



HOTEL CUSTOMER SEGMENTATION

A Data-Driven Approach for Hotel H

Your Analytical Team



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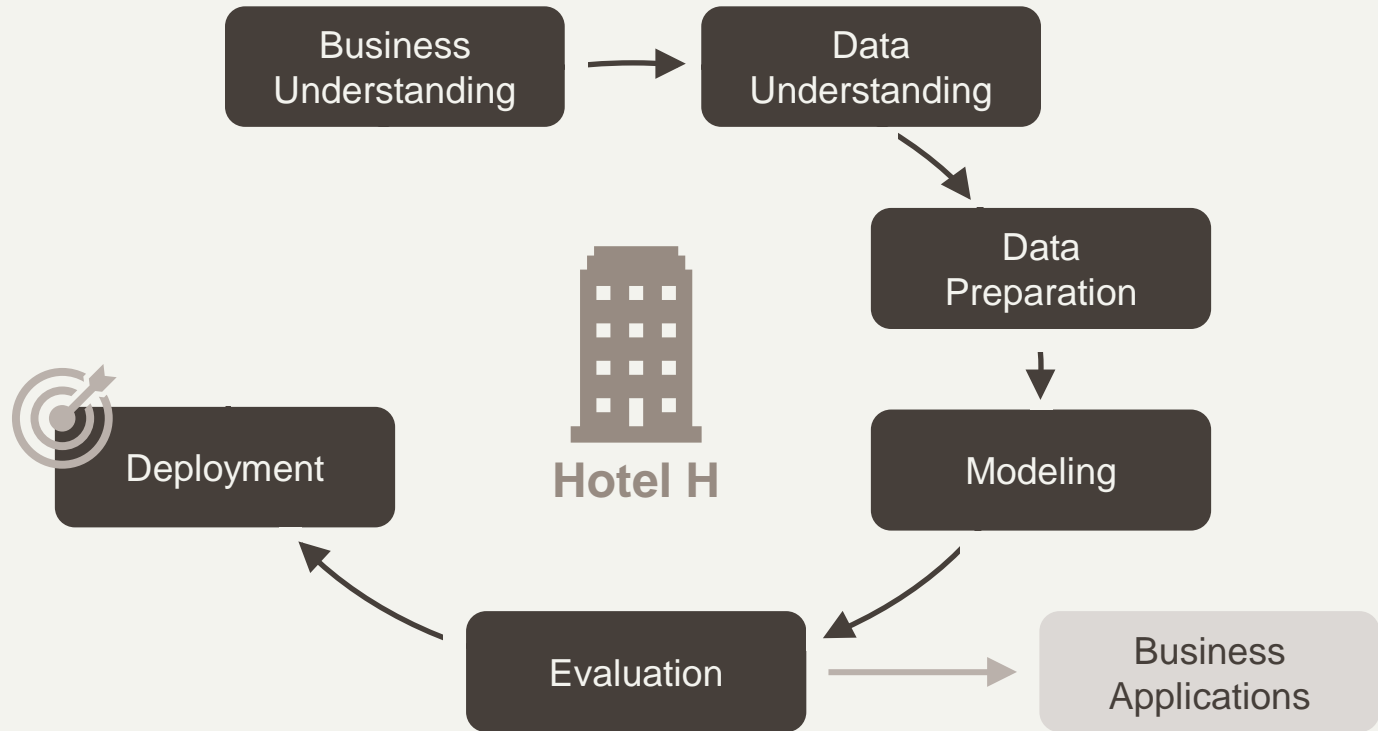
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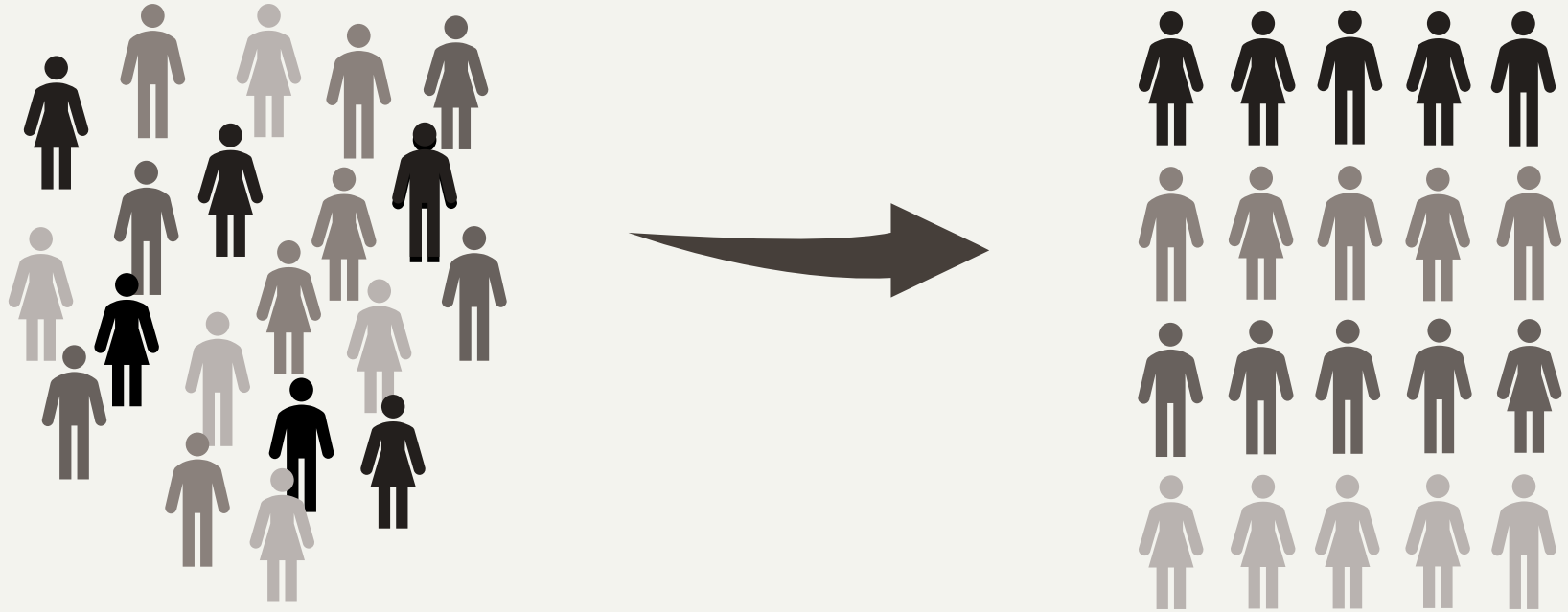
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Agenda



