Understanding Customers, Unlocking Growth.

Personalized Loyalty Strategies Through
Customer Segmentation at TravelTide

Anupa Jacob Parady
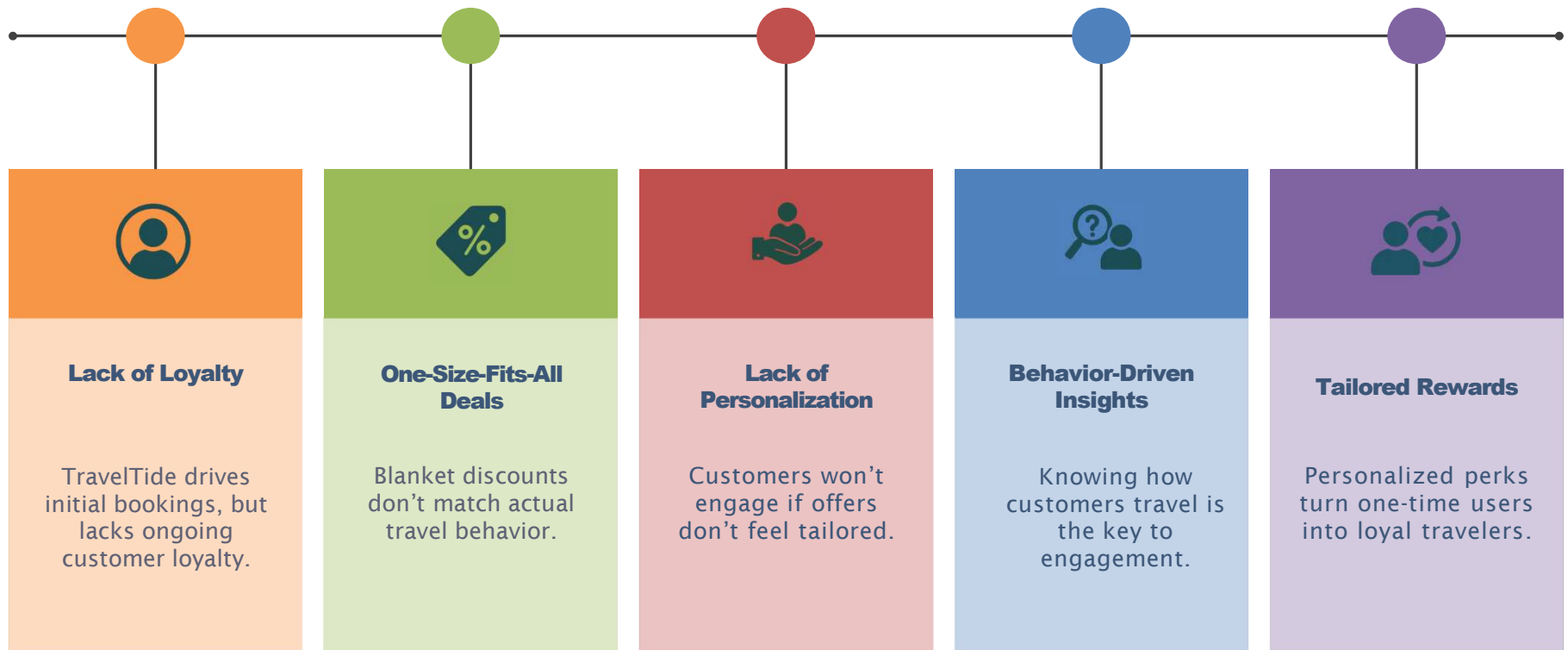
Presentation Overview

TravelTide
...your gateway to global journeys

More Than a Booking:
The Journey to Customer Loyalty

Bridging the Gap: Deep Customer Understanding as the Key to Growth

Lack of Loyalty

TravelTide drives initial bookings, but lacks ongoing customer loyalty.

One-Size-Fits-All Deals

Blanket discounts don't match actual travel behavior.

