

THE SNOW PRODUCT AND ITS REPOSITIONING IN MATURE TOURIST AREAS

-

ONLINE DISTRIBUTION IN THE BIG DATA ERA

David Benito

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

HOTEL TYPE

PORTFOLIO INCLUDING
PIPELINE:
45%

RESORTS

OPERATING
PROFIT
CONTRIBUTION:
70%



PORTFOLIO INCLUDING
PIPELINE:
55%

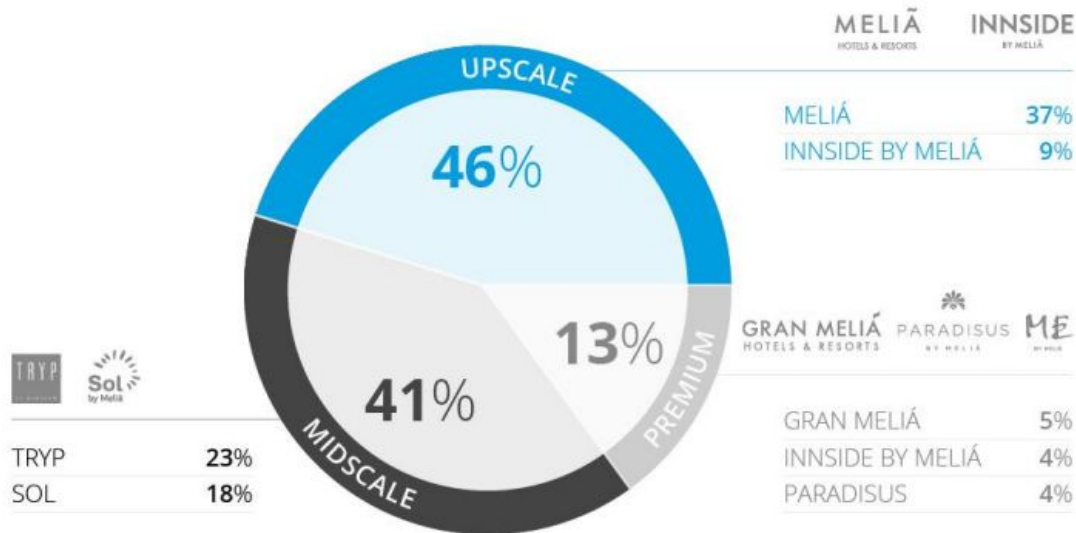
CITIES

OPERATING
PROFIT
