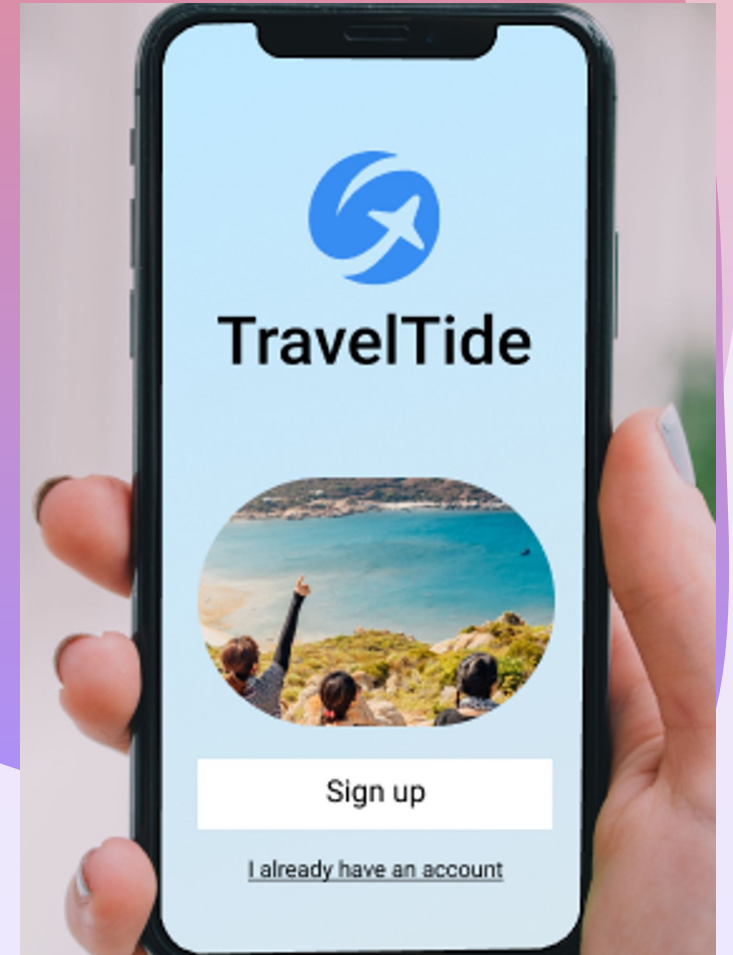


# TravelTide User Segmentation Report

A PRESENTATION BY  
Mingming Zhang



# Reward Program



01

App runs from 2021-04-01 to 2023-07-29

**2.5 Years App runs**

02

