

Family Explorer Segment

(Has children = True, has Trips = True)

Total Users = 1776

Trip Bookings = 4724

Cancellations = 169

- Seats booked and bags checked vary between 1 and 3 showing that not every trip the user books is one where the whole family travels.
- Although this segment has the highest number of users (making up 30%) and the highest number of trips booked, it only has the third highest average total revenue (\$3250)

Perk: Kids stay free on next booking of flight and hotel combo

- Many of these customers have kids, but they're still booking solo trips – which suggests that traveling as a family might simply be too expensive right now. A perk like “kids stay free” could be the push they need to book that family adventure they've been dreaming about.

Email marketing message example:

Make Family Travel Easier – Kids Stay Free!

Dreaming of a family getaway but worried about the cost? We get it – traveling with the whole crew can add up fast. That's why we're offering a special perk just for you: **book now and your kids stay free** at select hotels.

It's the perfect excuse to turn that dream trip into a reality – without breaking the budget.

Golden Explorer Segment

(Has children = False, Over 55 years Old, True, has Trips = True)

Total Users = 285

Trip Bookings = 561

Cancellations = 26

- This group makes up only a small part of the total users as well as smallest % of trips booked (3.62%) and lowest avg revenue (\$2729), No user has children else they fall in the family segment yet the seats booked and rooms booked varies between 1 and 4
- They also have the highest avg days between booking and trip start date showing that they like to plan ahead.

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Perk: 10% off their next trip when booked 30+ days ahead.

- These customers don't have children, but some of their bookings include up to four seats or rooms — which suggests they might be traveling with friends or extended family. Many could be retired, giving them the flexibility to take longer or more frequent trips, whether it's a relaxing holiday or a visit to grandkids in another city or country.
- They also tend to **plan well in advance**, with the highest average number of days between booking and departure. To reward that forward-thinking mindset, we've suggested a perk that fits their style.

Email marketing message example:

Plan Ahead, Save More — 10% Off Your Next Getaway

You love to plan your trips in advance — and we think that deserves a reward. Book your next adventure **30 days or more in advance** and enjoy **10% off** as a thank-you for being ahead of the game.

Whether you're heading out with friends or visiting family, it's the perfect excuse to get something on the calendar and save while you're at it.

Travel smarter. Travel together. TravelTide.

Youthful Adventurer Segment

(Has Children = False, Under 35 Years Old, has trips = True)

Total Users = 991

Trip Bookings = 2343

Cancellations = 92

- These users don't show any standout behaviours. They fall on the lower end when it comes to trips booked and total revenue, and they sit somewhere in the middle for checked baggage.

Perk: Free bag for all passengers on next flight booked

- Since these customers don't show any standout booking habits, offering a free checked bag could be a great way to encourage them to book their next flight.

Email marketing message example:

Pack More, Pay Less!

Enjoy a free checked bag on your next trip — because your getaway should start with less stress and more space. Book now and travel lighter, for free!



Mid-Life Saver Segment

(Has Children = False, Between 35 and 55 Years Old, Has received discount on previous flight bookings, has Trips = True)

Total Users = 931

Trip Bookings = 3359

Cancellations = 70

- Users have received a discount on flights in the past (not on all flight bookings they made), the max discount given is 45% and the minimum is 5%, with an average discount value of 17% for Flights, they have the highest avg discount rate of all the segments as well as

Perk: 15% Discount on the next booking of Flight and Hotel Combo

- These users clearly appreciate a good deal, so offering a 15% discount on their next booking could be just the nudge they need to plan their next trip. Sitting in the midlife segment without kids, they likely have busy schedules — a little savings might be the push that helps them make time for a getaway.

Email marketing message example:

You Deserve a Break — With 15% Off!

Life gets busy, but your next escape doesn't have to. Enjoy 15% off your next flight and hotel combo booking — just our way of helping you press pause and recharge. Where to next?

Mid-Life Saver Spender

(Has Children = False, Between 35 and 55 Years Old, Has received no discount on previous flight bookings, has Trips = True)

Total Users = 1459

Trip Bookings = 4502

Cancellations = 152

- These users rank high for total trips booked, trip-to-user ratio, and overall revenue. They tend to book more single-seat trips and have the shortest average trip duration — which could point to a strong presence of business travellers in this segment.

Perk: Free meal with next hotel booking

- Offering a free meal with their next booking could be a thoughtful way to reward these users. They've already shown a strong investment in TravelTide, and a small gesture like this could go a long way. For the business travellers in this group, a complimentary meal is always a welcome perk when staying away from home.

Email marketing message example:

A Meal on Us, Because You've Earned It!

Whether it's business or a quick getaway, enjoy a free meal with your next hotel booking. It's our way of saying thanks for traveling with us — because even short trips deserve a little something extra. 🍴✈️

Wanderlust Watcher Segment

(Have no trips and no cancellations, has Trips = False)

Total Users = 456

Trip Bookings = 0

Cancellations = 0

- 42 of the 456 users signed up in 2022 and 414 signed up in 2023
- Of those 42 from 2022, 22 have booked a trip in the previous year but as we are only taking from 2023 they show as no trips booked.
- Never made a booking, in either 2022 and also have no cancellations
- Average click rate of 91 and the average session duration is 678 seconds (11.30 minutes)

Perk: Free drink on next flight

- Since these customers haven't actually completed a paid trip yet in 2023, it makes sense to start small. A light perk like a complimentary drink could be just the right nudge to encourage their first booking without overcommitting on rewards.

Email marketing message example:

Your next adventure is waiting — let's make it happen

You've been exploring, daydreaming, maybe even building your perfect itinerary. Why not take the leap? To help you get started, we're offering a **free inflight drink on your first trip** — just a little nudge to turn your travel dreams into real memories.

Go ahead, the world's not going to explore itself.

Last Minute Leaver Segment

(Has trips 0 False, has cancellations = True)

Total Users = 100

Trip Bookings = 0

Cancellations > 0

- Every user has 1 or more cancellation (some are for bookings made before 2023)
- They have an average click rate of 72 and session duration average of 537 seconds (9 minutes)

Perk: Free cancellation on next booking

- These customers have booked and then cancelled all of their trips, which might suggest they have lifestyles that make it harder to lock in plans. Offering free cancellation could be a valuable perk — it gives them flexibility and peace of mind when their schedule is up in the air.

Email marketing message example:

 **Plans change — we get it. Let's keep it flexible.**

Life's unpredictable, and locking in travel plans isn't always easy. That's why we're offering you **free cancellation on your next trip** — so you can book with confidence, even when your schedule isn't set in stone.

Ready when you are.