CONTRIBUTION:
30%

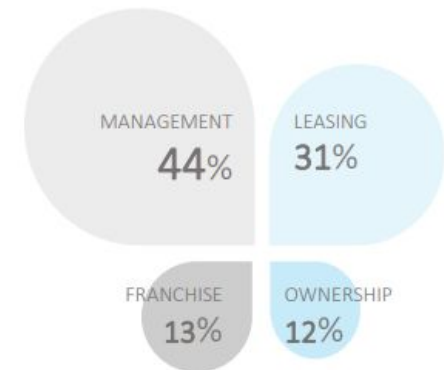


COMPANY PROFILE

SEGMENTATION | CATEGORY



SEGMENTATION | BUSINESS MODEL



MELIA - THE SNOW PRODUCT SIERRA NEVADA



MELIA - THE SNOW PRODUCT BAQUEIRA BERET

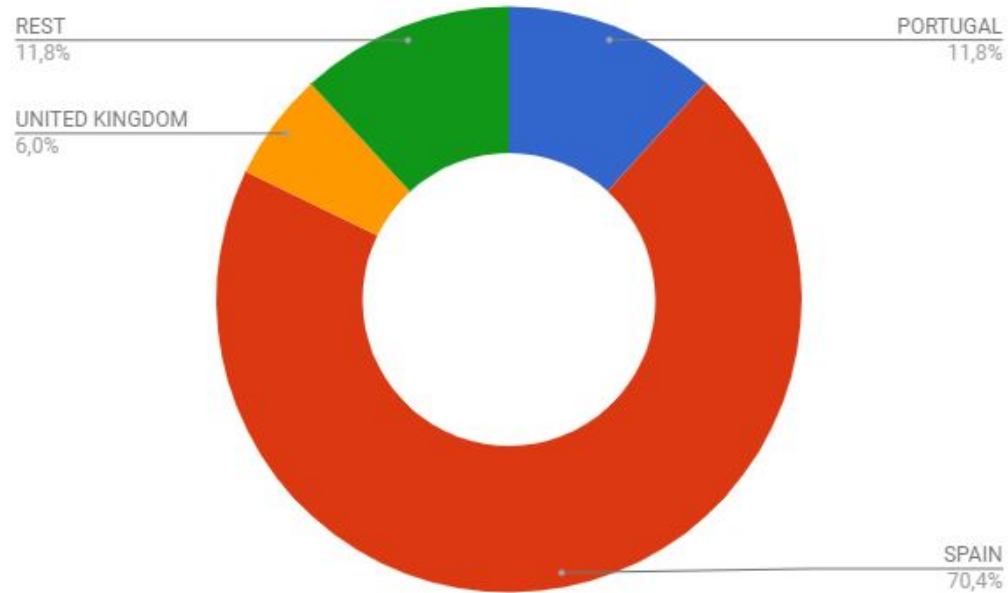


MELIA - THE SNOW PRODUCT

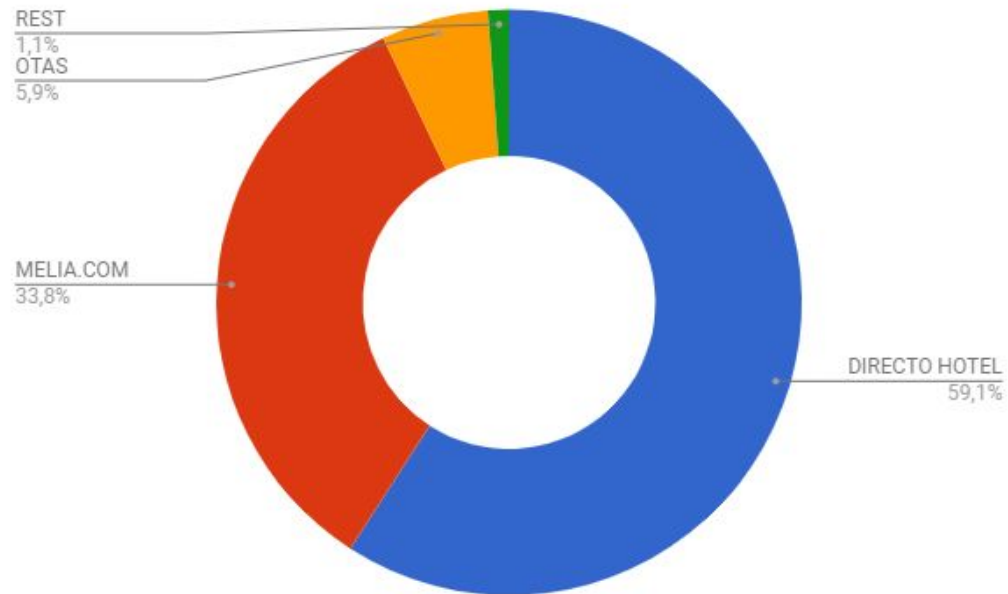
VIELHA - VALLE DE ARAN