**over 1 million active user**

03

**over 500 Million app session**

04

**over 2 million booked Trip**

# Reward Program

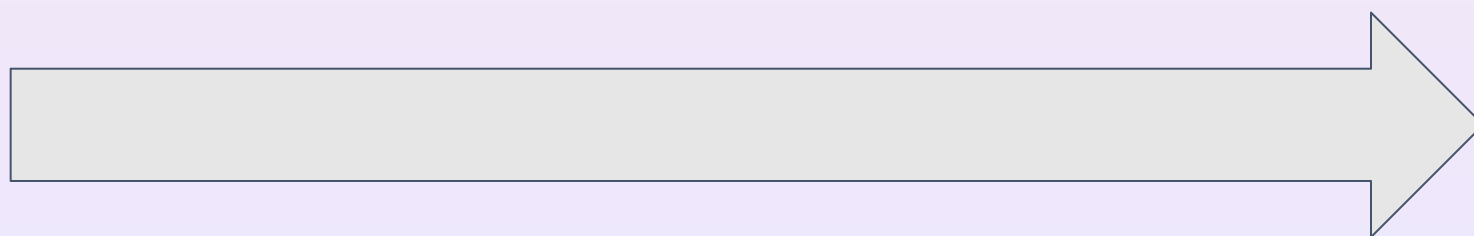
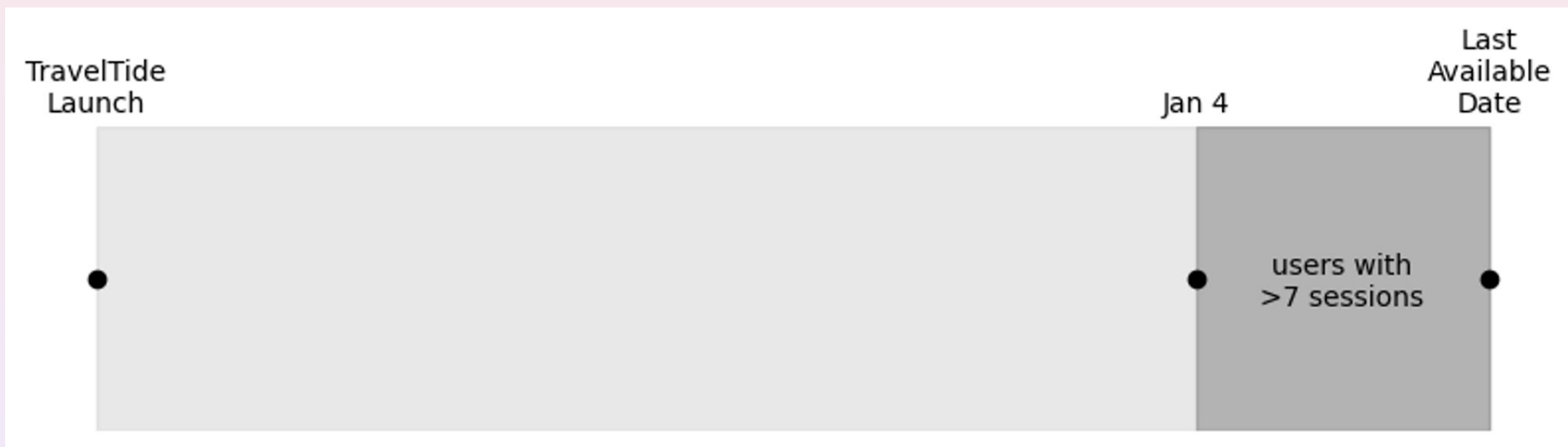
Identity Active User

