



TRAVELTIDE

EVERY JOURNEY, TAILORED TO YOU

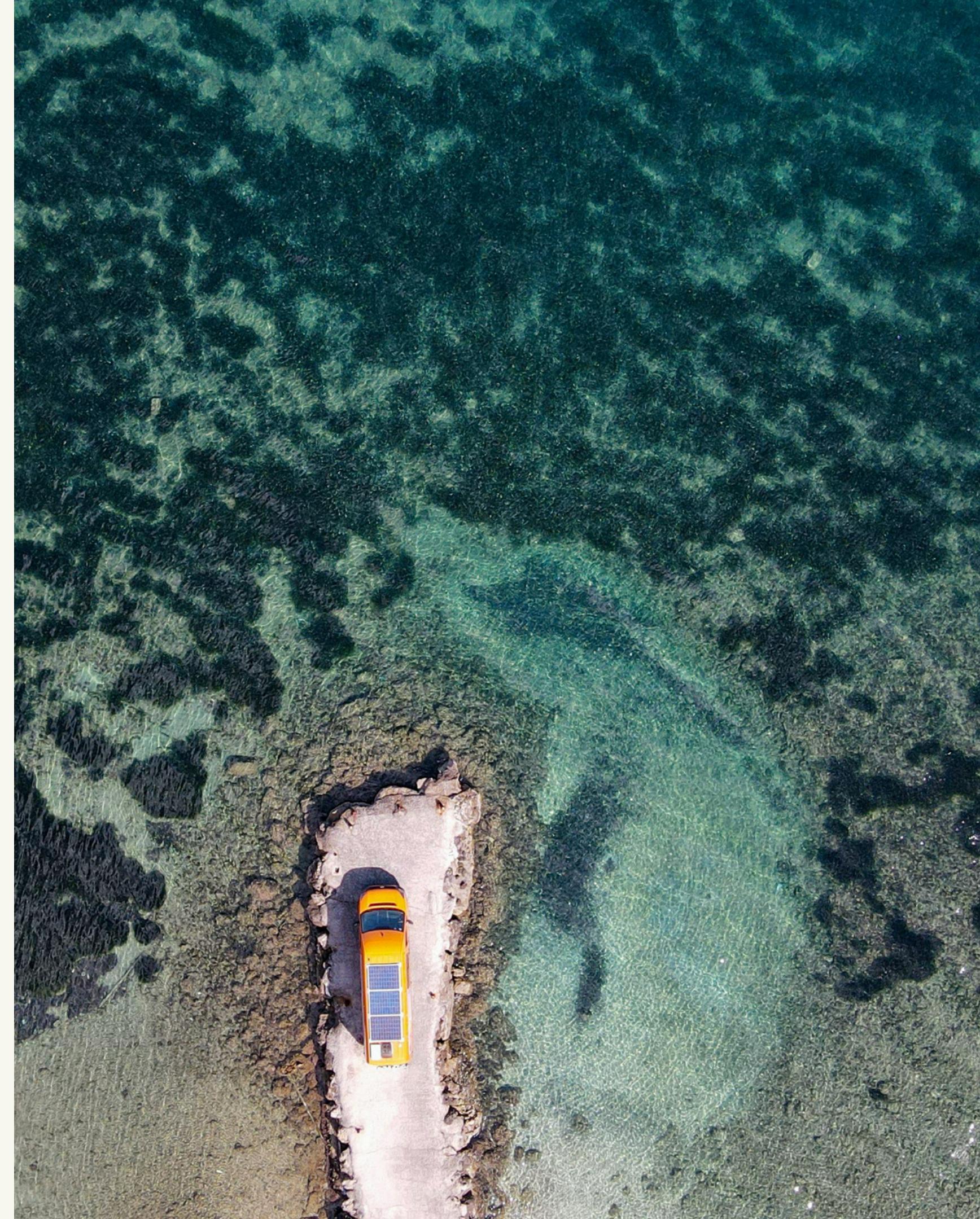
A photograph of a couple sitting on a wooden bridge, facing away from the camera towards a vast, snow-capped mountain range under a blue sky with white clouds. The bridge has a metal safety railing and is made of wood planks.

