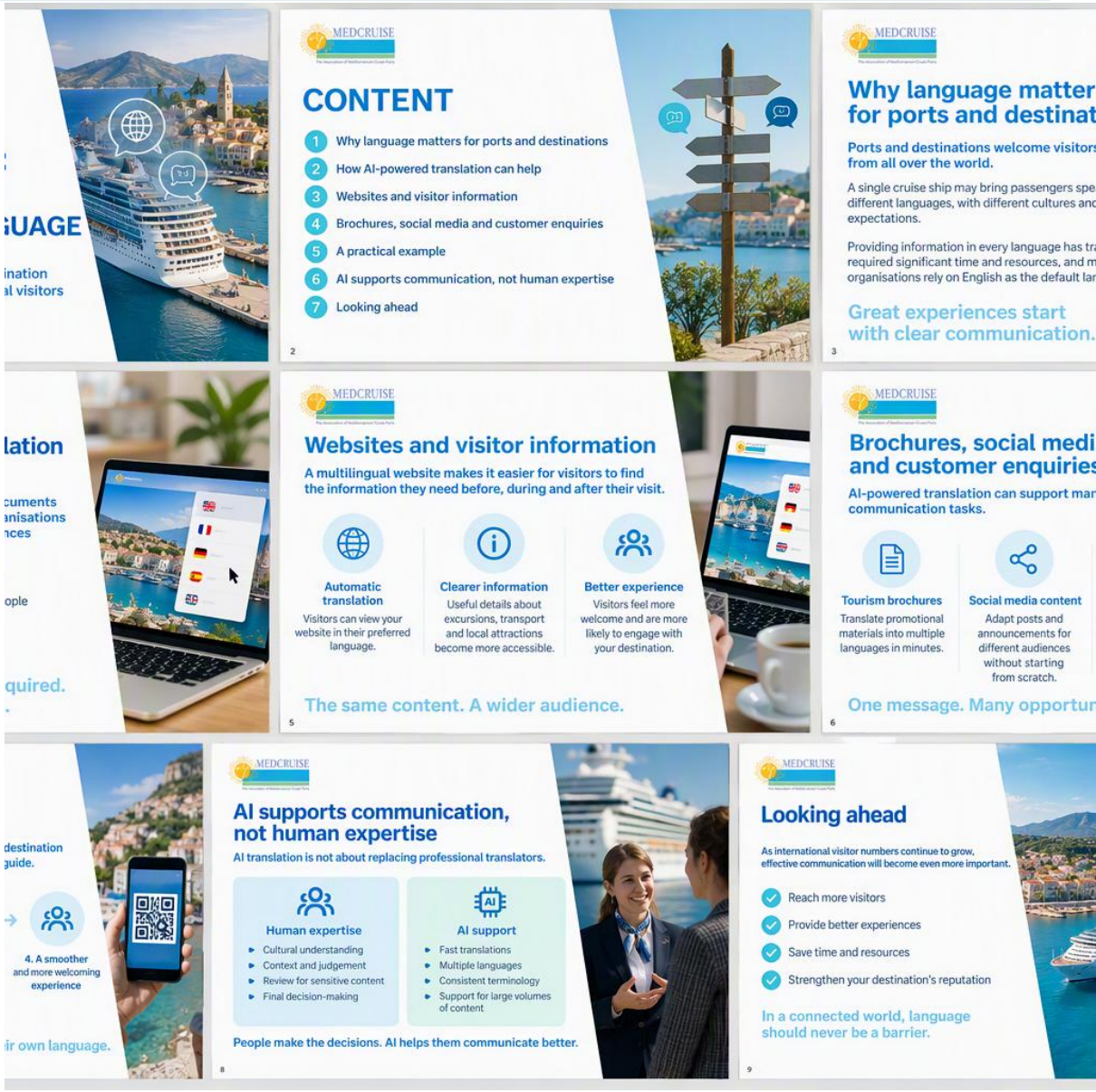
MEDCRUISE
The Association of Mediterranean Cruise Ports

