

## How Travel + Leisure Co. achieved one-to-one personalization



**TRAVEL+ LEISURE** is the world's leading vacation ownership and membership travel company, providing more than six million vacations to travelers every year.

Their extensive Vacation Ownership portfolio includes iconic vacation club brands with a combined 270+ resorts worldwide. The company unlocks even more travel inspiration and opportunities via its signature subscription travel club, Travel + Leisure GO, and pioneering timeshare exchange network, RCI.

Travel + Leisure Co's systems were highly siloed. They needed a solution that could centralize their customer data from their marketing channels, call centers, transactions, surveys, etc., and empower marketing with the data and tools they need to create 1:1 personalized marketing.

 **Annual Revenue:** \$3.9B

 **Industry:** Hospitality

 **Founded:** 1971

 **No. of Employees:** 10,000+

## With Simon Data, Travel + Leisure Co. Unlocked



**\$350K**

incremental revenue per year



**2X**

boost in productivity



**30%**

cut in technology costs

## The Challenge

The company used ETL to bring its data into an on-premise database, which created new problems:

- **The team was unable to use data within their most important marketing channels.** While they were able to join some data together, they were unable to orchestrate that data across their marketing channels.
- **It was a ton of work to maintain and update as new data arrived from their upstream systems.** T+L had to staff teams of marketers and developers to keep up with more than 3,000 campaigns per month.
- **No real-time support.** Managing data in batches prevented the team from being able to deliver personalized experiences in real-time.
- **Lack of flexible compute** meant the team wasn't able to run advanced models or report on their data.

## The Solution

When the T+L marketing team sat down to re-envision their tech stack, they identified three main goals:



Centralize data within a modern and scalable infrastructure



Create more efficient workflows for marketers to use data



Deploy models to unify 1:1 personalization across all channels.

Simon has simplified the process of building and updating segments—automatically and in real-time. T+L's marketing team can now grab data from any source, build segments, and orchestrate highly personalized customer journeys across channels.

Additionally, the company now has a continuous, bi-directional loop between its marketing channels and its Snowflake data warehouse. They've created a central repository of data that is used for a variety of applications including advanced reporting and data modeling.

“Simon allows us to really follow the members on their journey from initial discovery and planning of their vacation, all the way through to showing intent and booking.”



Brian Lomonico

VP of Global CRM, Travel + Leisure Co.

## Vacation Recommendations

This data model recommends vacations to members based on where they are in their planning process by combining four key datasets: transaction history, inventory, demographic, and web activity. With Simon in place, T+L can recommend destinations based on intent signals, and then refine them down to the resort level.

## Next Best Action


There are about 150 possible actions a T+L member can take at any given time. With the Next Best Action model, the T+L team sought to intelligently predict the best content to serve to that member, at any given time. To do this, they analyzed each action across three main metrics:

1. Propensity – or how likely they were to complete that particular action
2. Value – or what's the action's value to the business?
3. Urgency - how urgent is it that the action be completed?


T+L aggregates these three factors into a score, which then allows them to rank action for each individual per day. These two models together unlocked a level of personalization that has outperformed all previous content.

### YOUR VACATION OFFERS


[See All Offers >](#)



**EXCHANGE FOR 3-NIGHTS**  
Book a 3-night Exchange Vacation by 9/30/2025 for just 7,500 points.




**EXCHANGE FOR 50% OFF**  
Book an RCI Exchange Vacation by 9/30/2025 and receive 50% off the exchange fee.



**BOOK NOW FOR \$50 OFF**  
RCI along with GPR is happy to give you \$50 off your next RCI Weeks Exchange. Must book by 9/30/2025.

...

When a user has points on their account that are about to expire, T+L deploys the next best action and travel recommendation models to determine what messaging and destinations to recommend across web, email, paid advertising and call center channels.



**DON'T LET YOUR POINTS EXPIRE**  
[Check point details](#)

**265,660**

265,660 of your Points will expire on Dec 31, 2025. Book and travel by Dec 31, 2025 to use all of your expiring points.

[USE POINTS](#)

“In every place that we’ve put personalized content, they vastly outperform the previous content that was in place - whether it’s measuring revenue, or engagement, we’re now seeing meaningful, incremental results from our personalization efforts.”



Brian Lomonico

VP of Global CRM, Travel + Leisure Co.