**BECAUSE MONEY RETURNS.
TIME DOESN'T.**

TRAVELTIDE LOYALTY PROGRAM

OUR OBJECTIVE —
ENHANCING CUSTOMER ENGAGEMENT AND RETENTION

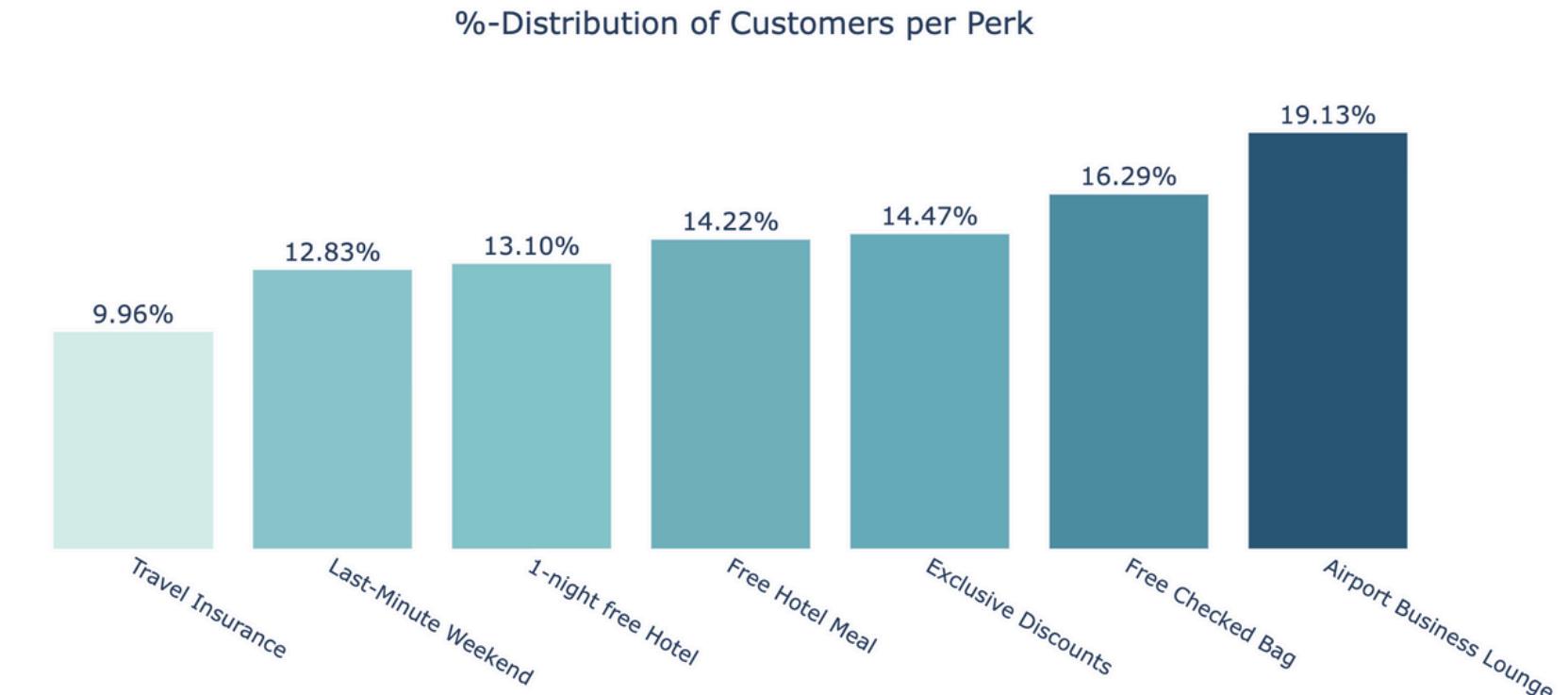
- TravelTide's loyalty program focuses on giving customers the best value for their time, not just their money
- By aligning customer perks with their real travel needs, we focus on creating meaningful experiences that keep customers coming back—because the value of time spent well creates enduring loyalty
- Building lasting relationships is key to fostering retention, repeated booking, and lastly loyalty



UNDERSTANDING THE CUSTOMER

HOW WE ANALYZED CUSTOMER DATA

- Collected and studied customer data to identify key behavior patterns
- To personalize perks, we used a flexible method that allows customers to belong to multiple segments with varying degrees of affinity (= fuzzy segmentation)
- We created seven distinct segments based on their most likely preferred perks, tailoring the rewards to fit their unique travel needs



