



SOLUTIONS

TRAVEL &
HOSPITALITYWeb
Personalization

Travelocity's Trips For Me™ powers personal destination recommendations to ease the travel planning experience

Challenges

- Someone can spend an average of 6 to 9 hours planning a travel vacation, sifting through hundreds, if not thousands of lodging, airline, and other options
- Reduce research and planning time
- Increase personalization, make the process easier, and improve the vacation booking experience

[Read the Story](#)
[Watch the Video](#)
[2019 Summit Talk](#)

Key Results



Using Adobe Campaign and Adobe Analytics, Travelocity powers personal recommendations on the Trips For Me™ webpage on the website



While staying on the same webpage, visitors can review personal destination recommendations, Top Trending Destinations and Top Booked Destinations, as well as the specific available deals/packages available



15% HIGHER engagement than a standard hotel deals page and significantly HIGHER Click-Through Rate from Trips For Me™ campaign emails



This is a huge win for us, but an even bigger one for our customers."

Tony Arbelaez
Sr Director Customer Marketing, Travelocity

TRIPS FOR ME™
Custom trip recommendations for you!

Travelocity wants to help you see more of the world — from creating new adventures to visiting old familiar places. That's why we've designed this custom travel guide based on your unique interests and the favorite destinations of travelers just like you. Which dream getaways are tucked away in your travel journal? Perhaps you'll discover it's somewhere you've never considered exploring ... until now.

RECOMMENDED FOR YOU

Cancun Fort Myers Dallas Las Vegas

TOP TRENDING DESTINATIONS

Cape May Puerto Penasco Santa Monica Tokyo

TOP EUROPEAN CITIES TO VISIT

Paris Rome London Athens