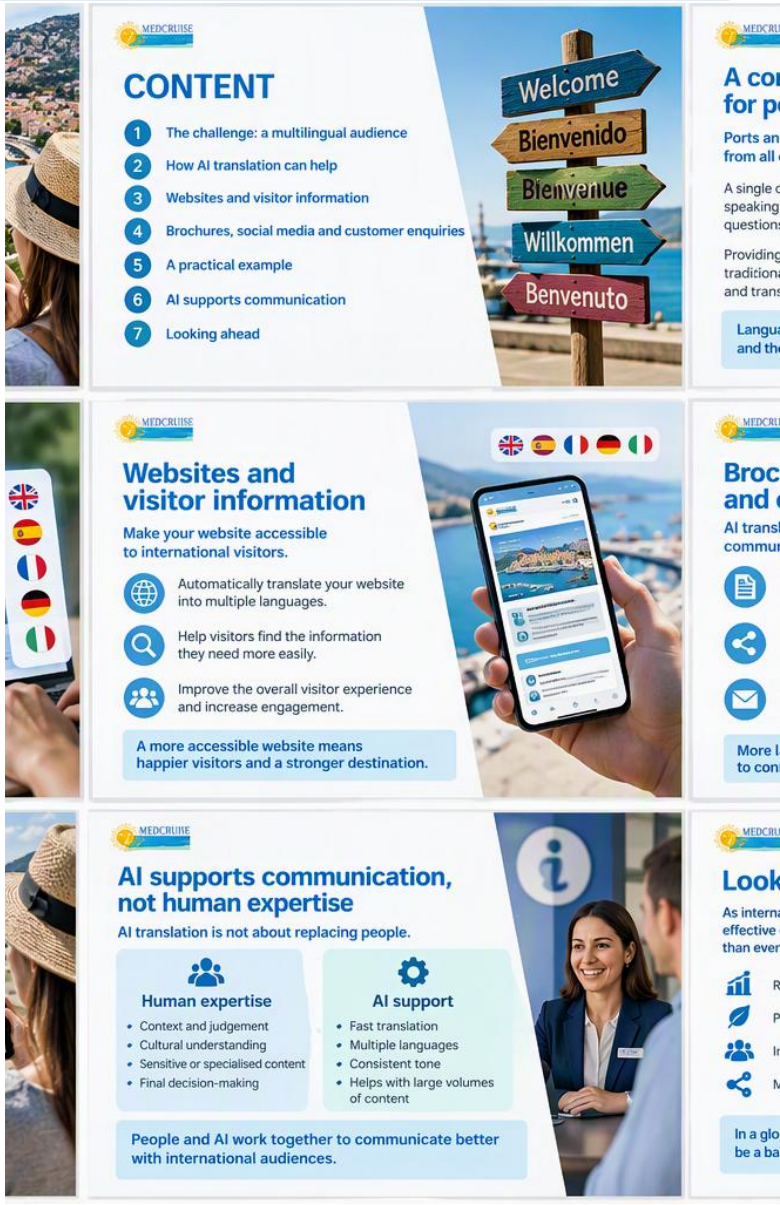
AI-POWERED TRANSLATION: SPEAKING EVERY CUSTOMER'S LANGUAGE

A practical way to make port and destination information accessible to international visitors



CONTENT

1. A common challenge for ports and destinations
2. How AI-powered translation can help
3. Websites and visitor information
4. Brochures, social media and customer enquiries
5. A practical example
6. AI supports communication, not human expertise
7. Looking ahead



A common challenge for ports and destinations

Ports and tourism destinations welcome visitors from all over the world.

A single cruise ship may bring passengers speaking English, Spanish, French, Italian, German and many other languages.

Providing information in every language has traditionally required significant time and resources. As a result, many organisations rely on English or translate only a limited amount of content.

Great experiences should be accessible to everyone.



