Your travel buddy for vibrant, diverse and exciting travel experiences

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Colourful TravelTide

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Introduction

The goal is to develop strategies that enhance the customer journey by supporting your mission to implement an outstanding personalized reward program, ensuring customers return to the TravelTide platform.

WHY?

- We are doing this to refine the customer journey for TravelTide users, aiming to retain them.

HOW?

- Proposition of a companionship with curated vibrant, diverse and exciting personalised travel experiences through a data driven approach.

Process

Customer segmentation in groups called "personas" with allocated perks to each profile.

- Kids free hotel meal
- Free lounge access
- No cancellation fee
- 10% on Group Booking Discount on hotels and flights
- Safari adventure for 2
- Free WiFi and Roaming Connection

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Segmenting travelers shows personas, each with distinct travel patterns and spending behaviors.

Travel Patterns and Spending Analysis Across Persona Types
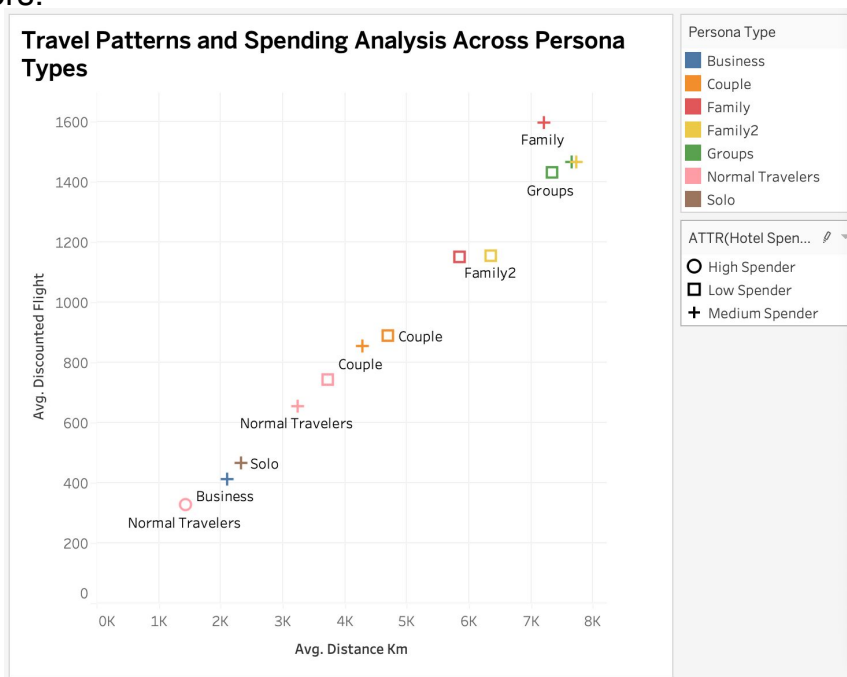
The graph effectively illustrates the differences in travel behavior among various personas, including groups, normal travelers, and family segmented by trip frequency and family status.
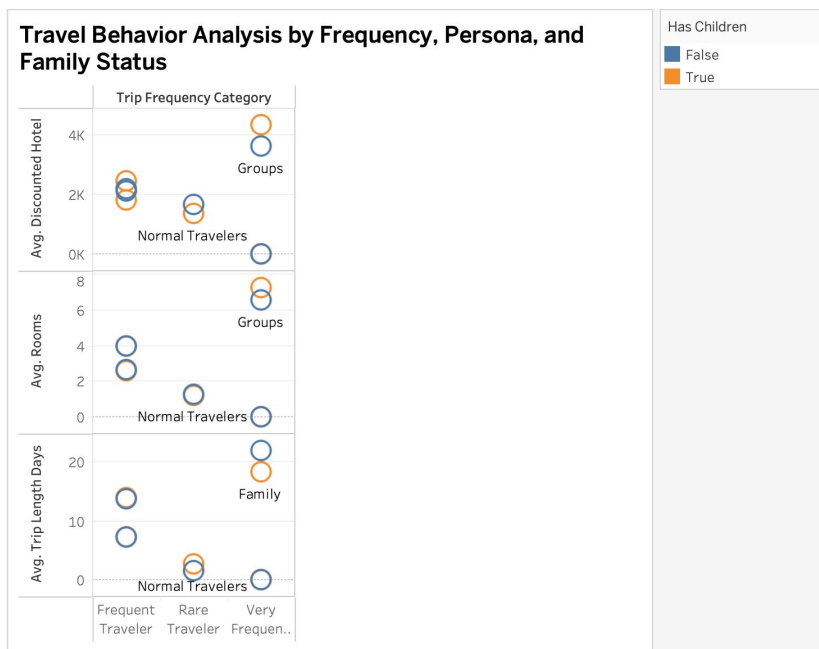
Perk Highlights

- Kids free meal
- No cancellation fee

- 10% on group booking discount on hotels and flights

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Conclusion

This combined analysis underscores how travel patterns and spending habits vary not only by persona types but also by trip frequency and family status which is why these segments are the best, as they will keep returning to the program.