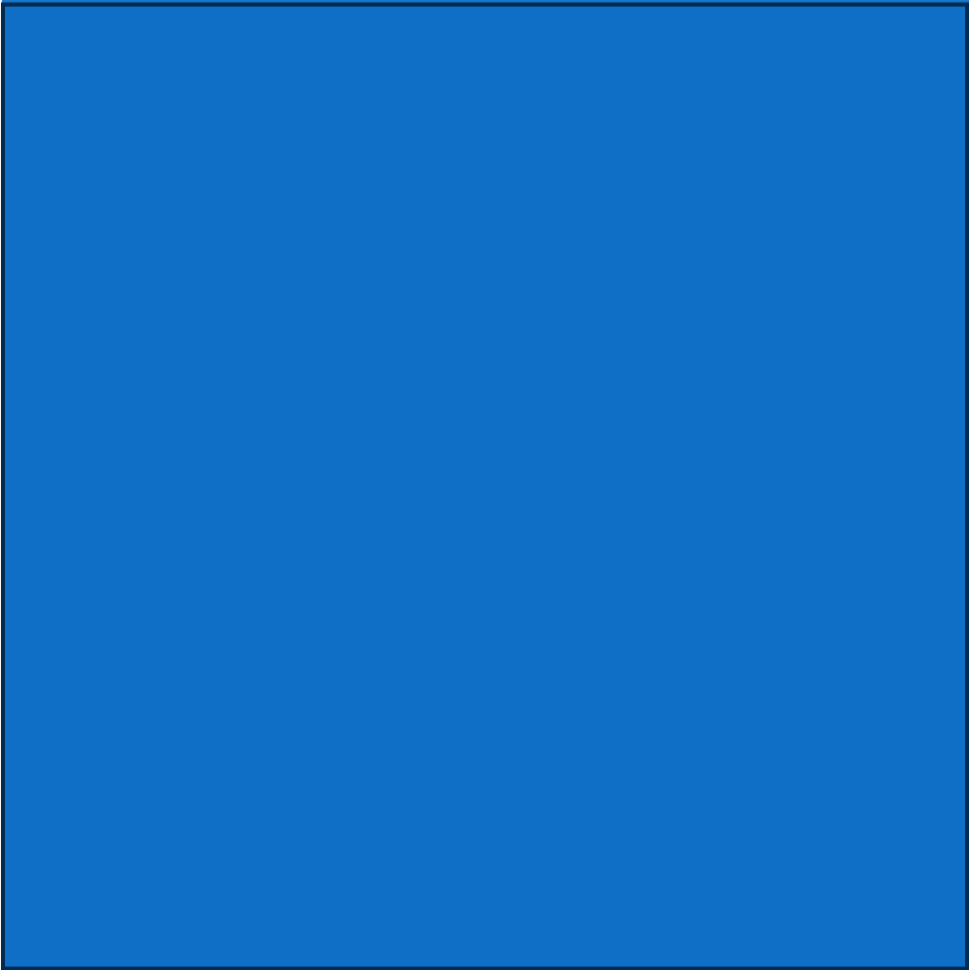




## Business Cases: Case 1

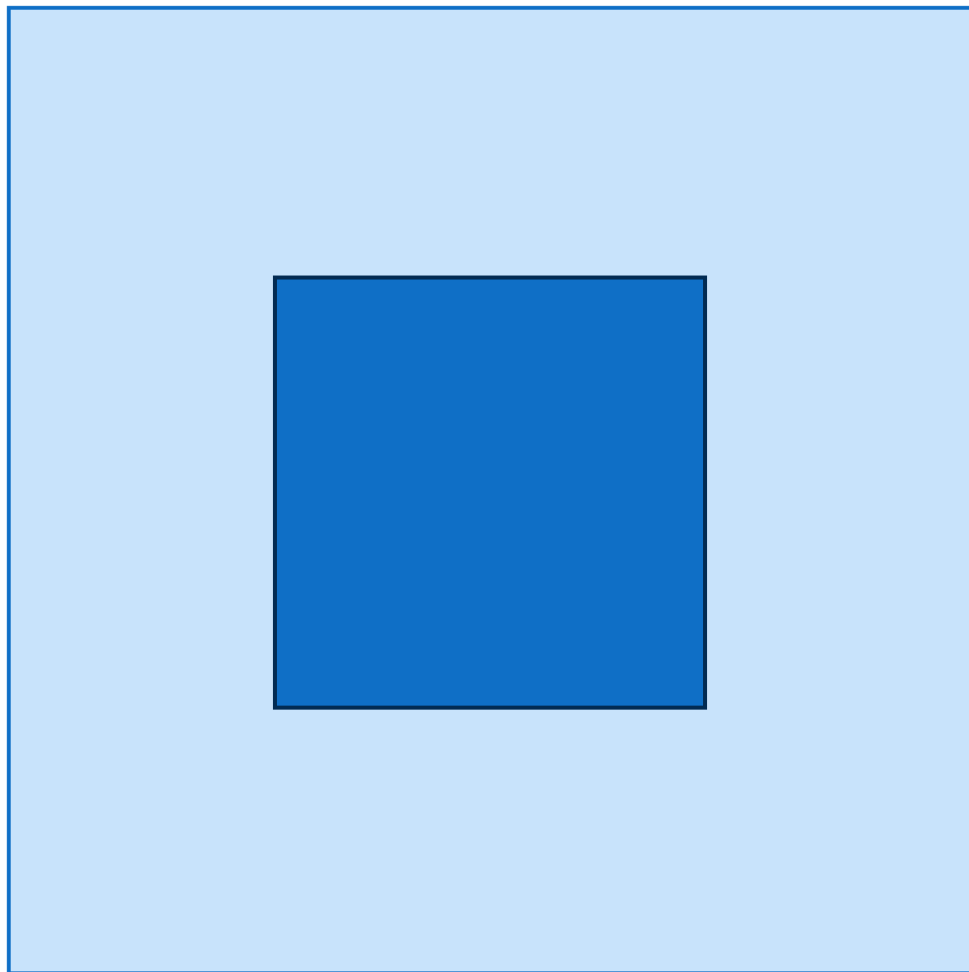
Customer Segmentation in Hotel A

# Acquiring New Customers



Cost

# Keeping Existing Customers



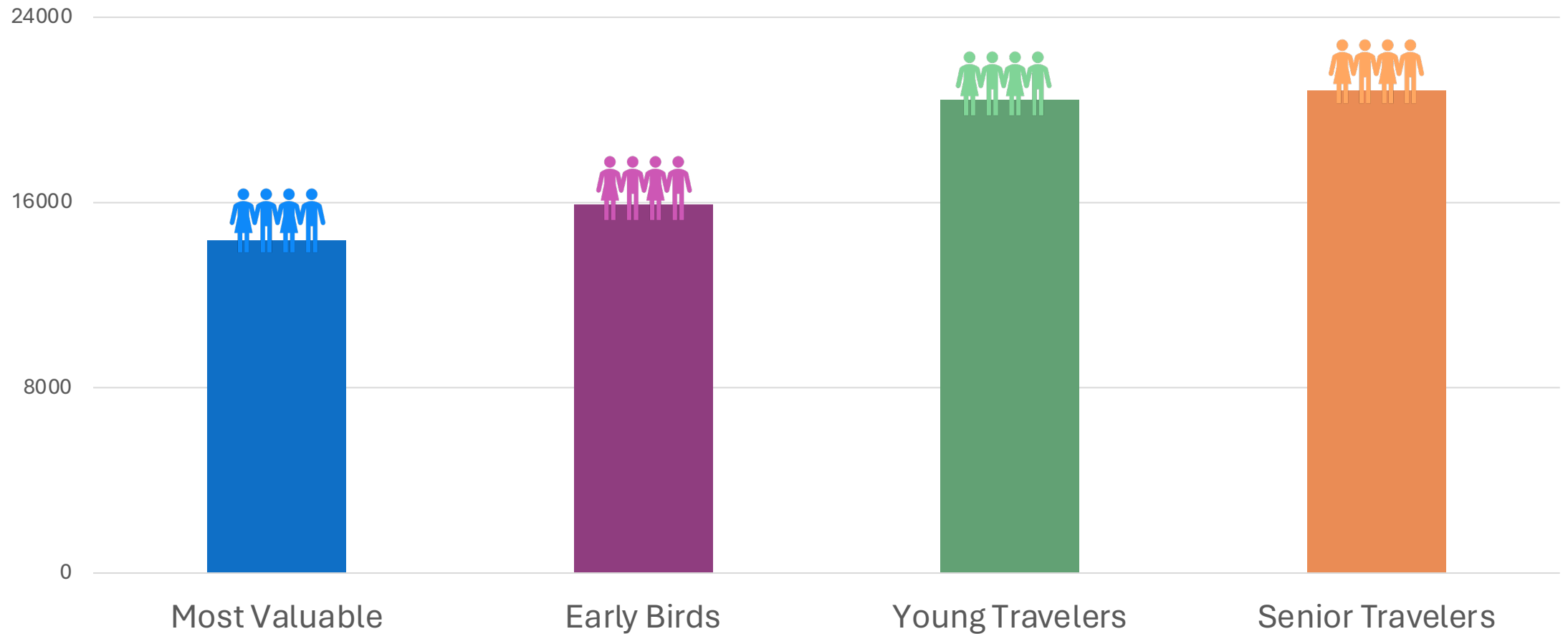