From One-Size-Fits All to Tailored Customer Experiences



Turning Raw Data into Strategic Customer Segmentation



Geographic



Demographic



Psychographic

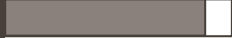


Behavioral



Where Your Lisbon Legacy Begins



Lead Time  92 days

Stay  3.1 nights

Requests  0.1

Daily Spend  81.04 €



Name	Occasional Visitors
Size	32 %
Age	48.6
Channel	Travel Agent

Marketing Strategy

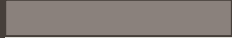
- Loyalty rewards;
- Exclusive discounts;
- Personalized recommendations;
- Partnership with European travel agencies.

Discover Your European Home Away from Home



Lead Time  90 days

Stay  3.3 nights

Requests  1.3

Daily Spend  80.77 €



Name	European Vacationers
Size	26 %
Age	47.2
Channel	Travel Agent

Marketing Strategy


- Loyalty programs;
- Personalized offers;
- Family-friendly amenities;
- Strengthening relationships with travel agencies.

Elevate Your Corporate Journey



Lead Time  59 days

Stay  3.0 nights

Requests  0.4

Daily Spend  93.54 €



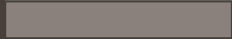
Name	Corporate Customers
Size	17 %
Age	46.7
Channel	Direct

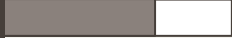
Marketing Strategy


- Business packages;
- Conference facilities;
- Streamlined booking experiences;
- Corporate discounts and express services.

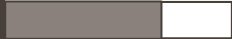
Relaxation and Comfort Tailored to Your Pace



Lead Time  121 days

Stay  3.0 nights

Requests  1.2

Daily Spend  78.82 €



Name	Mature Travelers
Size	13 %
Age	51.0
Channel	Travel Agent

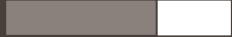
Marketing Strategy

- Senior-friendly amenities;
- Tranquil accommodations;
- Relaxing leisure activities;
- Collaboration with travel agencies in senior travel.