2010 - THE SNOW PRODUCT BY BUSINESS SOURCE



2010 - THE SNOW PRODUCT BY CHANNEL



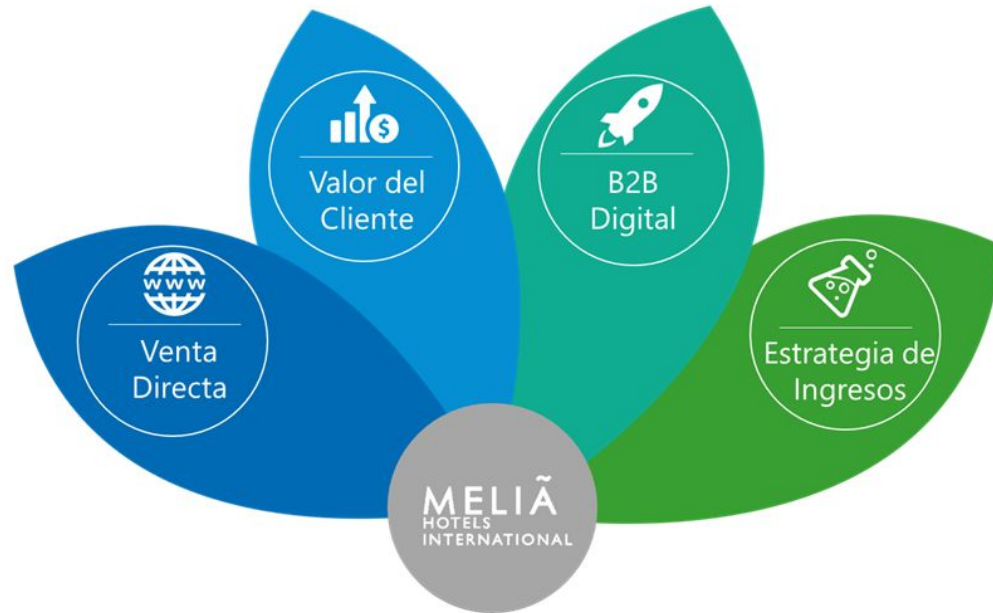
MELIA - BRAND VISION



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



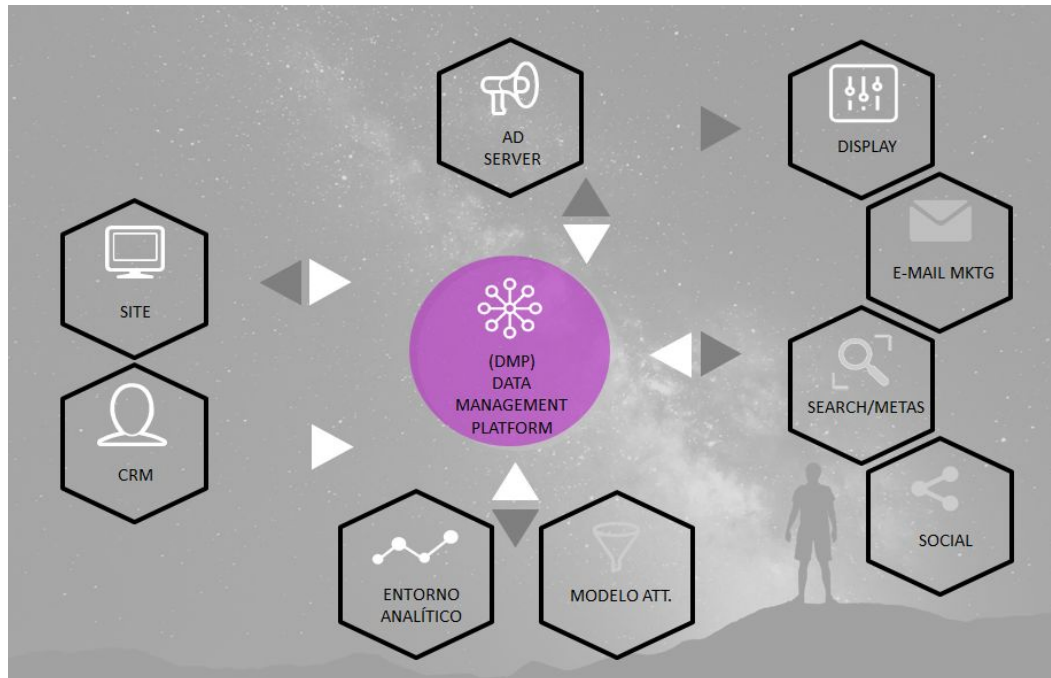
IMPROVE DIGITAL
CUSTOMER
EXPERIENCE AND
LOYAL CUSTOMERS



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™
We know your next customer.