FREE HOTEL MEAL

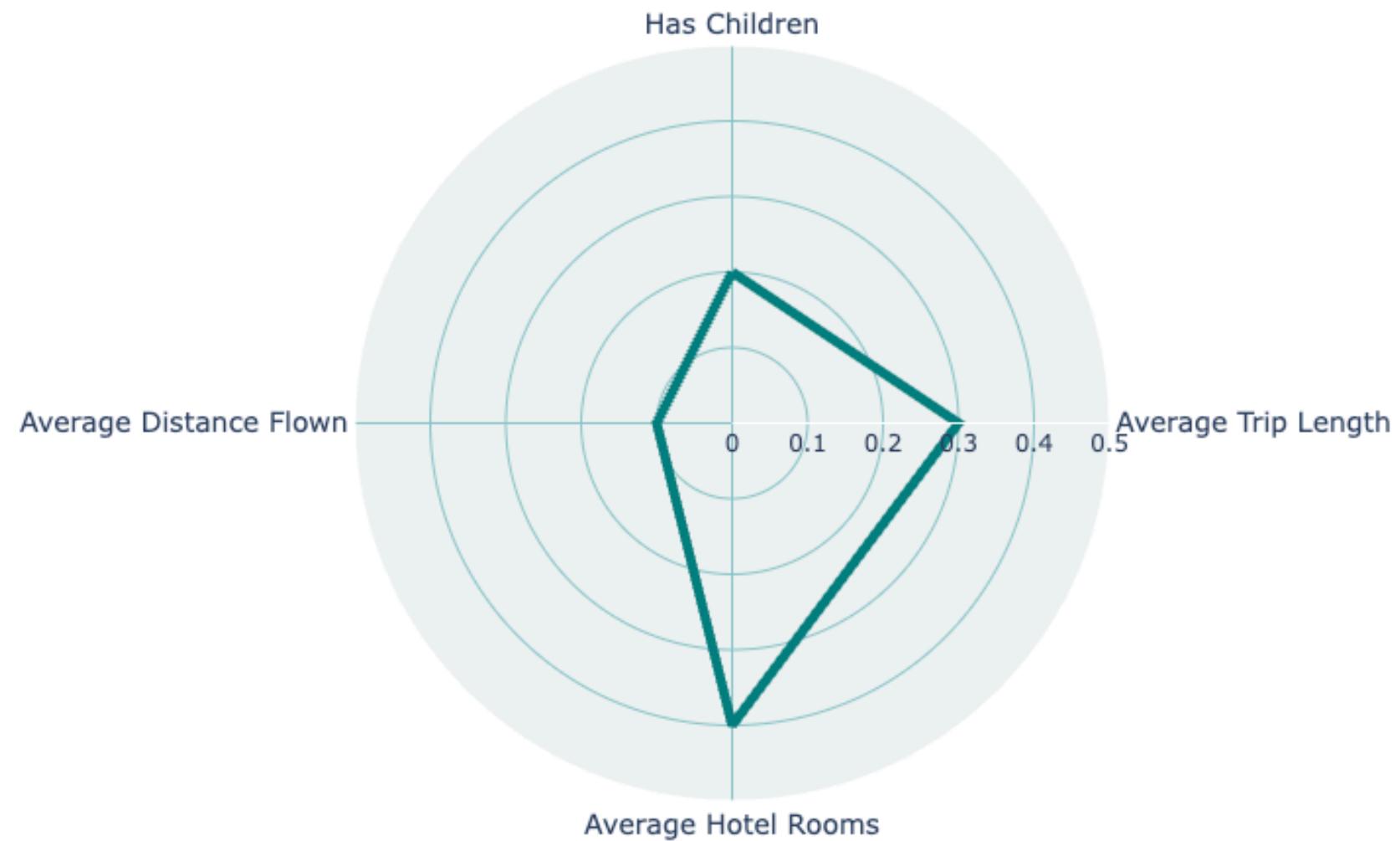
THE GROUP AND FAMILY VOYAGER

Designed for families or larger groups traveling for holidays, seeking the convenience of having meals provided, so they can easily manage their stay and unwind after a long journey.

PATTERNS WE IDENTIFIED AND VALUED:

- Extended journeys (increasing trip length)
- higher number of hotel rooms booked
- business context: customers with children

Free Meal Perk: Metric Choice & Weighting



FREE CHECKED BAG

THE FREQUENT FLYER

Designed for frequent flyers who value the convenience of not paying for checked luggage, making their well-packed trips even smoother.

PATTERNS WE IDENTIFIED AND VALUED:

- High travel frequency (round trips, need to check bags twice)
- Frequent need for additional luggage
- Higher volume of luggage

