

AXONALL.



MEL SUNTAL, FOUNDER & CEO OF AXONALL

Mel Suntal is the Founder & Chief Executive Officer of Axonall, the world's first empathetic luxury travel platform. It combines advanced AI with emotional intelligence to transform how luxury travel is curated, experienced and remembered.

With over a decade of experience inside some of the world's leading global luxury houses, Mel understands the inner workings of high-end travel from the inside out. Few founders can write software code and negotiate with luxury hotel groups in the same breath. Fewer still have done both after meditating with shamans in Peru. Her foundation in computer software and engineering gives her a rare fluency in both emotional nuance and system design. She holds an MBA from the University of London and pursued further studies at the University of Oxford. This blend of industry depth and technological clarity now informs a singular mission and a clear conviction; to reimagine what luxury travel can become.

Mel brings a new lens to an industry overdue for change. Axonall is her response to a fractured industry and she sees travel as the most powerful medium for inner alignment and self-evolution. Axonall uses intelligent design and AI to craft experiences tailored to emotional states and personal aspirations. It begins with a question no other system asks: "How do you want to feel - and who are you becoming?" Axonall currently offers access to more than 10,000 luxury properties across the globe. All carefully selected or vetted for design integrity, transformational value and Axonall service and brand standards.

Mel's vision stems from experience. Years of global travel, across boardrooms, spiritual retreats and unfamiliar landscapes, revealed the emotional flatness of even high-end hospitality. Having travelled extensively, Mel experienced firsthand how even the best luxury travel could feel outdated and impersonal. The travel industry is highly fragmented, slow and has a lack of emotional awareness. As a customer, you repeat preferences, navigate clunky systems and feel like a stranger to the very service meant to know you. Luxury promised exclusivity, but often delivered a one-size-fits-all experience. Axonall was born to answer that dissonance with a new dimension of movement. She wanted to create a platform where technology listens deeply, learns constantly and curates journeys that fuel purpose.

Mel says:

"Luxury travel needs a radical shift. I created Axonall because I believe the most powerful journeys are the ones that change you. And I couldn't find a travel platform that honoured that truth. Most were either overly transactional or emotionally tone deaf. Luxury travel mistook prestige for progress and clung to outdated notions of personalisation for years and failed to evolve with technology or with its customers. But Axonall is changing this! We have a much deeper, real time understanding of our customers. Luxury, to me, was never about price tags, it was about presence. I built Axonall because it didn't exist."

www.axonall.com

[@axonall_official](#) / [LinkedIn](#)

About Axonall

From AI-driven curation to regenerative travel practices, Axonall is engineering the next era of conscious, connected luxury. Whether travelers seek silence, celebration, or mythic transformation, Axonall offers journeys designed around depth, discovery, and intention.

For all press enquiries contact Samantha Finley: samantha@luxep.co.uk