

Back in the day, travel planning used to be a little different.

The excitement. The anticipation. Withdrawing 40,000 lira for the hotel taxi.

But today, customers are overwhelmed with choice.

Decisions change fast.

Melia needs to keep pace with these ever-demanding customers, whilst ensuring they still feel valued.

Knowing one size does not fit all, Melia uses the history and behaviors of each individual customer to map out their unique digital DNA, gaining

a better understanding of their needs.

And also target new customers with matching profiles -- at the right time, in the right way and with the right message.

The data is then used to ensure that every single time a customer comes across Melia, they're served with content personalized just for them, providing a seamless, consistent experience.

And this goes far beyond simply matching locations and hotels; Melia will know if a customer is interested in sports, family friendly hotels, or adult-only resorts – and serves them

content accordingly.

It's a one-to-one approach at every single touchpoint throughout the process.

Every engagement matched to a unique profile; every individual relationship nurtured.

The results? Increased brand awareness and customer loyalty. A 25% increase in direct sales. And with over two million rooms booked – a lot of very happy holidaymakers.