assign rewards for perk for  
each group





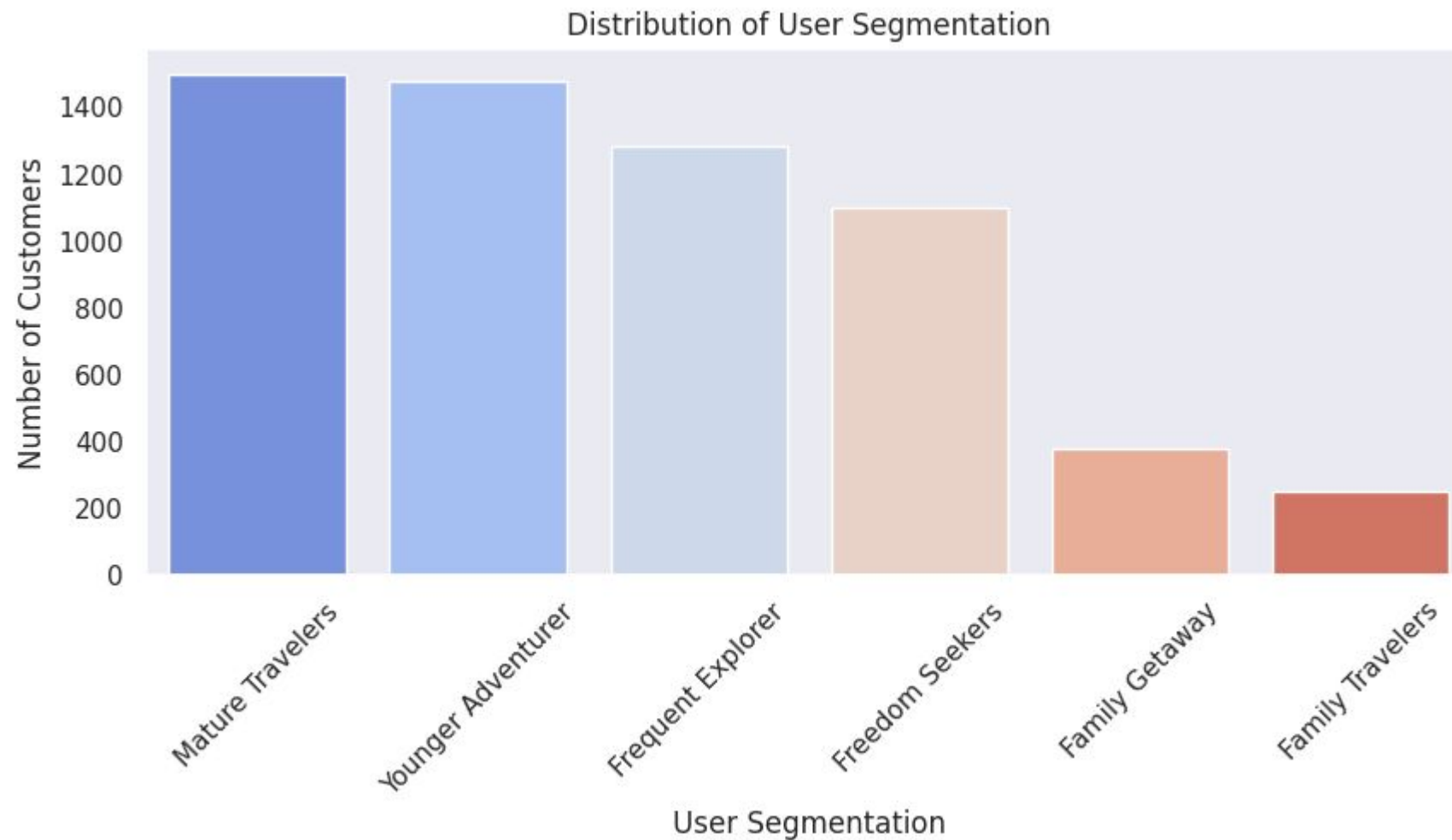
# Active User



**5998**

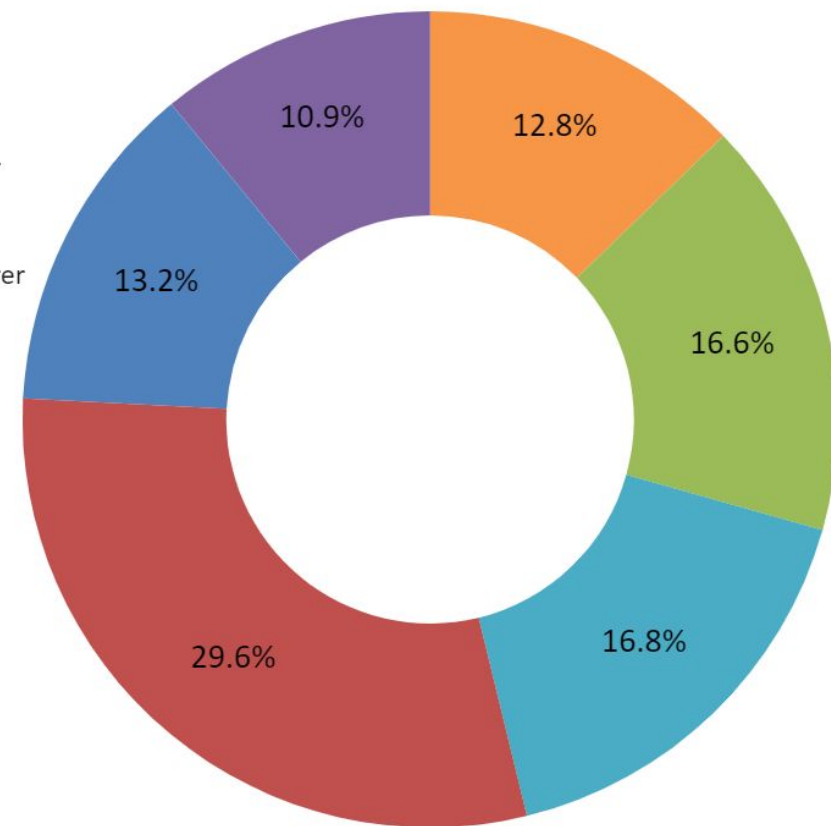
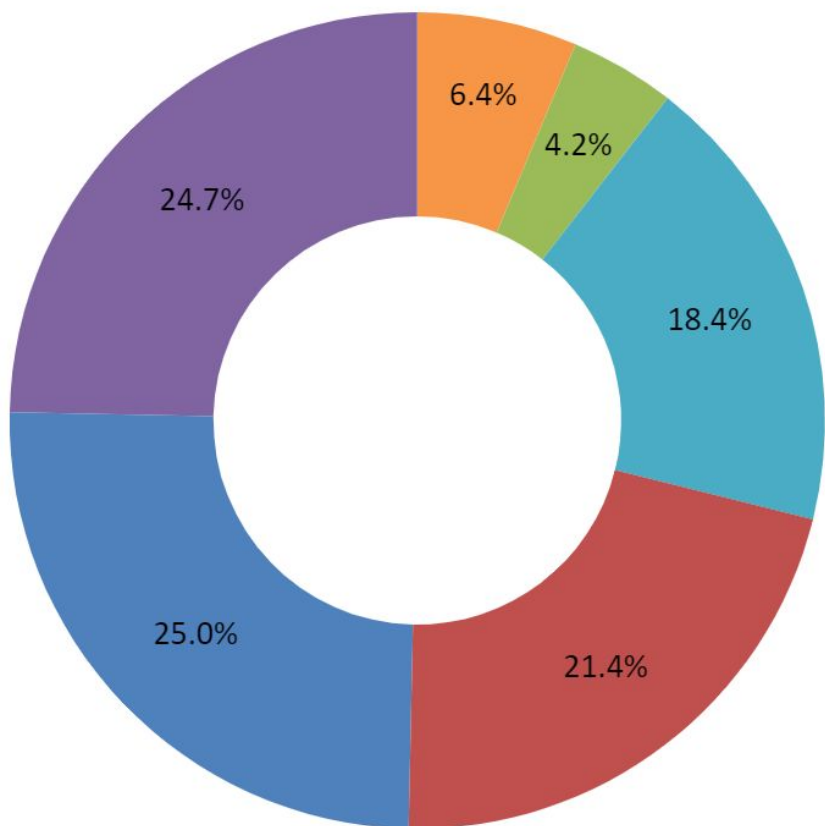
**active Users**

# User Segmentation



# Family Travelers

- Family Getaway
- Family Travelers
- Freedom Seekers
- Frequent Explorer
- Mature Travelers
- Younger Adventurer



# Family Travelers

## User characteristics

- 4.2% User VS 16.6% Spend
  - low trip frequency
  - Family Trip
  - Long Distance
  - Long trip stay
- ★ 7k \$ per trip
  - ★ 80% user travel 1-2 time in 7 Month
  - ★ more than 1 traveler
  - ★ over 1000 KM
  - ★ over 11 days



Free breakfast +free checked bag



# Family Gateway

## User characteristics

- 6.4% User VS 12.8% Spend
  - low trip frequency
  - Family Trip
  - Middle Distance
  - Week stay
- ★ 4k \$ per trip
  - ★ 64% user travel 2-3 time in 7 Month
  - ★ more than 1 traveler
  - ★ 600 km
  - ★ 70% user stay week long avg 4 days