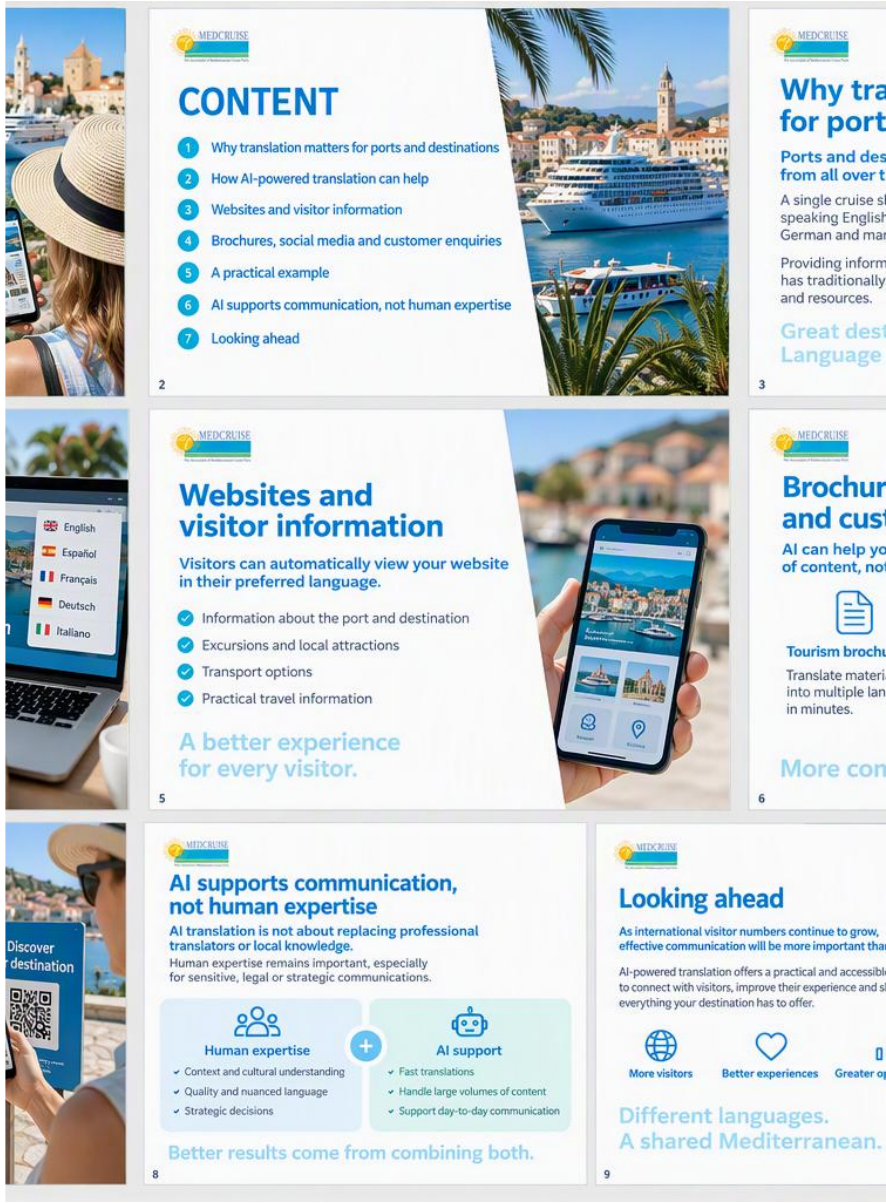
One Technology, Many Practical Uses

AI can automatically translate text, documents and conversations in seconds.

This makes it easier for ports and destinations to communicate with international visitors without needing extensive resources or technical expertise.

- Fast and accessible
- Supports multiple languages
- Useful for a wide range of communication tasks
- Easy to start with

Same message. A wider audience.



Websites and visitor information

AI can make your website available instantly in multiple languages.

Visitors can access practical information about the port, excursions, local attractions, transport and services in their own language.

- A better user experience
- More engaged visitors
- Easier access to key information
- No need to translate every page manually

Information without language barriers.



Brochures, social media and customer enquiries

AI-powered translation can support many everyday communication tasks.

DOC

Tourism brochures

Translate promotional materials into multiple languages in minutes.

SHARE

Social media content

Adapt announcements and event information for different audiences.

CHAT

Customer enquiries

Understand and respond to visitors in their own language, more quickly.

Clearer communication. Greater reach.

A practical example

A cruise passenger arrives in a Mediterranean destination for the first time.

1. They scan a QR code linking to a local visitor guide.
2. AI automatically displays the guide in their preferred language.
3. They find attractions, restaurants, transport and activities.
4. The result is a smoother, more welcoming experience.



A smoother experience for visitors. A stronger connection with your destination.

AI supports communication

AI translation is not about replacing professional translators.

Instead, it helps organisations communicate more efficiently, especially when dealing with large amounts of content or audiences speaking different languages.

Human expertise

- Context and judgement
- Cultural understanding
- Final decisions
- Quality review

AI support

- Fast translation
- Multiple languages
- Consistent terminology
- Reduced manual work

People make the connection. AI helps them go further.



Looking ahead

As international visitor numbers continue to grow, effective communication will become more important than ever.

Sometimes, the value of AI comes from something simple: helping people understand each other. AI-powered translation can improve communication, remove barriers and deliver a better visitor experience.

- Reach more visitors
- Provide better experiences
- Save time and resources
- Make communication easier for your team

In a global tourism sector, language should never be a barrier.



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Different languages.
Same great experiences.