Cost

# Hotel H – Retention Rate



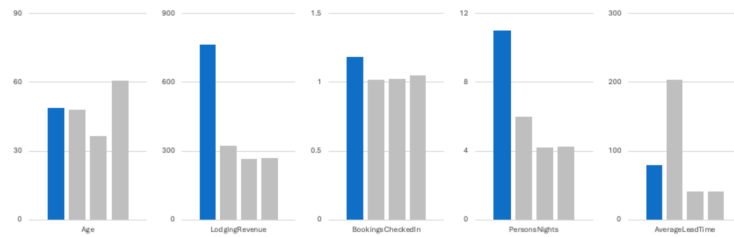
4%

# Hotel H – Cluster Count



# Hotel H – Customer Clusters

## Most Valuable

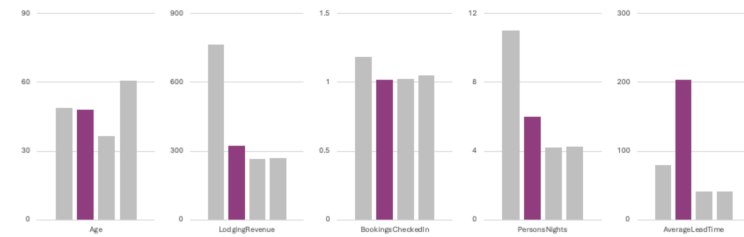


13.03.24

Customer Segmentation Hotel A

4

