

METHOD FOR CUSTOMISING A TRAVEL ITINERARY**ABSTRACT**

A computer-implemented method for customising a travel itinerary for an account holder is provided. The method comprises receiving current transaction data when settling a current travel transaction initiated by the account holder with a current merchant; retrieving a plurality of historical transaction data relating to a plurality of historical transactions settled for the account holder prior to the current travel transaction; identifying one or more of the plurality of historical transactions that relate to the current transaction data to recognize preferences of the account holder; and customising a travel itinerary based on the preferences of the account holder, the travel itinerary including at least one merchant with whom the account holder can initiate a future transaction.

Figure 2