Free Checked Bag Perk: Metric Choice & Weighting



TRAVEL INSURANCE

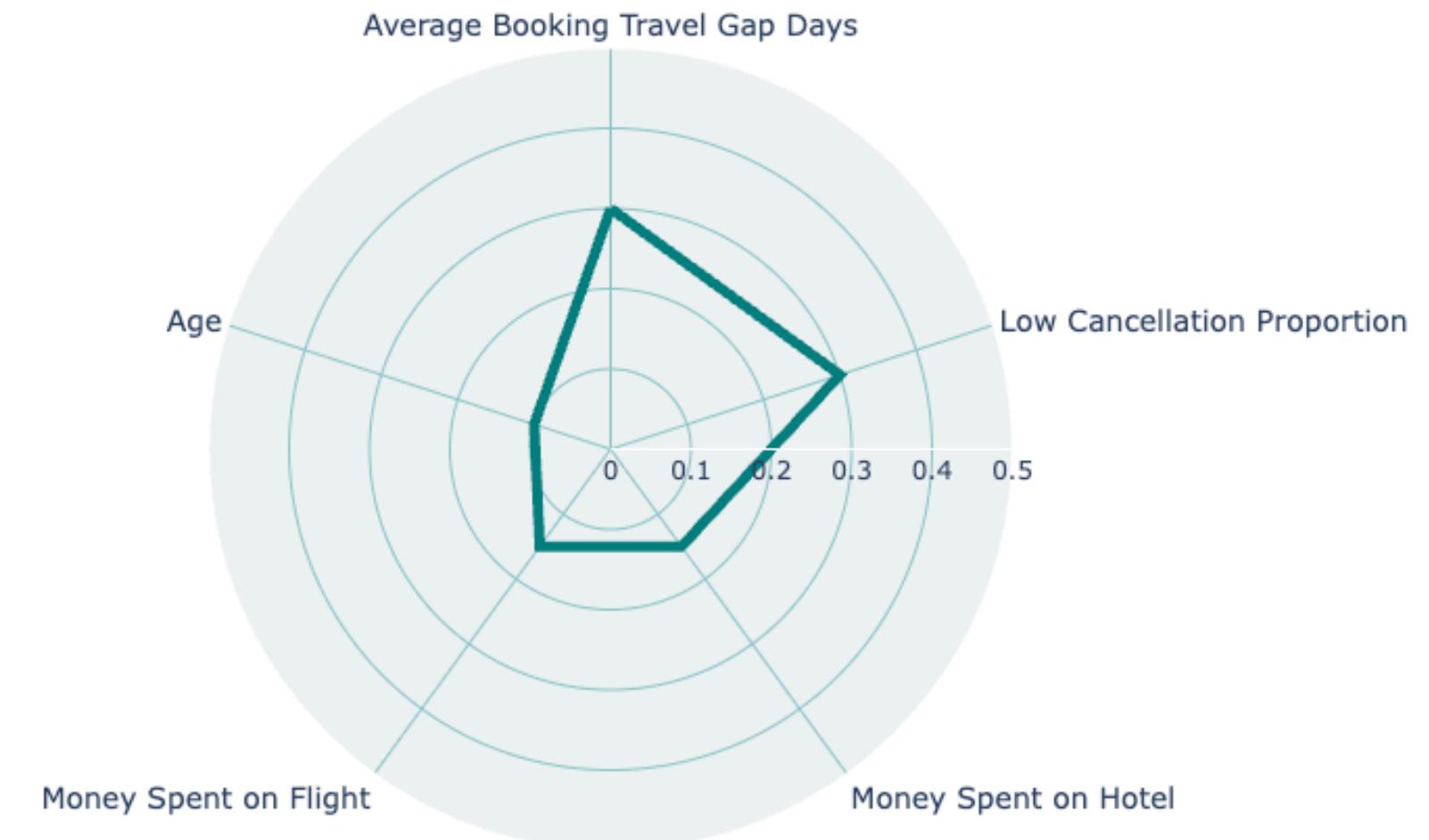
THE THOROUGH PLANNER

Designed for planners, who book their trips well in advance and invest significantly in flights and hotels, giving them peace of mind.

PATTERNS WE IDENTIFIED AND VALUED:

- Significant investment in travel plans
- Increasing time between booking and travel day
- Low cancellation rates, with a focus on encouraging future bookings

