

A full-page background image showing a dirt trail winding up a grassy mountain ridge. Several hikers are visible: one person stands on a distant peak, while others are walking along the trail in the foreground. The landscape is vast, with a thick layer of white clouds filling the valley below. In the far distance, a massive, rugged volcano rises against a clear blue sky. The lighting suggests a bright, sunny day, casting long shadows and highlighting the textures of the grass and rocks.

Elevating Every Moment of the Travel Experience

The Impact of Data Orchestration in Real-Time



Content

- 3 **A New Era Of Guest Expectation and an Easier Way to Meet It**
- 4 **Why Data Orchestration Is Becoming the New Experience Infrastructure**
- 5 **Tealium: The Real-Time Orchestration Layer That Closes the Gap**
- 6 **Case Studies**
 - 7 Barceló Hotel Group Designing Behaviour-Led Journeys at Scale
 - 8 Hyatt Unlocking ROAS Through Signal Quality
 - 9 Alaska Airlines - Going from Weeks to One-Day Activation
 - 10 Cathay - Driving Precision Through Real-Time Profiles
 - 11 ANA - Operationalising Japanese Service Culture Through Data
- 12-13 **A Practical Blueprint for Seamless Real-Time Orchestration**
- 14 **Real-Time Signals: The Intelligence Behind High-Performing AI**





A New Era of Guest Expectation — and an Easier Way to Meet It

Across Asia Pacific and Japan (APJ), guest behaviour is evolving at record pace. Travellers and hotel guests have become AI-assisted decision-makers, moving fluidly across channels, devices, brands, and touchpoints — with rising expectations for immediacy, relevance, and continuity.

The modern guest journey now unfolds in micro-moments:

- Search moments
- Dreaming moments
- Comparison moments
- Pre-arrival planning
- In-journey re-routing
- In-stay personalisation
- Post-stay loyalty activation

There is no shortage of data powering these moments.

The challenge is turning that data into real-time meaning.

Most organisations today generate rich booking, browsing, loyalty, and operational signals — yet struggle to connect, interpret, and activate those signals quickly enough to influence decisions while they're happening.

That constraint has become the biggest barrier to personalisation, revenue optimisation, and end-to-end experience design.

The good news? Solving it is far easier than it used to be.

This is where the data orchestration layer becomes essential.



Why Data Orchestration Is Becoming the New Experience Infrastructure

Modern guest expectations are shaped by platforms that excel at **recognition, relevance, and immediacy**. To match that standard, travel and hospitality organisations need a backbone capable of:

Unifying Signals

Across booking engines, PMS/CRS, mobile apps, membership platforms, campaign tools, contact centres, airport/operational systems, and onsite interactions.

Interpreting Intent in Real Time

Identifying trip purpose, spend potential, upgrade readiness, in-stay intent, stress indicators, loyalty value, and recovery needs.

Activating Personalised Experiences Instantly

Surfacing the right message, offer, or service action across the web, app, email, media, and service environments.

