
approx. €0.17 per word

Express delivery (up to 2,000 words guaranteed within 3 working days): approx €0.23 per word

Other services are priced based on an hourly rate:

Desktop publishing (DTP) implementation:
€60 per hour

Content review: €60 per hour

Terminology management: €60 per hour

No VAT: I am based in Ireland, and in accordance with EU law, there is no VAT charged on services I provide to other EU countries or to Switzerland and Liechtenstein.

Packages

You can also create your own translation package tailored to your specific needs. Group multiple projects together or combine services to get the best deal with a package price.

You choose what you need:

Translation only

Translation + DTP

Content review

Terminology management

Adaptation into multiple variants of English (UK, US, etc.)

Trusted by



*Let's work
together!*

You want to be the best, so you should work with
the best!

Collaborating with a specialised tourism translator
can set you apart from the crowd and attract
high-value visitors to your destination.

Get a personalised, non-binding quote today or
arrange a free consultation to discuss your needs.

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