## Early Birds

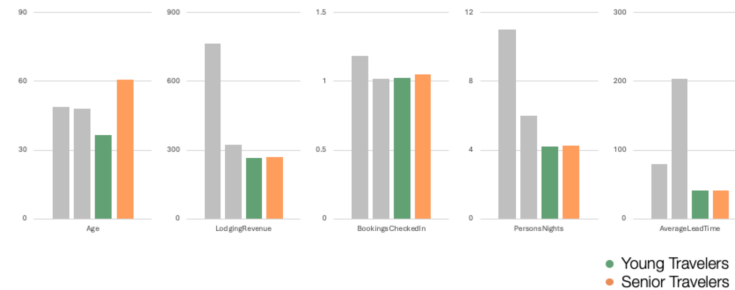


13.03.24

Customer Segmentation Hotel A

5

## Young & Senior Travelers

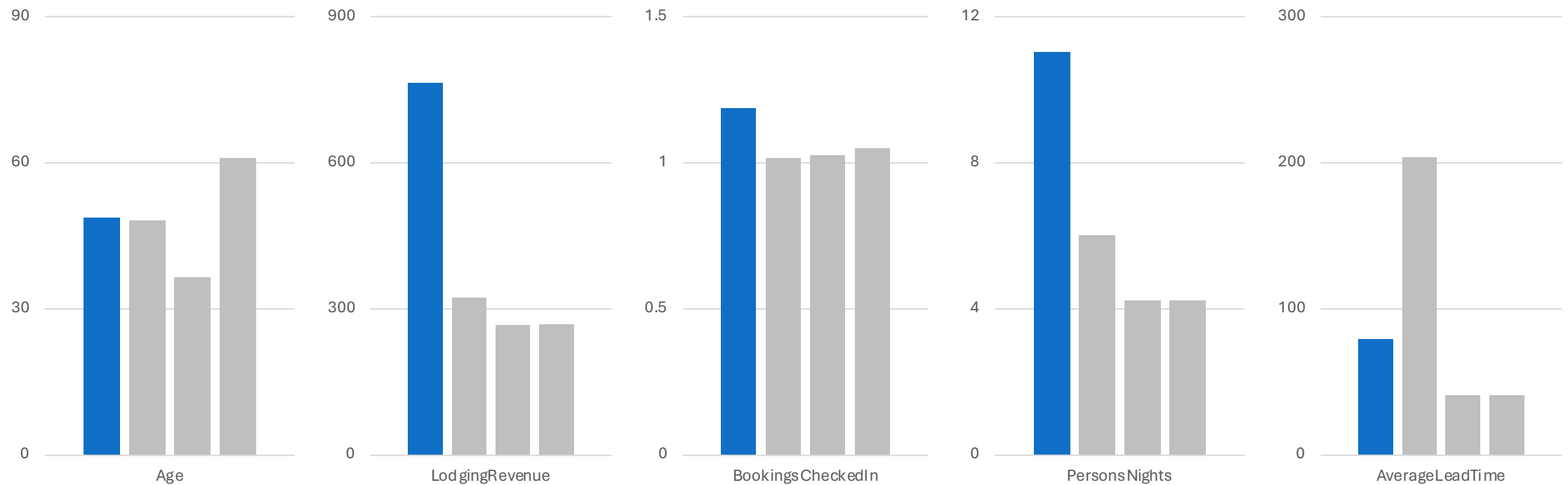


13.03.24

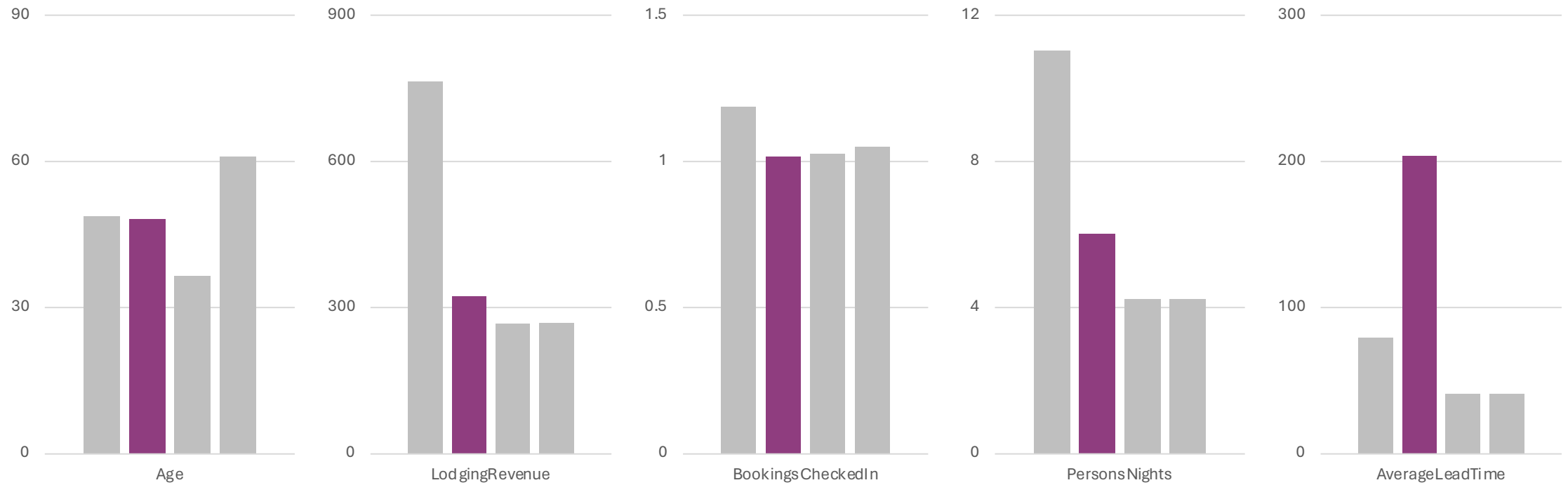
Customer Segmentation Hotel A