Powering AI with Trusted Data

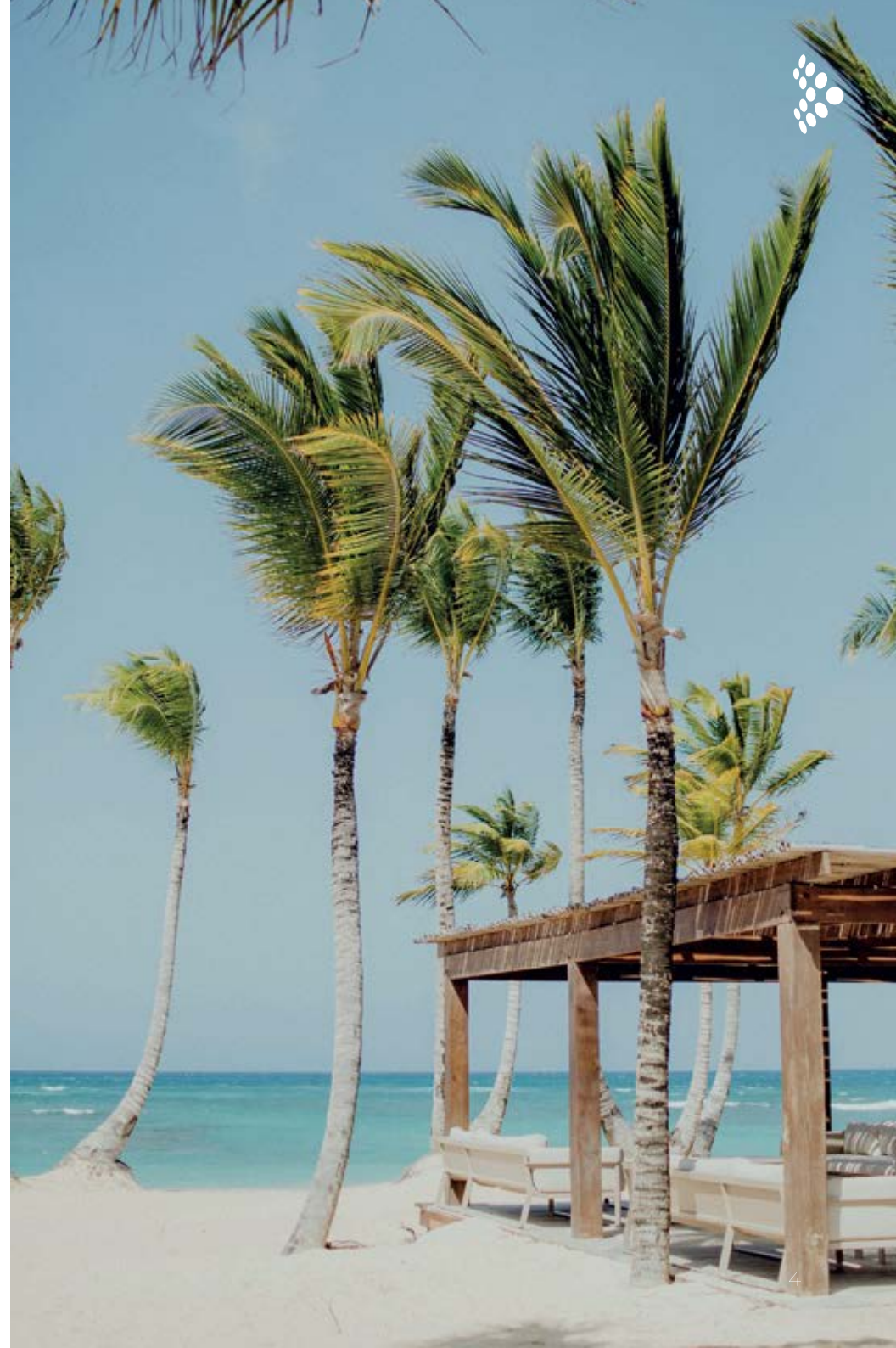
Providing clean, governed, real-time inputs for next-best-action models, AI concierges, predictive merchandising, and dynamic offer engines.

Orchestrating Journeys, Not Channels

Ensuring continuity from dreaming
→ booking → journey management
→ stay → return booking → loyalty re-engagement.

With the right orchestration layer in place, teams can deliver all of this without replatforming, restructuring, or rebuilding the tech stack.

It simply connects what already exists — and unlocks value that is currently trapped in silos.





Tealium: The Real-Time Orchestration Layer That Closes the Gap

Tealium sits at the centre of your guest experience stack — connecting every signal, identity, preference, and behaviour to the right action at the right moment.

For Journey-Based Experiences (Airlines, OTAs, Airports, Transport Operators)

- Recognise travellers across devices and sessions
- Trigger real-time ancillary offers
- Personalise booking flows dynamically
- Orchestrate disruption messages powered by operational data
- Improve media accuracy, attribution, and ROAS
- Enrich AI models with clean, real-time data

For Stay-Based Experiences (Hotels, Resorts, Groups, Luxury Lodging)

- Unify the guest identity across PMS, loyalty, web, and app
- Deliver personalised pre-stay and in-stay engagement
- Trigger upgrade, upsell, or service opportunities in real time
- Reduce media waste through server-side signals
- Feed AI-driven recommendations and guest service engines

Both sides of the industry share the same goal: **understand the guest better, respond faster, and personalise deeper.**

Tealium is the real-time foundation that makes that possible.





Case Studies

Barceló
HOTEL GROUP

HYATT

Alaska
AIRLINES

 **CATHAY**

ANA 

Barceló Hotel Group Designing Behaviour-Led Journeys at Scale

Challenge

Barceló had strong digital coverage but lacked a unified way to interpret guest behaviour across its owned channels. Data existed in abundance, but signals weren't flowing into one live view that could shape pre-stay, in-stay, and re-engagement journeys. Campaigns relied on static segmentation and broad messaging, leaving revenue and relevance untapped.

