THE SNOW PRODUCT AND ITS REPOSITIONING IN MATURE TOURIST AREAS - ONLINE DISTRIBUTION IN THE BIG DATA ERA

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Digital Channels - Meliá Hotels International
COMPANY PROFILE

375 HOTELS
96,369 ROOMS
43 COUNTRIES

1st HOTEL COMPANY IN SPAIN
3rd IN EUROPE
16th WORLDWIDE

Source: Hotels 325 Rank 2017, by number of rooms
MELIA - THE SNOW PRODUCT
SIERRA NEVADA
MELIA - THE SNOW PRODUCT
BAQUEIRA BERET
MELIA - THE SNOW PRODUCT
VIELHA - VALLE DE ARAN
2010 - THE SNOW PRODUCT BY BUSINESS SOURCE

- Spain: 70.4%
- Portugal: 11.8%
- United Kingdom: 6.0%
- Rest: 11.8%
2010 - THE SNOW PRODUCT BY CHANNEL

- Directo Hotel: 59.1%
- Melia.com: 33.8%
- REST: 1.1%
- OTAS: 5.9%
MELIA - BRAND VISION
MELIA - DIGITAL TRANSFORMATION
MELIÁ HAS HIS OWN DREAM: LEAD DIGITAL PERFORMANCE IN THE HOSPITALITY INDUSTRY

- Increase digital sales in main source markets
- Improve digital customer experience and loyal customers
- Accelerate digital time to market for new integrated hotels
DATA DRIVEN MARKETING
OPTIMIZATION

WHAT ARE YOU DOING?

OPTIMIZATION OF OUR STRATEGY IN REAL TIME.

(QUALIFIED TRAFFIC, PERCENTAGE OF REBOUND, SESSION TIME, LAST SEARCH)
WHAT ARE YOU DOING?

- Online Impacts
- Percentage of rebound
- Session time
- Qualified traffic
- Last search
SEGMENTATION

WHERE DO YOU WANT TO GO?
ALL MHI PORTFOLIO DISTRIBUTED BY DESTINATION.
WE KNOW THE FAVORITE DESTINATION OF ALL OUR CUSTOMERS.
WHERE DO YOU WANT TO GO?
SEGMENTATION

HOW DO YOU LIKE TO TRAVEL?

THE TRAVEL BEHAVIOUR OF OUR CUSTOMERS. WE DIFFERENTIATE THE KIND OF TRIPS THANKS TO THE HISTORICAL DATA.
CUSTOMER TYPOLOGY. ADVANCED PURCHASE. LENGTH OF STAY.
HOW DO YOU LIKE TO TRAVEL?
SEGMENTATION

WHICH IS YOUR BRAND?
EVERY CUSTOMER IN OUR CRM HAVE A FAVORITE BRAND.
ALL MHI PORTFOLIO DISTRIBUTED BY CUSTOMER BRAND PREFERENCE UPDATED MONTHLY.
WHICH IS YOUR BRAND?
DATA ACTIVATION
COOKIE MATCHING WITH PARTNERS

criteo
PubMatic
radiumone
appnexus
DataXu
doubleclick
SOJERN
videology
Xaxis
MediaMath
ADARA
TURN
2018 vs 2010 - THE SNOW PRODUCT BY BUSINESS SOURCE

REST 22.4%
PORTUGAL 7.0%
UNITED KINGDOM 9.3%
SPAIN 60.7%

REST 11.8%
PORTUGAL 11.6%
UNITED KINGDOM 6.2%
SPAIN 70.4%
2018 vs 2010 - THE SNOW PRODUCT BY CHANNEL
THERE IS NO “DIGITAL STRATEGY” ANYMORE, JUST STRATEGY IN A DIGITAL WORLD