

# Personalized Rewards Program

**Prepared for:** Elena Tarrant, Head of Marketing

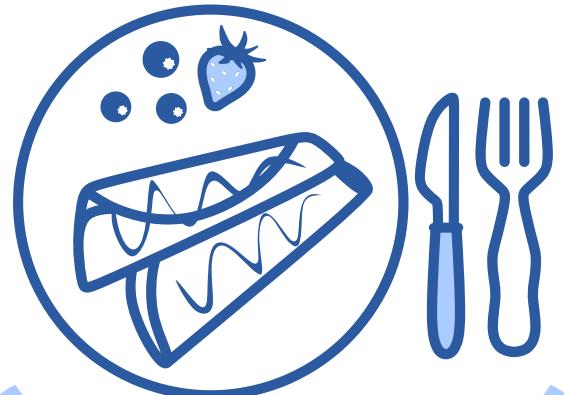
**Prepared by:** Annelize Krause

**Date:** Nov 2025

# Objectives

- Validate attractiveness of proposed perks.
- Segment customers by booking behaviour and trip patterns.
- Map each segment to the perk they're most likely to value.
- Support campaign execution with clear, actionable insights.

# Proposed Perks to Validate



Free  
Hotel Meal



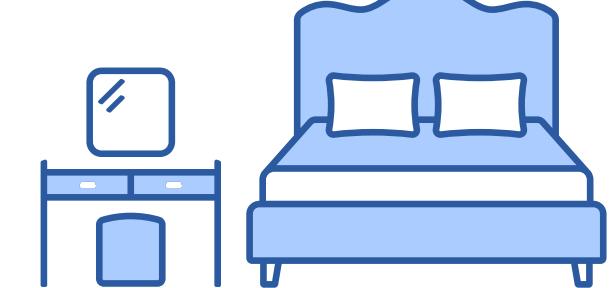
Free  
Checked Bag



No  
Cancellation  
Fees



Exclusive  
Discounts



One Night  
Free Hotel  
with Flight

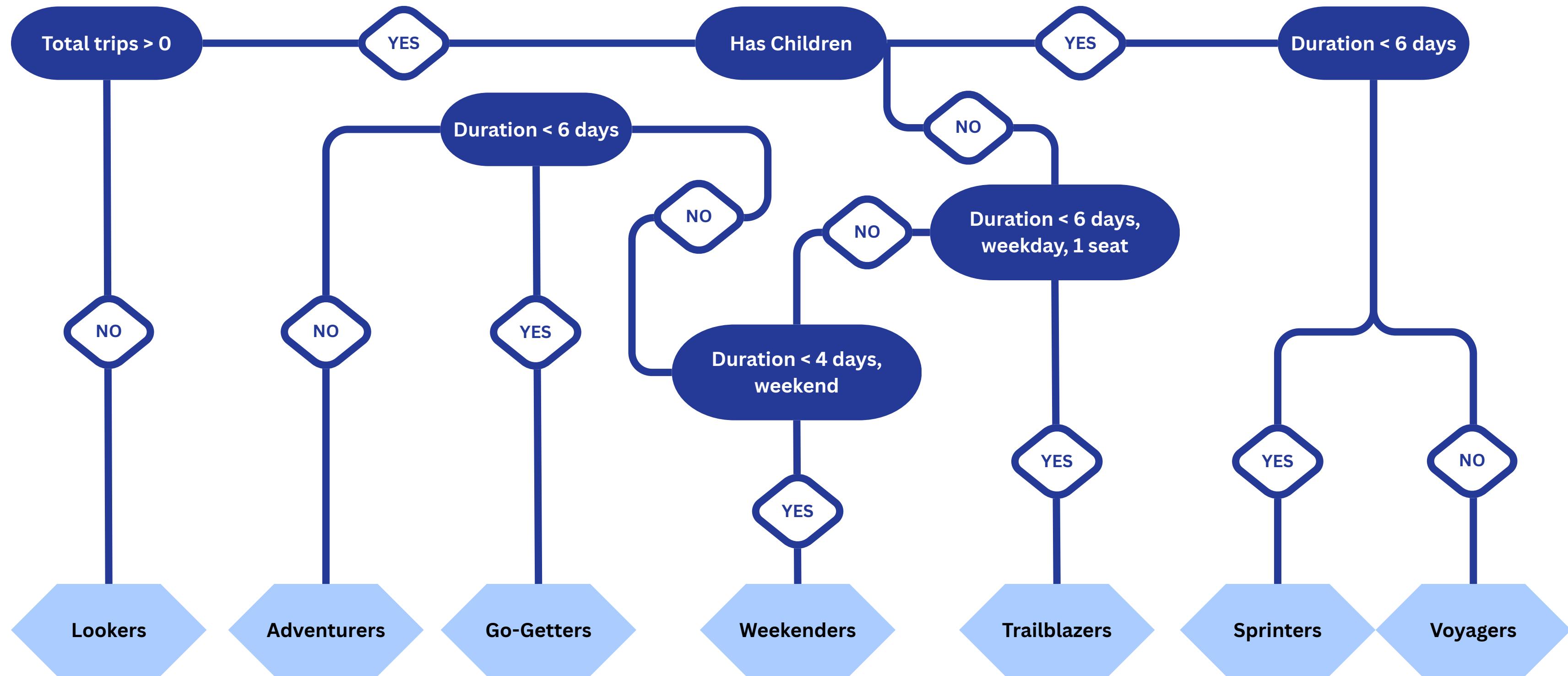
# Data Overview

- **Flights booked:** 1,901,038
- **Hotel bookings:** 1,918,617
- **Browsing sessions:** 5,408,063
- **User:** 1,020,926
- **Filter:** Users with >7 sessions after 4 January 2023
- **Dataset after filtering:** 49,211 sessions, 5998 users

# Key Observations

- **Regular browsers:** high browsing activity but no bookings
- **Family status:** clear impact on booking behaviour and spend patterns.
- **Age differences:** middle cohorts travel more, spend more, convert more, and cancel less.
- **Timing patterns:** distinct behaviours between weekday business travel and weekend leisure travel.

# Segmentation Roadmap



# Personality: Lookers

## Description

Regular browsers who explore options but have not committed to a booking.

## Perk Recommended

Exclusive discounts with urgency cues

(e.g., “*limited-time offer*”, “*only 3 seats left*”)



# Personality: Sprinters

## Description

Families booking short, fast-paced trips who prioritize convenience and efficiency.

## Perk Recommended

Free hotel meal – reduces friction, adds comfort, and makes short stays more appealing.



# Personality: Voyagers

## Description

Families booking longer stays with a sense of adventure, who would enjoy more family time.

## Perk Recommended

One night free hotel with flight – maximizes value on extended vacations and strengthens loyalty



# Personality: Trailblazers

## Description

Business-focused travellers on short weekday trips, valuing convenience and reliability while managing tight schedules.

## Perk Recommended

Lounge access – predictable environment to relax and send some e-mails between flights.