Solution

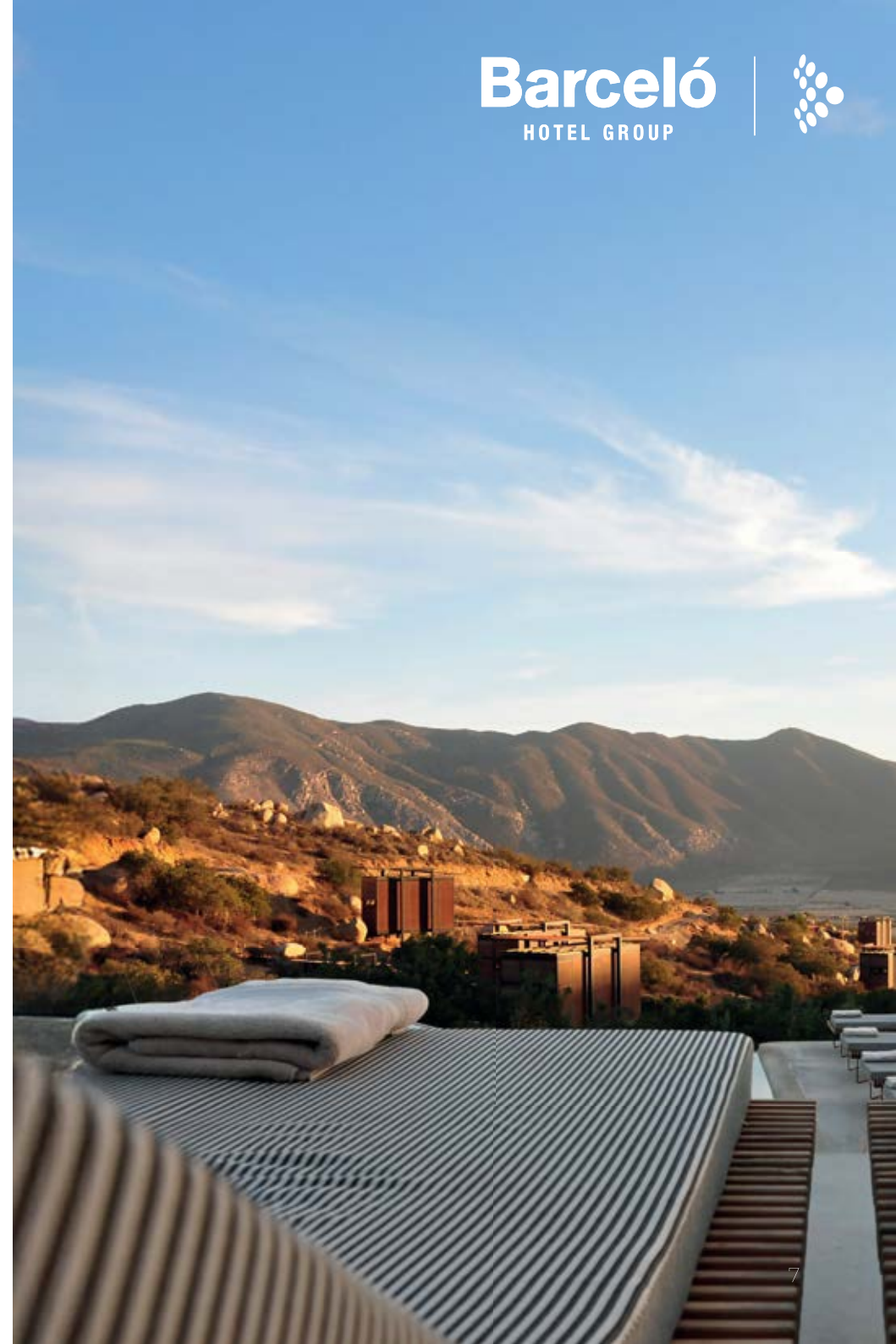
Using Tealium as a data orchestration layer, Barceló unified browsing patterns, booking behaviour, loyalty attributes, and stay interactions into dynamic profiles. Behaviour-led segments such as “premium room browsers,” “return destination interest,” and “late-stage bookers” were activated across content, offers, and merchandising flows in real time. Commercial teams could deploy journeys and refine targeting quickly without systems redevelopment.

Results

The group delivered:

- **37% revenue growth over two years**, with behaviour-driven campaigns.
- **3x higher revenue** improving open and conversion rates across key journeys.

Orchestration enabled simple, powerful personalisation at speed.



Hyatt Unlocking ROAS Through Signal Quality

Challenge

Hyatt's digital programs were heavily reliant on pixel-based tracking, resulting in inconsistent conversion signals and inefficient bidding across Google, Meta, and Pinterest. The issue wasn't media strategy — it was signal clarity. Conversions and eligibility filters weren't reaching platforms consistently, limiting optimisation potential.

Solution

Hyatt deployed Tealium's server-side orchestration to standardise, cleanse, and forward real-time, consented data directly into platform Conversions APIs. This stabilised the guest signal, improved deduplication, enabled suppression of irrelevant traffic, and ensured booking events were captured accurately. Media platforms received richer, more trustworthy data, immediately improving algorithmic allocation.

Results

Hyatt achieved a:

- 4% uplift in paid search conversions
- An estimated **US\$12.7M annual revenue impact** from better media efficiency and conversion accuracy.

Fixing the signal, not the media mix, drove measurable uplift.