Lack of Personalization

Customers won't engage if offers don't feel tailored.

Behavior-Driven Insights

Knowing how customers travel is the key to engagement.

Tailored Rewards

Personalized perks turn one-time users into loyal travelers.

EVERY JOURNEY TELLS A STORY — GIVE THEM A REASON TO RETURN

Five segments. Five perks. Each one personal.

Family & Group Travelers

1

Occasional Voyagers

2

Frequent Business Flyers

3

Road Warriors

4

Steady Explorers

5

Travel More Together. (Complimentary Extra Room/Seat)

Fly More, Pay Less — 25% Off Your First Trip

Travel Flex Package - Lounge Access & No-Cost Cancellation

Elite Access — Priority Boarding & Fast Track

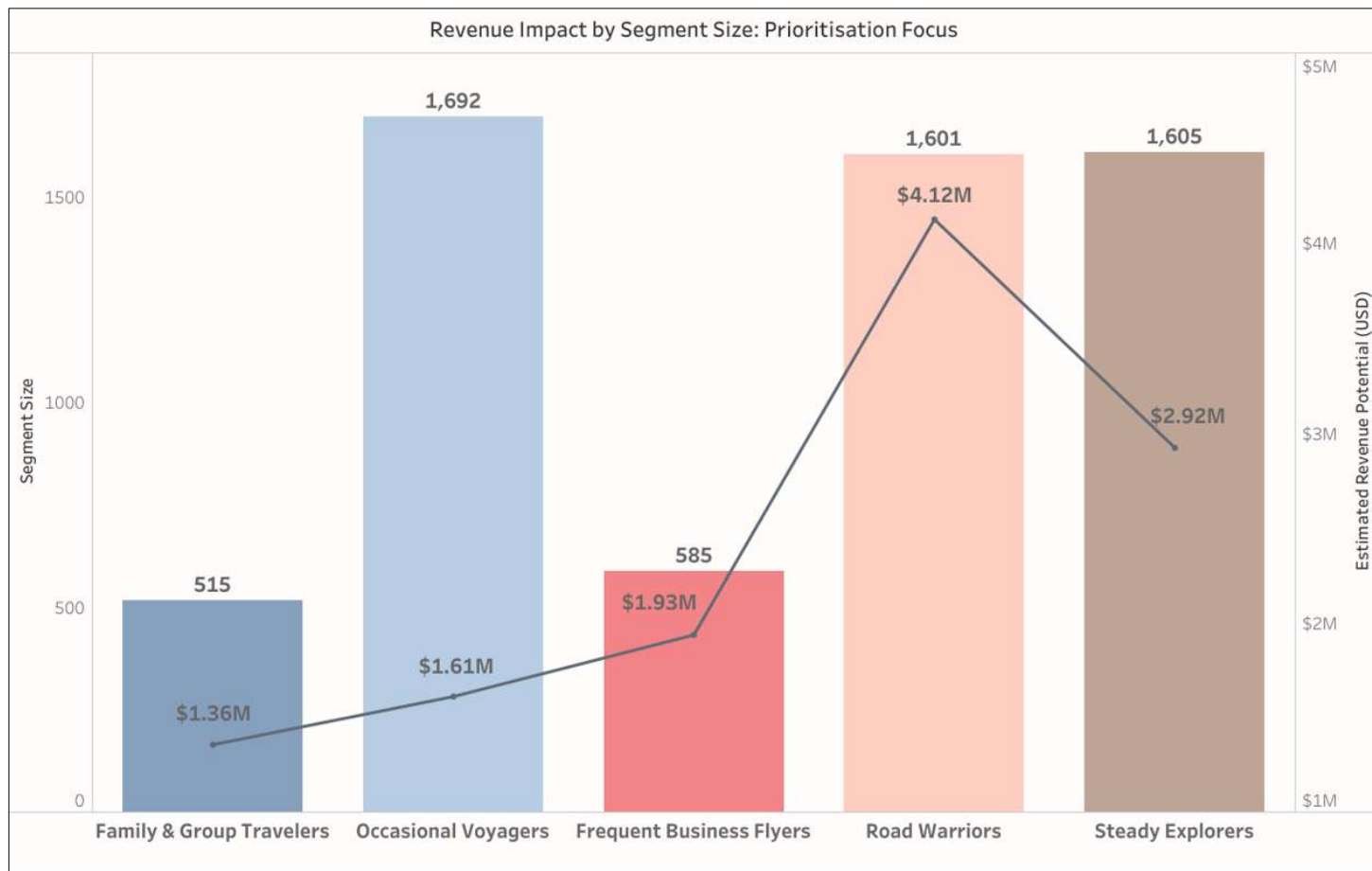**Premium Saver - Fare Alerts + Free Baggage**
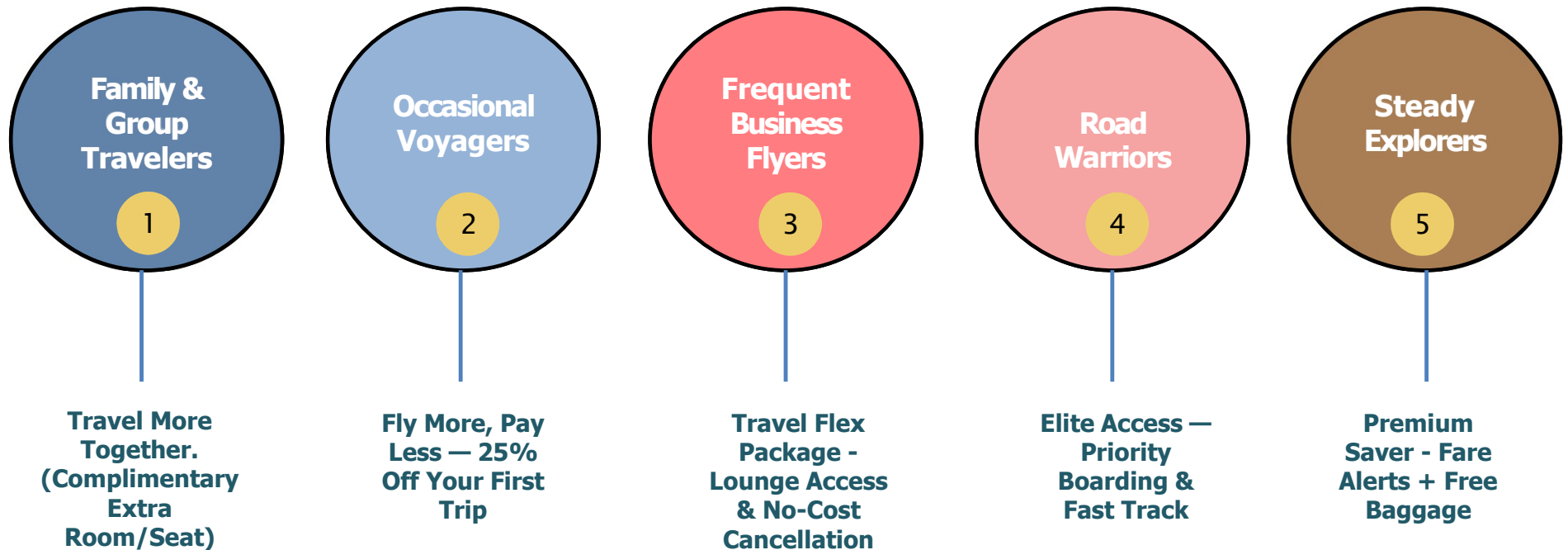
TRAVELER BEHAVIOUR INSIGHTS: KEY PATTERNS