IM INFECTIOUS
MEDIA



DataXu



SOJERN
Engage Travelers

videology®

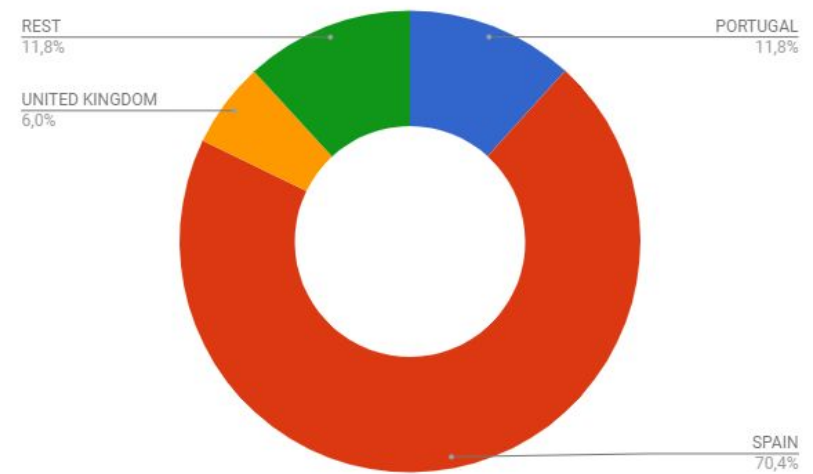
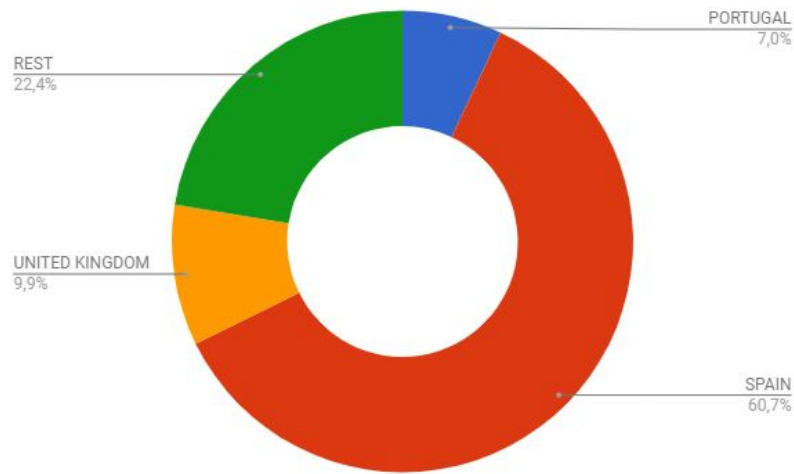


ADARA

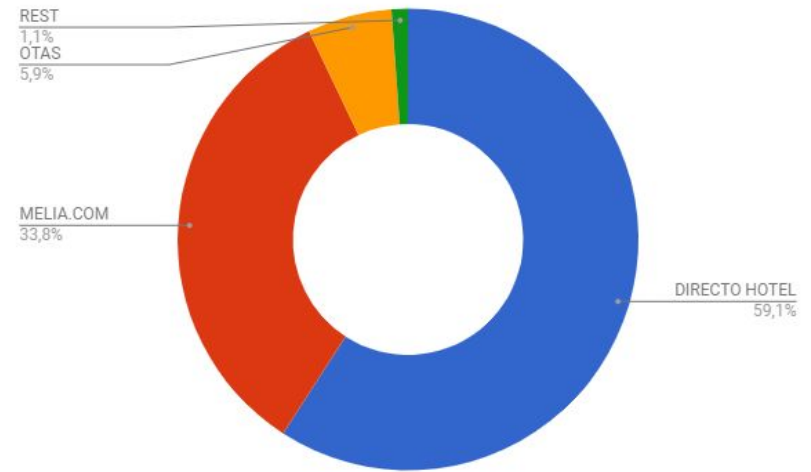
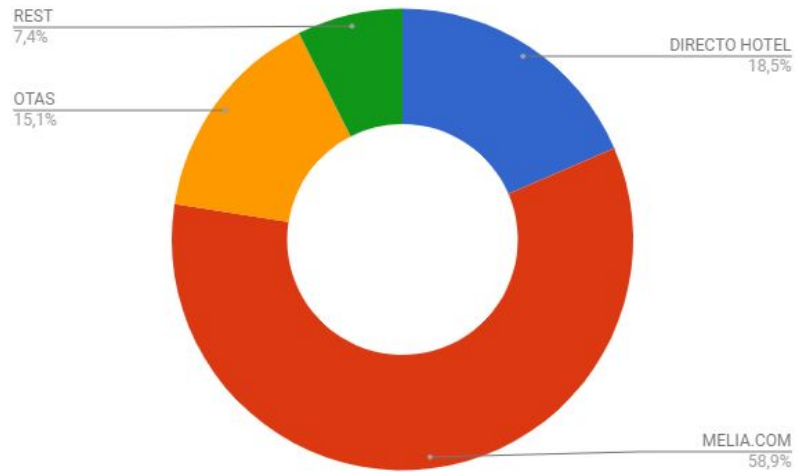
TURN



2018 vs 2010 - THE SNOW PRODUCT BY BUSINESS SOURCE



2018 vs 2010 - THE SNOW PRODUCT BY CHANNEL



THERE IS NO “DIGITAL STRATEGY” ANYMORE, JUST STRATEGY IN A **DIGITAL WORLD**

David Benito
Global Digital Channels
Meliá Hotels International
david.benito@melia.com