6

# Most Valuable

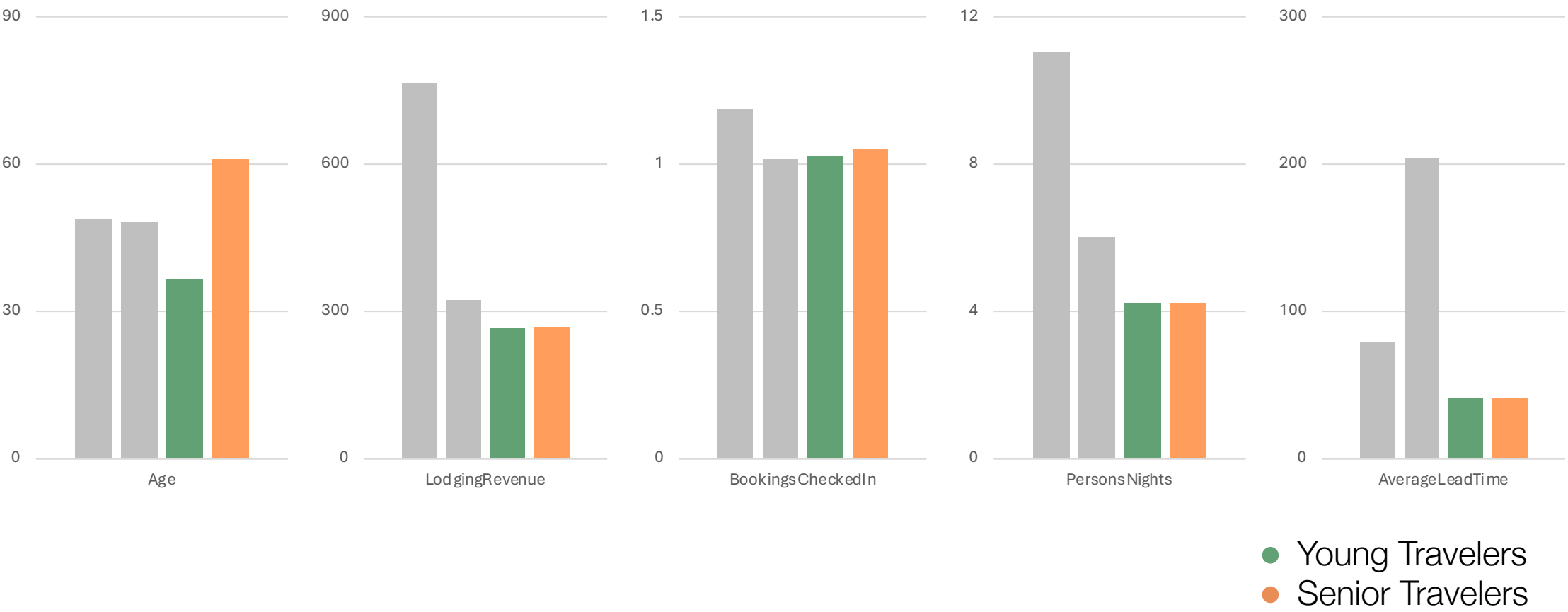


# Early Birds





# Young & Senior Travelers

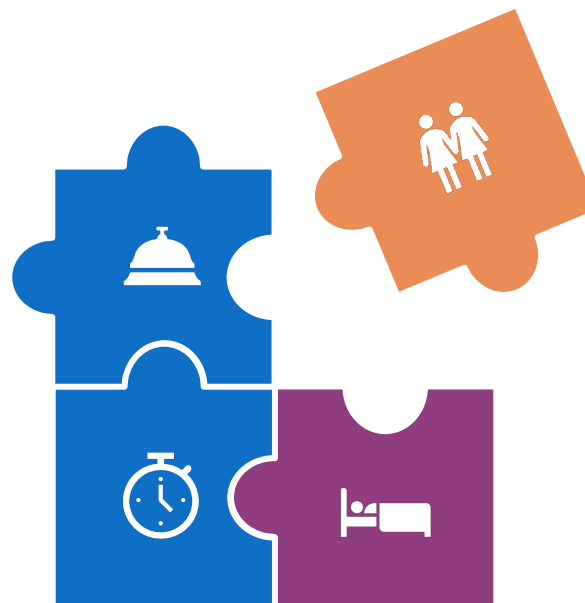


# Marketing Recommendations

Extended stay offers for  
most valued guests



Discounts on multi-room  
& group bookings



Highlight relaxation for  
spontaneous bookings



Tiered discounts for  
early birds



# Hotel H – Future Customers



# Hotel H – Future Customers





## Business Cases: Case 1

Customer Segmentation in Hotel A