	Family & Group Travelers	Occasional Voyagers	Frequent Business Flyers	Road Warriors	Steady Explorers
Booking Frequency	3.4	1.9 (Lowest)	7.1	7.8 (Highest)	4.9
Cancellation Behavior	0%	0%	17% (Highest)	0% (Lowest)	0%
Rooms Booked	2.0	1.0	1.0	1.0	1.0
Discount Usage	1.5	1.3	2.3 (Highest)	1.2	1.7
Seats Booked	2.0	1.0	1.0	1.0	1.0

Booking Frequency

Cancellation Behaviour

Rooms Booked

Discount Usage

Seats Booked

■ Family & Group Travelers   ■ Occasional Voyagers   ■ Frequent Business Flyers   ■ Road Warriors   ■ Steady Explorers
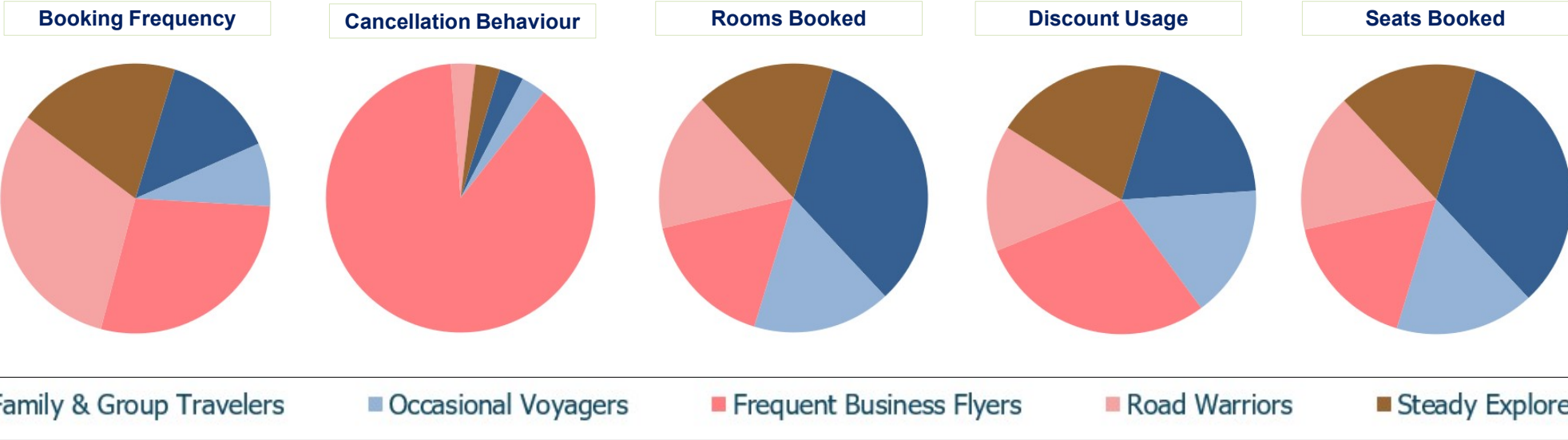
STRATEGIC FOCUS: SEGMENT SIZE & REVENUE POTENTIAL

Revenue Impact by Segment Size: Prioritisation Focus

KEY INSIGHTS

• 50%+ Revenue : **Road Warriors + Steady Explorers**

• High Value/Use : **Frequent Business Flyers**

• Largest but Weakest : **Occasional Voyagers**

• Space-Heavy, Low Revenue : **Family & Groups**

CORE STRATEGIC FOCUS AREAS

1

Retain the Most Valuable

Deepen Loyalty with High-Value Travelers to Maximize Revenue

2

Unlock Value in Big Segments

Convert Occasional Voyagers: From Volume to Value

3

Boost Demand with Niche Travelers

Boost Off-Peak Demand with Family & Group Comfort Perks

4

Track success

Use KPIs like Customer Lifetime Value(CLV), rebooking rate and A/B testing

Thank You