

Bahia Principe Elevates Guest Experience with Tealium

Building Seamless, Personalised Journeys Across Every Touchpoint

Bahia Principe Hotels & Resorts has led the way in all-inclusive hospitality for three-decades, offering over 12,000 rooms across Spain, Mexico and the Caribbean. The brand has long understood that a memorable stay starts well before check-in, and continues long after. To meet rising guest expectations and convert high volumes of web traffic into personalised experiences for each customer, Bahia Principe needed more precision in how it used first-party data. With Tealium, the company can now enrich user data from the moment a visitor arrives to the website, driving personalised journeys, boosting direct bookings and maximising profitability at every touchpoint and stage of the customer lifecycle.

Transforming Guest Experience With Tealium

Bahia Principe's digital transformation began in 2019, with a shift from a product-first to a customer-first approach. The goal: to break down siloes across advertising and marketing technologies to deliver one seamless, omnichannel experience, from the first click to the final checkout. Central to this was creating a unified customer view. With robust stitching capabilities and real-time data orchestration, Tealium was the clear partner to bring that vision to life.

From Data Siloes to Community-Driven Engagement

Bahia Principe was sitting on a wealth of valuable data, from transactional to behavioural data, both online and offline. First, this data needed to be brought together in a standardised framework with a single source of truth created across all business functions. Tealium serves as the main orchestration activation tool for this, empowering valuable insights through Business Intelligence Systems (BIs) that can work across all data supplied. This not only streamlined internal operations but enabled more relevant and timely guest interactions. Even high-traffic moments, like check-in, where 10,000+ guests pass through each day, became opportunities to delight, not bottlenecks. The result? More fluid operations, richer guest experiences, and greater loyalty.



Driving Real Results and Real Impact

Bahia Principe's collaboration with Tealium led to impressive outcomes:

- **Omnichannel journeys** – Seamless experiences from booking to arrival, including virtual room previews and in-stay interactions.
- **Hyper-personalisation** – Real-time tailoring, even for unidentified users, based on behavioural and contextual signals.
- **High-touch interactions** – Deep audience segmentation that boosts engagement and differentiates the brand.
- **Real-time, centralised data** – Standardised audiences across the board, fed into a powerful orchestration activation tool with real-time activation.



Data is key and now more than ever it must be at the frontier of activation. With Gen AI changing the game, and the hyperscalers investing billions in it, Tealium helps us to compete with other marketing teams that are already leveraging AI. We are building CX strategies that truly resonate with our guests, ensuring they have a positive experience at every touchpoint.

Gabriel Bergas,
Digital Business & Customer
Experience Director



Scaling Hyper-Personalisation with AI

One major challenge was content creation at scale, across channels, for diverse audience types. Fortunately, with Tealium, individual user profiles were created, segmenting finely throughout channels. When paired with the power of Generative AI, Bahia Principe could now create content such as videos and images at scale in the correct format, tailored to a specific channel.

It's more important than ever to show the right content to the right user in real time. Even first-time, unidentified site visitors can now be analysed and segmented based on behavioural cues and inferred spending profiles. This enables better ad targeting and more effective on-site experiences, whether through tailored banners, predictive content, or next-best offers.



Tealium helps us deliver world-class, memorable omnichannel experiences to every client blending physical and digital touchpoints that empower the end user and improve operational efficiency across the board.

Gabriel Bergas,
Digital Business & Customer
Experience Director



Business Challenges Solved with Tealium

Bahia Principe overcame key data and customer experience challenges:

1. **Siloed data** – Campaigns were run in isolation, limiting effectiveness.
2. **Costly API maintenance** – High development and update burdens slowed innovation.
3. **Different stacks** – Audience definitions lacked consistency across tools.
4. **High cancellation rates** – The vast numbers of cancellations in the hotel industry affects return on ad spend.



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