Travel Insurance Perk: Metric Choice & Weighting



EXCLUSIVE DISCOUNTS

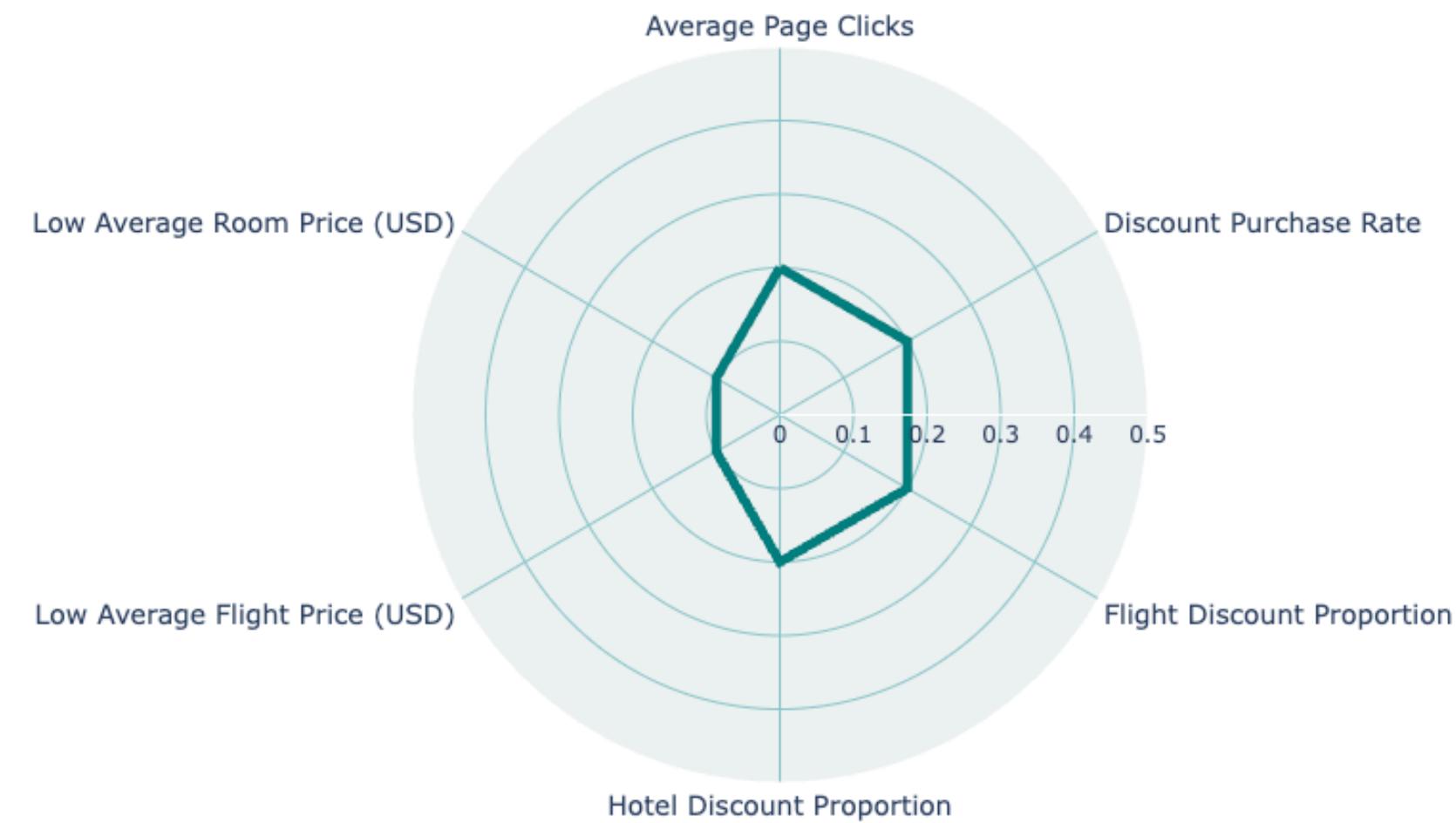
THE BARGAIN HUNTERS

Designed for bargain shoppers, who seek value through discount and price hunting, enhancing their travel experience with budget-friendly deals.

PATTERNS WE IDENTIFIED AND VALUED:

- Deal-seeking behavior, with intense browsing behavior
- High engagement with discounts
- Interest in low prices, both flights and hotels

Bargain Shopper Perk: Metric Choice & Weighting



1-NIGHT FREE HOTEL WITH FLIGHT

SKY-TO-STAY TRAVELER

Designed for frequent travelers who enjoy added value through a free hotel night with their flight and hotel bookings, enhancing their overall travel experience.

PATTERNS WE IDENTIFIED AND VALUED:

- Frequent flight bookings
- Combined round-trips and hotel stays
- Higher overall spendings on travel

Free Night Hotel Perk: Metric Choice & Weighting



AIRPORT LOUNGE BUSINESS ACCESS

BUSINESS CLASS TRAVELER

Designed for frequent solo business travelers, who prioritize premium experiences at the Airport.

PATTERNS WE IDENTIFIED AND VALUED:

- Frequent, high-spending travelers
- Short domestic flights with very short stay trips
- Solo traveler