Alaska Airlines Going from Weeks to One-Day Activation

Challenge

Alaska Airlines struggled with slow deployment cycles. Personalisation initiatives required numerous integrations and manual logic mapping, stretching campaign activation to 8–12 weeks. Travellers received generic messaging, missing high-intent windows like seat browsing, upgrade consideration, or check-in milestones.

Solution

By adopting Tealium as its orchestration layer, Alaska Airlines unified web, app, loyalty, and operational signals. Teams could create and activate real-time rules — for example, surfacing seat or bag offers during specific browsing patterns or pre-departure windows. Activation became configuration, not rebuilds, enabling instant experimentation.

Results

New personalisation capabilities were launched in **one day** rather than months. Ancillary conversions increased, and cross-functional teams aligned on a shared, real-time traveller view.

Orchestration turned agility into commercial impact.



Cathay Driving Precision Through Real-Time Profiles

Challenge

Cathay's batch-based segmentation limited the airline's ability to respond to fast-evolving traveller behaviour. Valuable signals lived in loyalty, ecommerce, and digital channels — but not in one place where audiences could be activated live. This constrained performance across acquisition, cross-sell, and upgrade journeys.

Solution

Cathay implemented Tealium to unify loyalty data, browsing patterns, purchase intent, and service interactions into real-time profiles. New high-intent audiences such as “upgrade-likely,” “value-seeking leisure,” and “at-risk elite” were created and activated instantly across marketing, commerce, and servicing systems.

Results

- Real-time campaigns drove **53× higher conversion**
- **16× higher revenue per recipient** compared to batch campaigns, while also reducing acquisition cost.

Precise activation became routine — not aspirational.



ANA

Operationalising Japanese Service Culture Through Data

Challenge

ANA's principle of "Omotenashi" — thoughtful, anticipatory hospitality — was difficult to deliver in digital flows. Teams couldn't see a unified traveller context in real time, making it challenging to activate personalised support across disruption, check-in, boarding, or in-destination moments.

Solution

With Tealium as its orchestration layer, ANA consolidated booking, loyalty, feedback, and operational data into a holistic, real-time traveller profile. The airline mapped 13 critical moments of truth and used the orchestration layer to trigger tailored experiences, service messages, and recovery interventions



Results

ANA strengthened experience consistency, shortened time-to-market for new journeys, and deepened loyalty engagement across key segments.

The airline translated hospitality into digital precision.





A Practical Blueprint for Seamless Real-Time Orchestration

1. Start with One Revenue-Proving Use Case

Choose high-impact, low-friction use cases such as:

- Real-time cart abandonment
- Personalised ancillary or upgrade offers
- Pre-stay or pre-departure personalisation
- Disruption communications based on live operational data

2. Map Only the Data You Need (Not All the Data You Have)

Focus on five pillars:

- Identity (email, loyalty ID, device ID)
- Behaviour (browsing, searches, add-to-cart, intent)
- Value (spend, loyalty tier, frequency)
- Context (destination, dates, preferences)
- Consent (marketing permissions, privacy flags)

3. Build the Real-Time Guest Profile

Actions include:

- Identity stitching
- Behavioural attributes
- Predictive or propensity scoring
- Real-time audiences that adapt as behaviour changes

4. Connect the Orchestration Layer to Activation & AI

Integrate into:

- Media platforms
- CRM / ESP (email, push, SMS)
- Website & mobile app
- Contact centre
- In-property or in-flight systems
- AI engines & personalisation platforms

5. Launch, Measure, Amplify

Track improvements in:

- Conversion
- Revenue per guest
- Ancillary/upsell
- Media ROAS
- NPS

6. Scale with a Crawl → Walk → Run Pathway

- Crawl: 1–2 use cases
- Walk: Multi-channel real-time orchestration
- Run: AI-powered personalisation everywhere



Real-Time Signals: The Intelligence Behind High-Performing AI

Guest expectations are shifting faster than most brands can adapt. AI is accelerating that shift. Competitors who understand and activate real-time signals will capture more bookings, more stays, more loyalty and more revenue

The brands that win will be the ones that:

- Anticipate guest needs
- Respond in real time
- Personalise deeply
- Operate seamlessly
- Use AI intelligently

Your guests won't wait. Neither will your competitors.

If you intend to lead rather than follow, now is the moment.

Connect with our consultants today and see how quickly your organisation can turn existing data into commercial advantage.

About Tealium



Tealium helps companies collect, govern, and enrich their customer data in real-time to power AI initiatives and delight customers in the moments that matter. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections from the world's most prominent technology experts. Tealium's solutions include a real-time customer data platform (CDP) with intelligent AI data streaming, tag management, and an API hub. Tealium's data collection, management, and activation capabilities enable enterprises to accelerate operating performance, enhance customer experiences, drive better outcomes, and support global data compliance. More than 850 leading businesses globally trust Tealium to power their customer data strategies.

For more information, visit
tealium.com