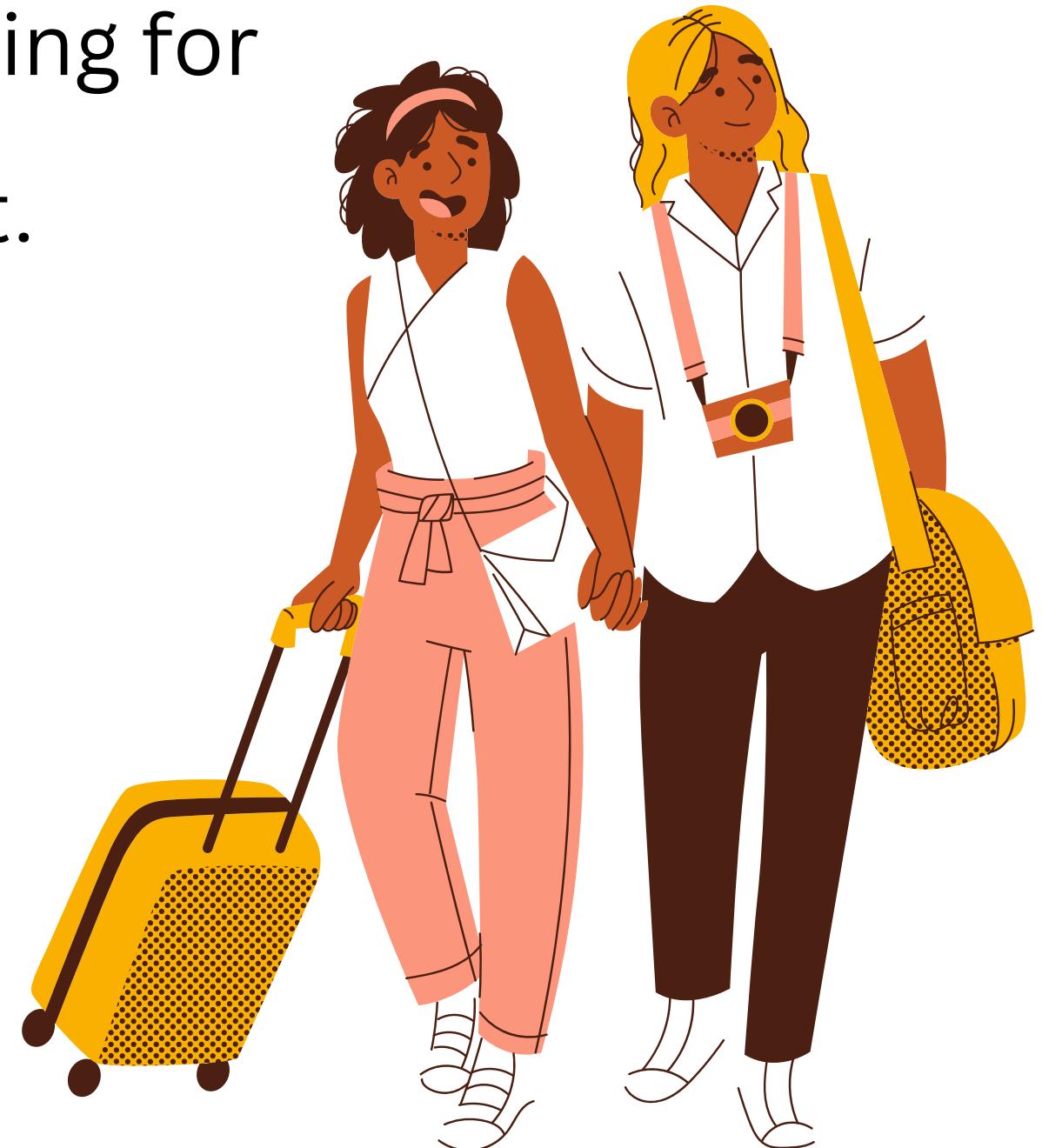
# Personality: Weekenders

## Description

Childfree people booking mainly weekends, looking for their Instagram moments, usually travelling light.

## Perk Recommended

Free checked bag – adds tangible value by allowing them to pack beyond carry-on limits



# Personality: Go-Getters

## Description

Independent travellers who thrive on quick weekday city breaks to immerse themselves in the hustle and bustle.

## Perk Recommended

Exclusive discounts on weekday stays – tailored to their pattern of short, spontaneous urban escapes.



# Personality: Adventurers

## Description

Childfree individuals who seek once-in-a-lifetime experiences. They embark on extended trips and spend more.