Airport Lounge Business Perk: Metric Choice & Weighting



LAST-MINUTE WEEKEND

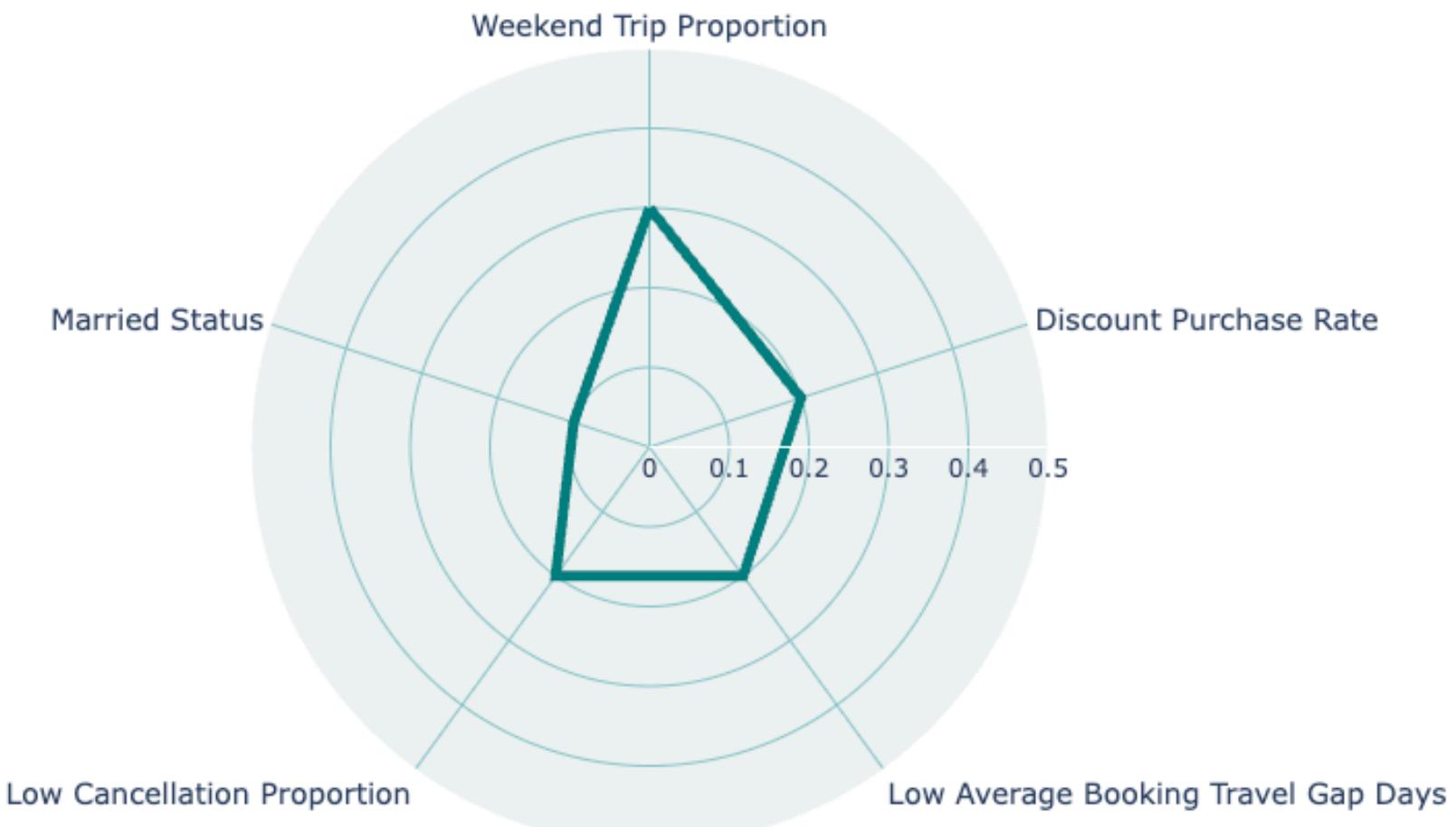
WEEKEND WANDERER

Designed for spontaneous weekend travelers who enjoy discovering great deals on short notice. Couples will love it.

PATTERNS WE IDENTIFIED AND VALUED:

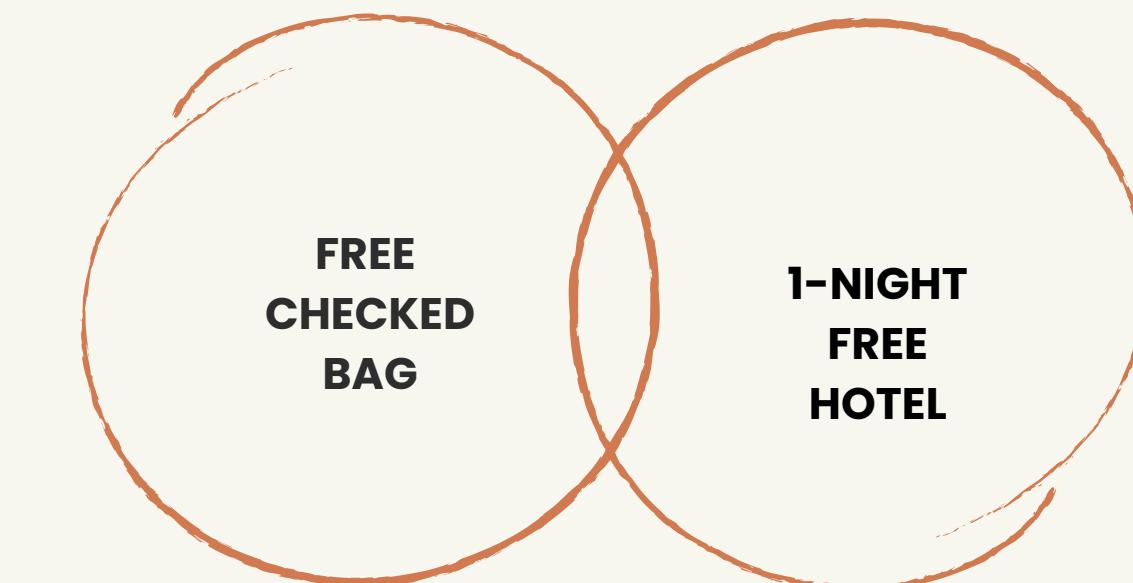
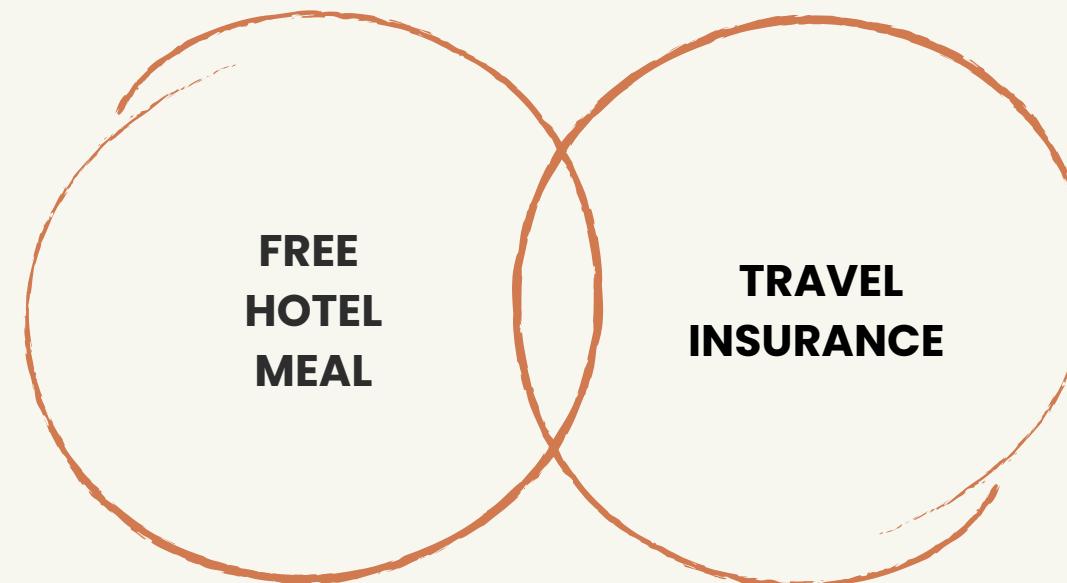
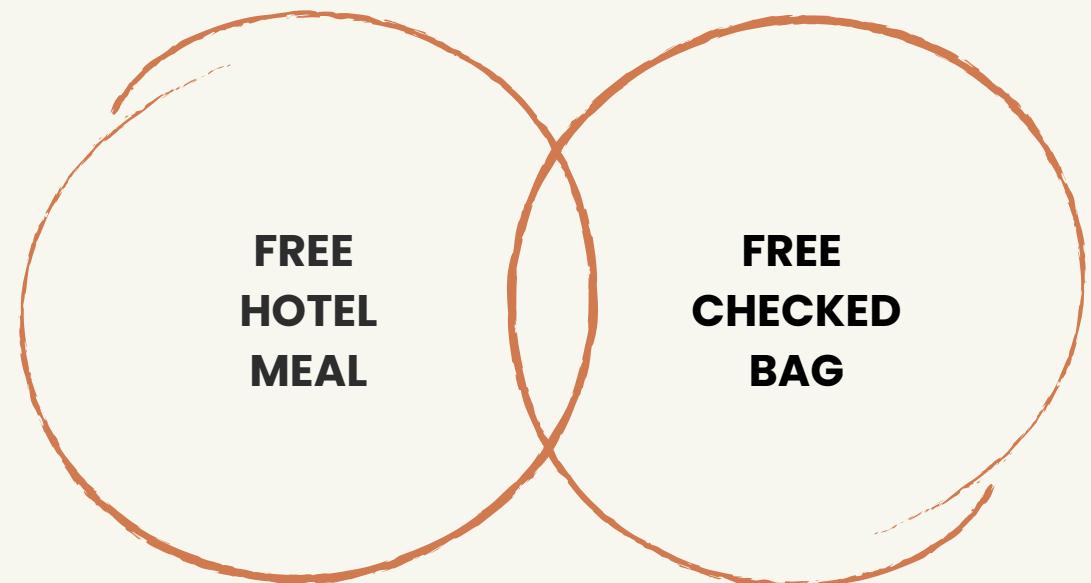
- Last-minute booking habits with low cancellation behavior
- Frequency of weekend trips
- Interest in spontaneous travel deals

