Application: 7167

Yas Island: Redefining Travel eCommerce Through Seamless, Personalized Experience

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Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Yas Island

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Yas Island: Redefining Travel eCommerce Through Seamless, Personalized Experience

Category

L04. Technology Breakthrough of the Year - Entertainment Technolog

Technology Breakthrough of the Year Submission Format

Written Answers

a. Briefly describe the organization that achieved the nominated technology breakthrough: its history and past performance (up to 200 words). Required

Miral Destinations is the experience and marketing engine behind Yas Island, Abu Dhabi's premier leisure and entertainment hub, home to world-class attractions including Ferrari World, Warner Bros. World, and Yas Waterworld. As a pioneer in destination management, Miral's mission is to craft seamless, memorable experiences across every touchpoint — both on-ground and online.

By 2022, it became clear that YasIsland.com no longer reflected the energy or sophistication of the physical destination. The digital experience was fragmented, unengaging, and underperforming — with a ten-step booking process that frustrated users and hampered revenue growth.

In collaboration with digital transformation partner Horizontal Digital, Miral launched a complete overhaul of its digital ecosystem. The new Sitecore-powered YasIsland.com is more than a website: it is a data-driven, customer-first commerce platform that blends content, personalization, and seamless booking into one immersive journey.

From the earliest discovery workshops with stakeholders to in-depth interviews with real travelers, this transformation was grounded in human insight and business ambition. The result: a best-in-class platform that mirrors the thrill of the destination itself and sets a new benchmark for digital excellence in travel and tourism.

b. Outline the nominated technology breakthrough. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

The breakthrough was transforming YasIsland.com from a disjointed brochure site into an immersive, intelligent, and commerce-ready experience — built on the belief that "the thrill of the holiday starts the moment you search for it online."
Previously, visitors to YasIsland.com faced long booking flows, confusing navigation, and no personalization. The platform couldn't keep pace with guest expectations or business goals.

To solve this, Miral and Horizontal Digital created a completely new experience powered by Sitecore. From booking to browsing, every moment was rebuilt with the guest in mind.

The result: a three-step booking engine (down from ten), dynamic content tailored to different personas (families, thrill-seekers, luxury travelers), and a CMS that empowers the marketing team to update, personalize, and optimize content on the fly — no developer needed.

Even more importantly, the entire transformation was informed by real customer insights. Interviews with travelers uncovered their frustrations and dreams, which directly shaped the platform's roadmap and design. From visual storytelling to intuitive UX, the new site captures the energy of the physical island — and turns browsing into booking.
Today, YasIsland.com doesn't just help users plan — it excites, converts, and brings them back.

c. Explain why the technology breakthrough you have highlighted is unique or significant (up to 250 words). Required

This digital transformation is significant because it redefines what a destination platform can be: a strategic growth engine grounded in customer insight, fueled by data, and built for continuous evolution.

What sets YasIsland.com apart is its full commitment to customer centricity. From day one, the project was informed by the psychology of travel — understanding not just what users do, but why they do it. This empathy-first approach led to a roadmap and product experience that balances delight and utility at every step.

Rather than a one-off redesign, Yas Island embedded a Continuous Improvement Framework. The platform uses Sitecore's advanced tools to constantly test, analyze, and adapt — refining user journeys, CTAs, and personalization logic in real time. This makes it living, learning technology that gets smarter with every interaction.

It's also commercially groundbreaking. With a 548% increase in conversion rate, 203% YoY revenue growth, and 300% lift in dwell time, YasIsland.com proves that customer experience is not just a brand exercise — it's a revenue strategy.
While most travel websites act as middlemen, this platform flips the model: Yas Island owns the entire digital journey, giving it full control over the story, the sale, and the relationship.

That's the breakthrough: a destination site that doesn't just support the business — it drives it.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

While some supporting visuals are restricted due to privacy and commercial confidentiality, the transformation of YasIsland.com remains publicly observable and verifiable.

Judges are encouraged to explore the live digital experiences at:

www.yasisland.ae – the main consumer-facing platform

yasbookings.yasisland.ae – the streamlined booking engine

These platforms reflect the personalized content delivery, seamless booking experience (reduced from 10 to 3 steps), and UX improvements referenced throughout the nomination.

Internally, the transformation was driven by several artifacts:

Before-and-after booking flows demonstrated significant simplification of the checkout process.

Persona frameworks and UX testing insights guided the user journey design and content strategy, ensuring tailored engagement for Yas Island's diverse audiences.

Sitecore analytics dashboards captured real-time performance improvements, including conversion rates, average order value, and dwell time metrics — validating the data-driven optimization approach.

Recognition at major industry awards (including Sitecore Experience Awards and the International CX Awards) further evidences the platform's excellence and impact.

Together, these assets — public-facing platforms, internal strategic tools, and external recognition — affirm that the transformation was not only technically sound but deeply aligned to business goals, guest expectations, and industry best practice.

Here is a video and case study of the newest site - https://www.horizontaldigital.com/work/yas-island
Here is the newest version of the yasisland.com site - https://www.yasisland.com/

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Would you like to add an additional webpage link?

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Would you like to add an additional supporting document?

No

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