

## Meliá Hotels International multiplies mobile transactions by 12



### About Meliá Hotels International:

- [www.solmelia.com](http://www.solmelia.com)
- One of the largest hotel companies in the world with 350 hotels across 35 countries

### Goals

- Transforming mobile into a real distribution channel
- Providing free applications to fulfill clients expectations and provide additional service
- Driving traffic and client adoption via mobile specific advertising efforts

### Results

- 60% increase of visitors from mobile devices during 2011 versus 2010
- Mobile-driven hotel bookings multiplied by 12

### Overview

Founded in 1956 in Palma de Mallorca (Spain), Meliá Hotels International is one of the largest hotel companies in the world, as well as being the clear leader within the Spanish market. The company currently has more than 350 hotels distributed across 35 countries and 4 continents, marketed under the brand names Gran Meliá, Meliá, ME, Ininside, Tryp by Wyndham, Sol and Paradisus.

Meliá Hotels International is a pioneer within the Spanish hotel industry due to its investments in new technology, especially in mobile technology. In January 2010, the company launched its website for mobile devices, becoming the first Spanish hotel chain to offer this service to its customers. A few months later, the company launched its mobile phone application as a continuation of its commitment to this platform.

### Mobile as a sales channel

Daniel García Langa, Online Sales & Marketing Director of Meliá Hotels International, explains the company's main mobile platform goals;

"We have made a decision to invest in this technology because it is important for us to respond to the requirements of our customers who want to access information wherever they happen to be; and this is perfectly suited to mobile technology.



Mobile technology allows our customers to share their real-life experiences in real time, without the need to return home and connect through their computer. We took note of the capability of mobile technology to create useful content that can later be used on our websites. This content is created by our own customers, enabling them to share their photos, videos and experiences with friends and family, directly from their mobile devices; a feature which is highly appreciated by our customers.

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*"Our clear objective at Meliá Hotels International is to make full use of the mobile market, because we believe that, in the medium to long term, this platform will get a lot bigger than the desktop Internet is now."*

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Naturally enough, we also invest in mobile technology as a sales channel in order to take advantage of the benefits and advantages of having been involved in this technology right from the beginning. Our intention is to position ourselves as the market leader, so that when a customer thinks of reserving a hotel room using their mobile, they think of Meliá Hotels International."

## The mobile device, faithful companion of the business traveller

Meliá Hotels has observed that the type of customer reserving hotel rooms from mobile devices has a clear business profile. This customer looks for city-based hotels at mid-to-high prices, with reservations often being made at the very last minute, on the same day.

In addition, reservations at city-based establishments through mobile devices are usually made very close to the hotel and when the traveller has already arrived at his/her destination. These types

of hotel bookings currently account for 70% of reservations through mobile devices, corresponding to 60% of revenue.



*Hotel reservation on the Sol Meliá mobile site.*

## Holiday hotels on tablets - future sales leader

Daniel García Langa calculates that on the mid-term, the use of tablet devices will result in a significant rise in holiday hotel reservations. Due to the larger tablet screen size and the features that these devices afford (touch screens, image rotation, etc), they are able to act as a real product catalogue, containing very attractive and useful information in the form of for instance videos and photos.

It is therefore much easier for customers to make decisions when booking their holidays; a decision often taken as a group within a domestic environment and which usually requires a greater financial outlay.

## Google AdWords driving mobile traffic

Right from the start, Meliá Hotels International decided to attract mobile Internet traffic using Google AdWords campaigns specifically targeted to mobile devices, these being quite distinct from the standard advertising campaigns aimed at desktop computers. In August of 2011, AdWords drove 27 % of their mobile traffic.

During 2011, the number of visits from mobile devices in Spain increased six-fold in comparison to the previous year, with the number of transactions having multiplied by 12.

Meliá Hotels International hopes to get 2.5 million worldwide mobile visits during 2011 and, most importantly, increase sales by up to 300%.

## Next steps in the mobile strategy - apps

Meliá Hotels International will launch new applications in 2011 for Android, iPad, iPhone and Blackberry mobile systems, as well as a new version of its mobile web application which will incorporate better design, improved usability and other additional features.

As a further innovation, Meliá Hotels International is also developing additional applications for specific hotels, helping customers to get acquainted with their surroundings during their stay by finding and reserving tables at restaurants, for example, or finding partners for sporting activities such as tennis.

The aim is to provide the customer with additional hotel-based services under the Meliá Hotels International commitment of excellence.