Last Minute Weekend Perk: Metric Choice & Weighting



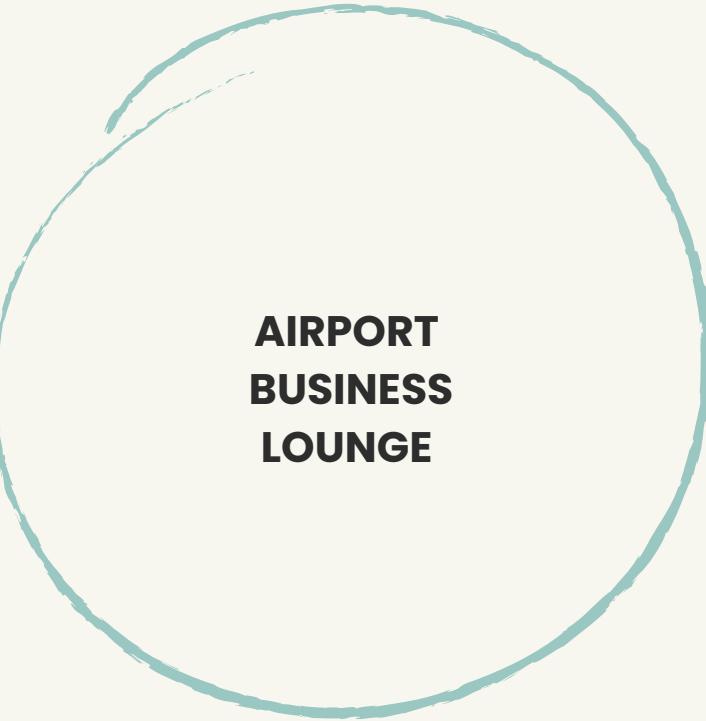
LET'S ALIGN & DIVIDE

WHERE BEHAVIORS OVERLAP



LET'S ALIGN & DIVIDE

WHERE BEHAVIORS CLEARLY DISTINCT



RECOMMENDATIONS FOR SUCCESS

A/B TESTING, PILOTING & GENDER BALANCE

- Implement A/B testing to validate perks
- Focus on preferred perks vs. second-preferred perks (based on fuzzy segmentation results)