Bringing the World Together, One Stay at a Time



Lead Time  81 days

Stay  3.0 nights

Requests  0.7

Daily Spend  82.49 €

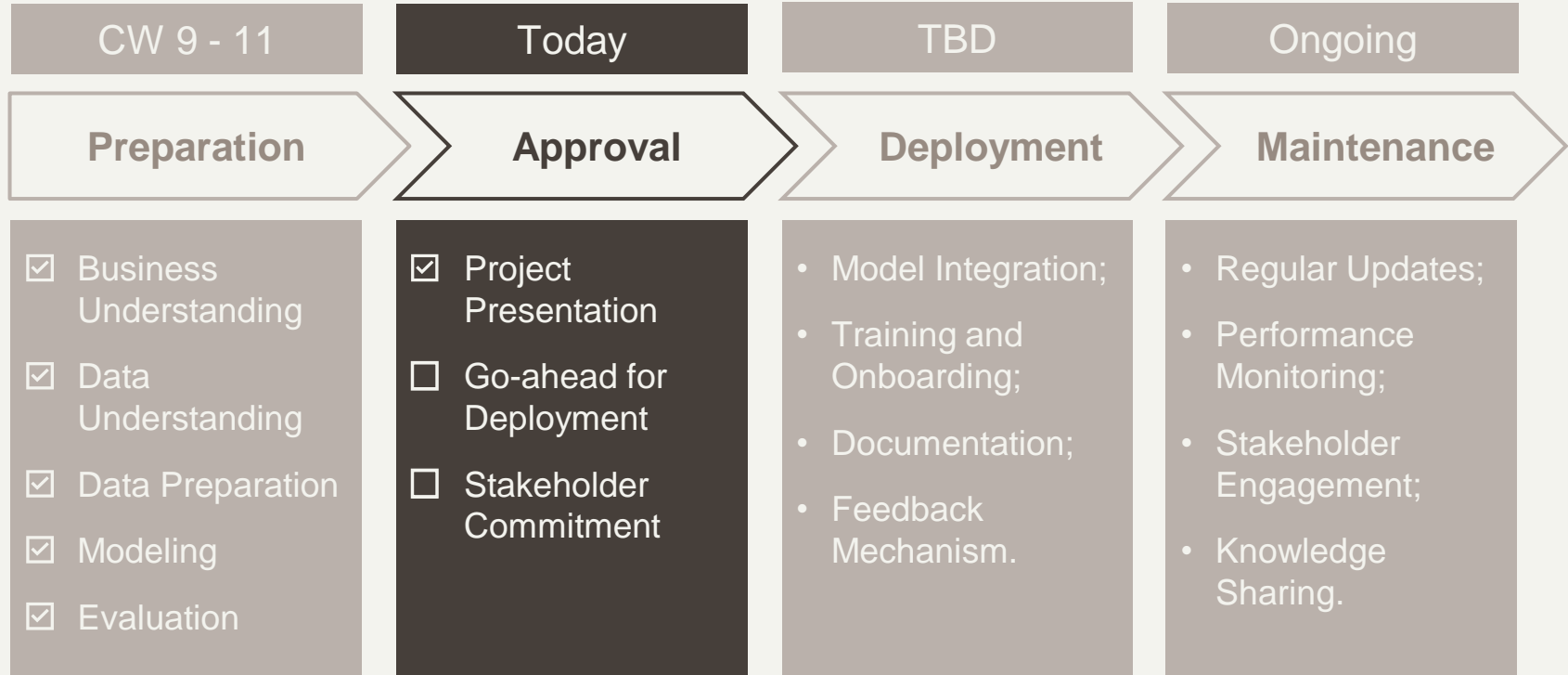


Name	International Guests
Size	12 %
Age	50.9
Channel	Travel Agent

Marketing Strategy

- Personalized welcome packages;
- Multicultural experiences;
- Advertising campaigns on international travel platforms.

Project Roadmap: Charting Your Path Forward



Time for Your Questions!



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