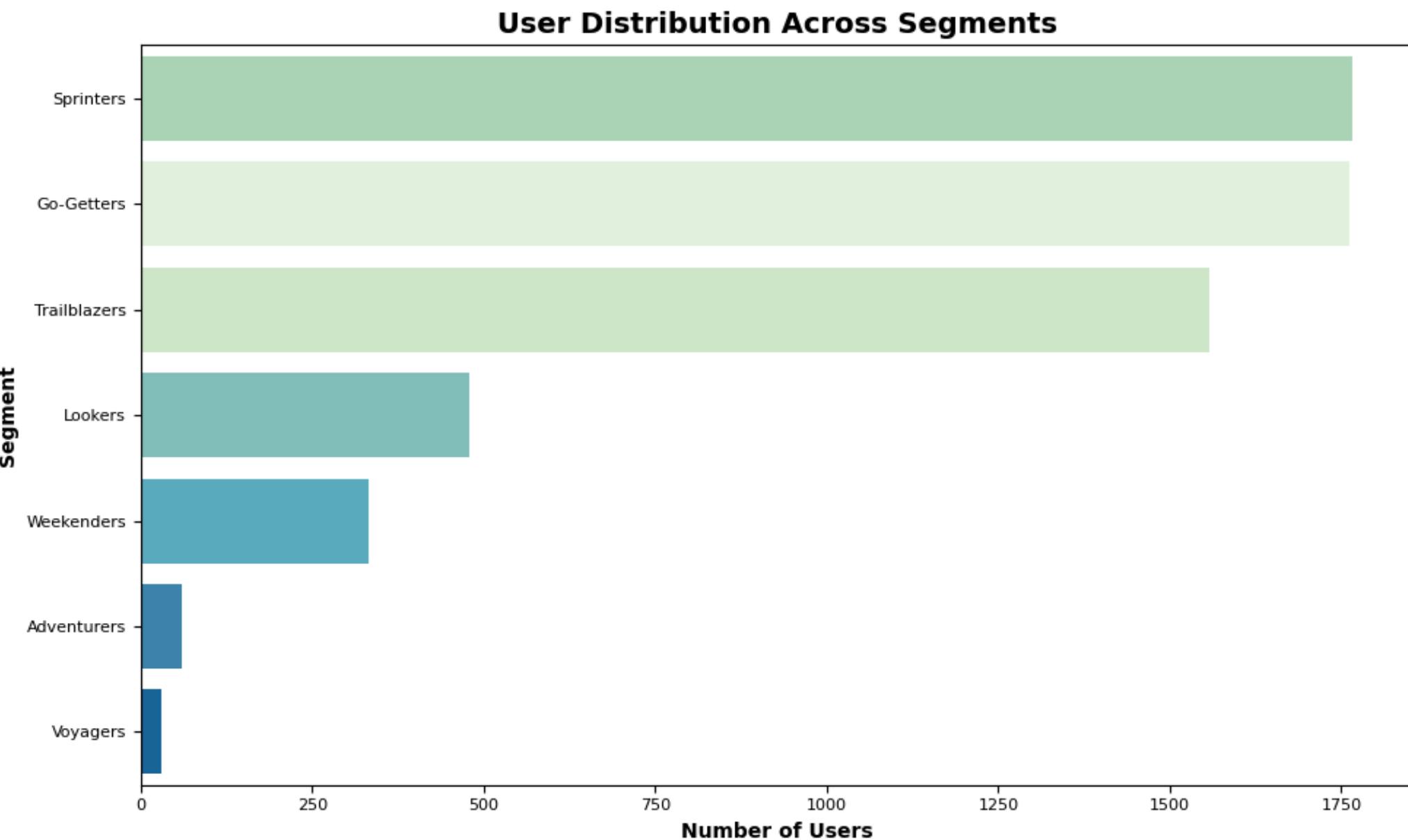
## Perk Recommended

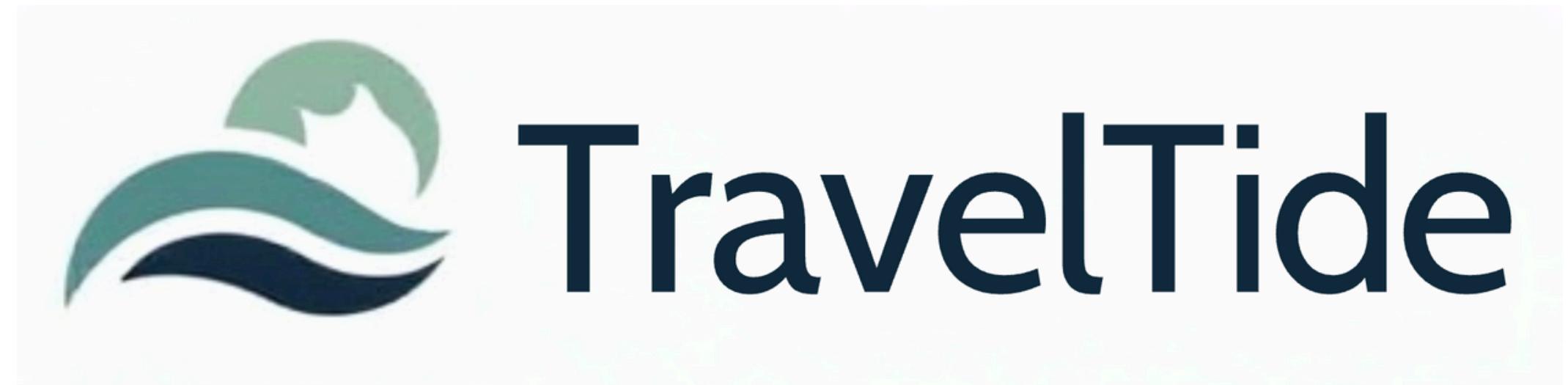
Premium experience upgrade  
*(e.g., room upgrade, late checkout)*



# Campaign Execution Insights

If you tailor your email campaign around these seven personalities with their matched rewards, you'll maximize conversion, reduce cancellations, and strengthen loyalty – delivering on the original campaign objectives.





**Thank you for your time!**