Track KPIs > Purchase frequency, conversion rates, customer retention

Enhancing Pilot Testing

- Use season preference and booking/travel gap behavior metrics
- Adjust perks based on high-travel periods and booking times

Distribution of Customers per Season Preference

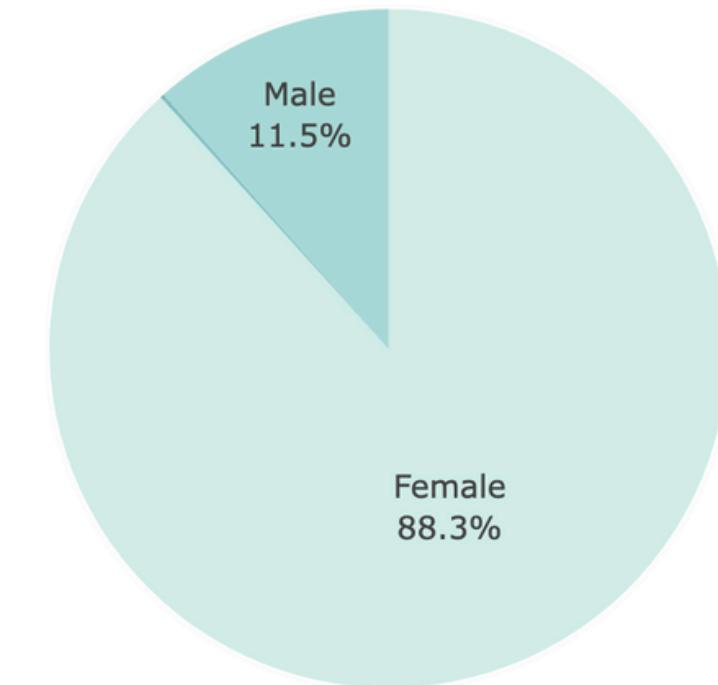


RECOMMENDATIONS FOR SUCCESS

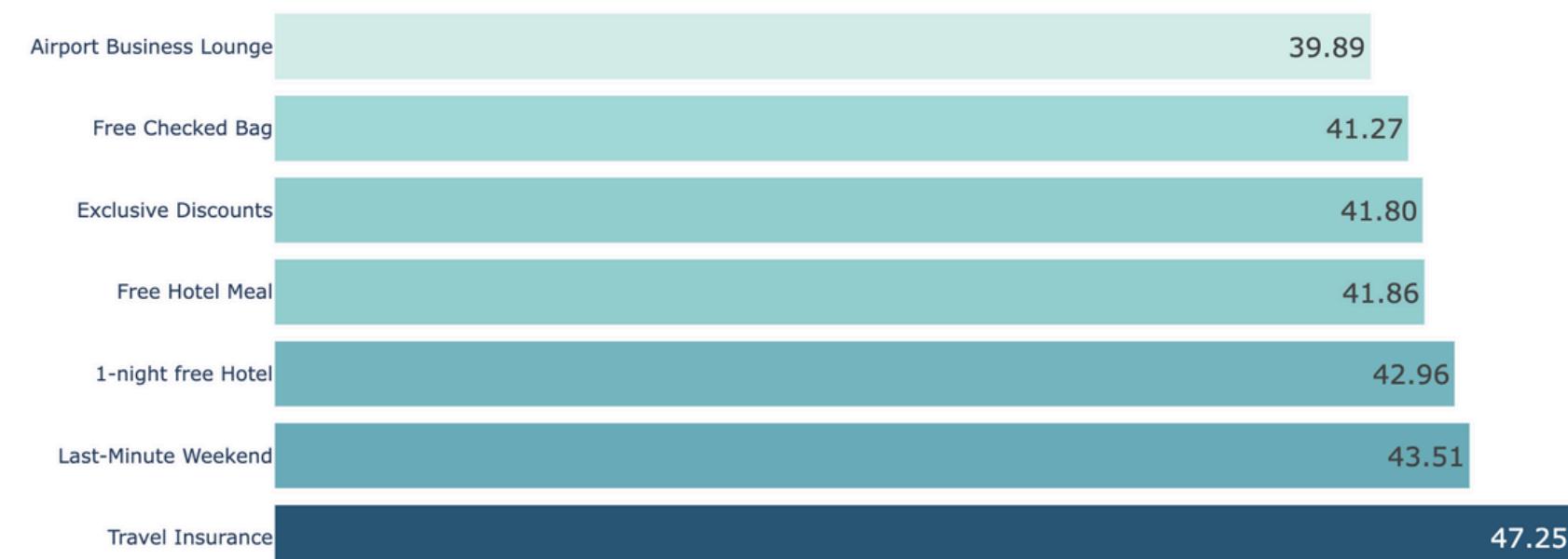
A/B TESTING, PILOTING & GENDER BALANCE

- It's worth noting that a majority of customers are female and the average age across all segments vary from 39 to 47
- By addressing both gender imbalance and also age groups with targeted marketing strategies, we can expand TravelTides' customer base and foster diversity

Gender Distribution across all Perks



Average Age per Segment



ARE YOU READY TO TAKE OFF?