Free breakfast

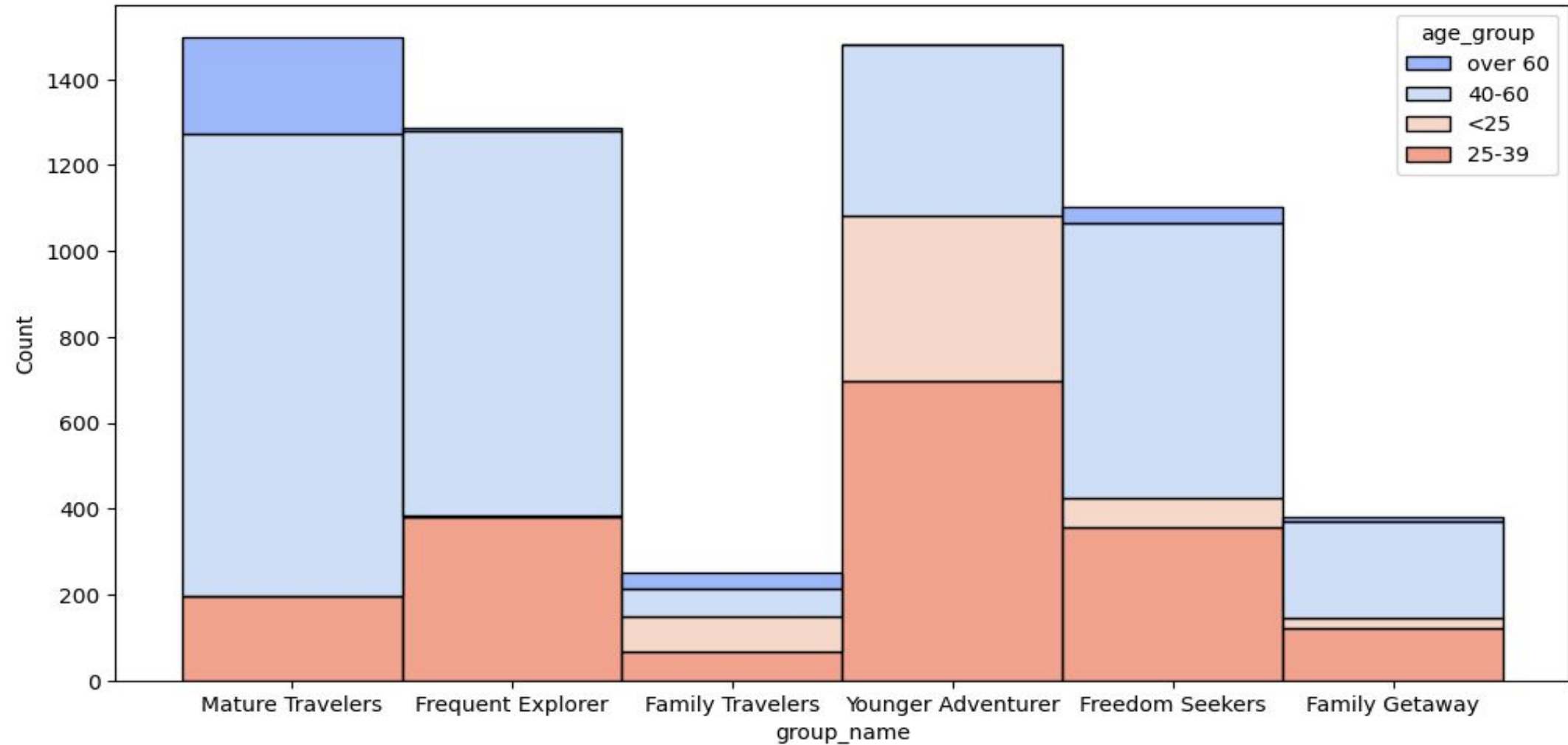


# young Travelers VS Mature Traveler

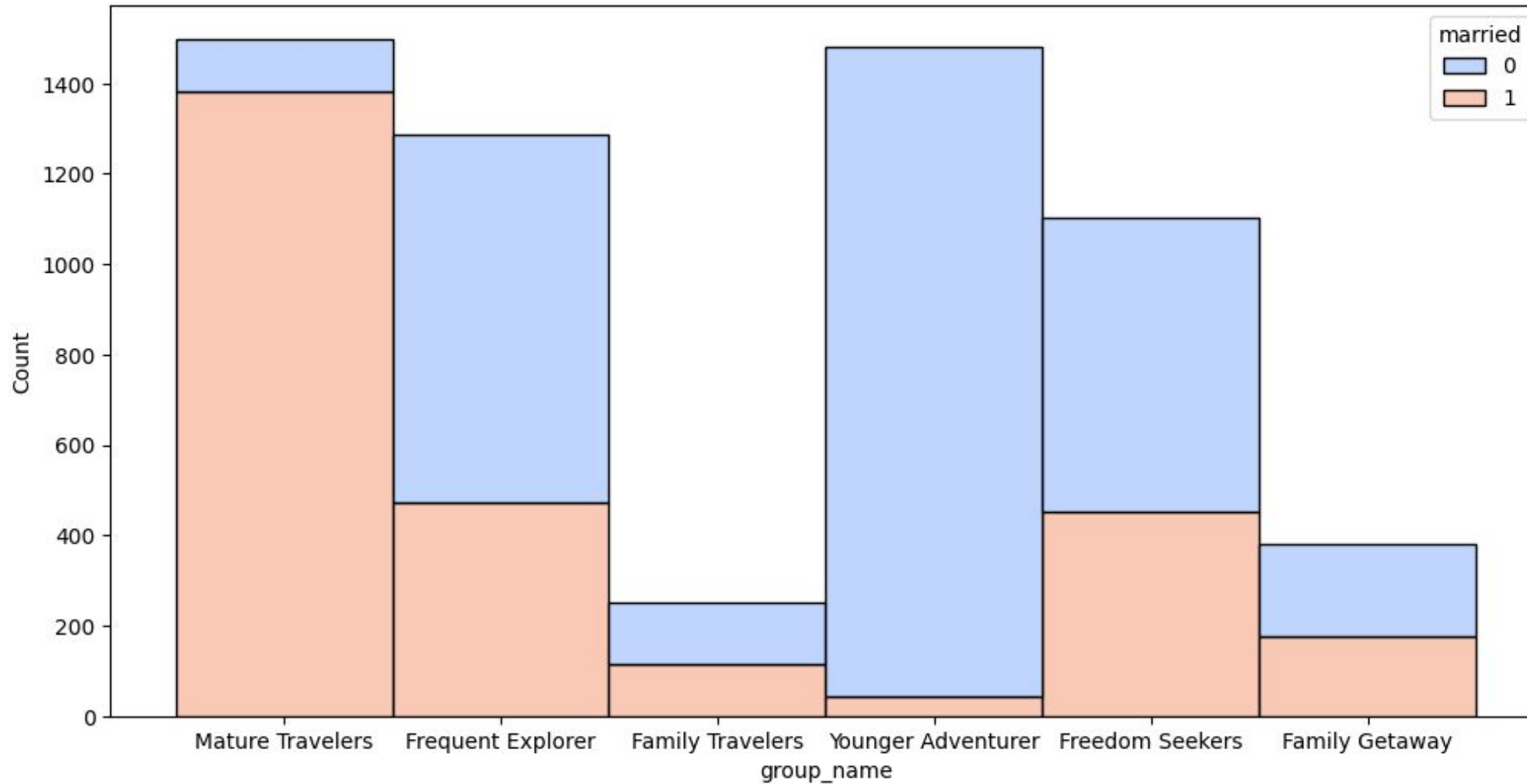
## User characteristics

- low Spend
  - same trip frequency
  - solo Trip
  - Middle Distance
  - Week stay
- ★ 1k \$ per trip
  - ★ avg 2 time in 7 month
  - ★ avg 600 KM
  - ★ avg 4 days

# yonger Traveler VS Mature Travelers



# yonger Traveler VS Mature Travelers



# young Travelers VS Mature Traveler

Perk

- 10% Hotel Discount

- ★ 10% Flight Discount

# Freedom Seekers

## User characteristics

- high trip frequency
  - soloTrip
  - long Distance
  - week stay
- ★ avg 3 time in 7 Month
  - ★ 2k \$ per trip
  - ★ 800 KM



10% Flight Discount

# Frequent Explorer

## User characteristics

- high trip frequency
  - low trip spend
  - soloTrip
  - middle Distance
  - week stay
- ★ over 4 time in 7 Month
  - ★ 78% user under 2k \$ per trip
  - ★ 600 KM
  - ★ 86% travel inner a week



1 night free hotel

recommend

A/B Test



