

# Executive Summary



# TravelTide

**Project Title:** Personalized Rewards Program

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

**Prepared by:** Annelize Krause

**Date:** November 2025

## Introduction

This project supports the design of the TravelTide Personalized Rewards Program by validating proposed perks and segmenting customers according to their likely preferences. The goal is to enable personalized invitations that increase sign-ups and strengthen loyalty.

## Objectives

- Validate the attractiveness of proposed perks.
- Segment customers into groups based on booking behaviour and demographics.
- Map each segment to a preferred perk to support targeted marketing.

## Methodology

- Inspect customer data and observe patterns.
- Apply segmentation rules using observed patterns.
- Validate results through visualization and behavioural analysis.

## Key Findings

- **High engagement without booking:** Many users browse actively but have not yet booked, representing a strong opportunity for conversion.
- **Short trip duration dominates:** Most trips are 1–2 days, underscoring the importance of rewards for short-stay travellers. A valuable group also takes extended trips with higher spend, presenting an opportunity for premium perks.
- **Family status shapes travel intensity:** Non-parents consistently book more trips across categories, while parents show steadier but slightly lower engagement, especially in weekend travel.

## Recommendations

- **Convert non-booking users** with exclusive discounts or tailored offers.
- **Enhance short-stay experiences** with perks such as free checked bags or flexible cancellation.
- **Offer family-friendly perks** that help lessen the burden on parents, making short trips easier and more enjoyable.
- **Differentiate premium perks** for extended-stay travellers who spend more per trip, ensuring high-value customers feel recognized.

# Detailed Report



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## Introduction

The TravelTide Personalized Rewards Program is designed to increase customer sign-ups by offering perks that feel directly relevant to each traveller. Elena has emphasized that to grab attention and maximize sign-ups, the invitation must highlight the perk each customer is most likely to value. This report provides the analytical foundation for that strategy: validating which perks resonate most and segmenting customers so that each invitation can be personalized.

## Objectives

The objectives are framed to support Elena's campaign vision:

- **Identify attractive perks:** Determine which rewards are most likely to capture attention and drive sign-ups.
- **Segment customers by behaviour:** Group users based on booking activity, trip duration, and engagement intensity to understand their travel style.
- **Map perks to segments:** Align each group with the perk they are most likely to respond to, ensuring invitations feel personalized and persuasive.
- **Enable campaign execution:** Provide clear, defensible insights that marketing can use to design targeted invitations.

## Methodology

To achieve these objectives, I applied a structured approach:

- **Data inspection:** Reviewed browsing and booking activity to identify patterns in engagement and trip behaviour.
- **Segmentation rules:** Defined groups based on key dimensions (booking frequency, trip duration, weekend vs. extended travel).
- **Behavioural validation:** Used visualization and comparative analysis to confirm that these groups are distinct and meaningful.
- **Perk alignment:** Evaluated how each group's behaviour suggests a natural fit with specific rewards (e.g., short-stay travellers with convenience perks, extended-stay travellers with premium perks).

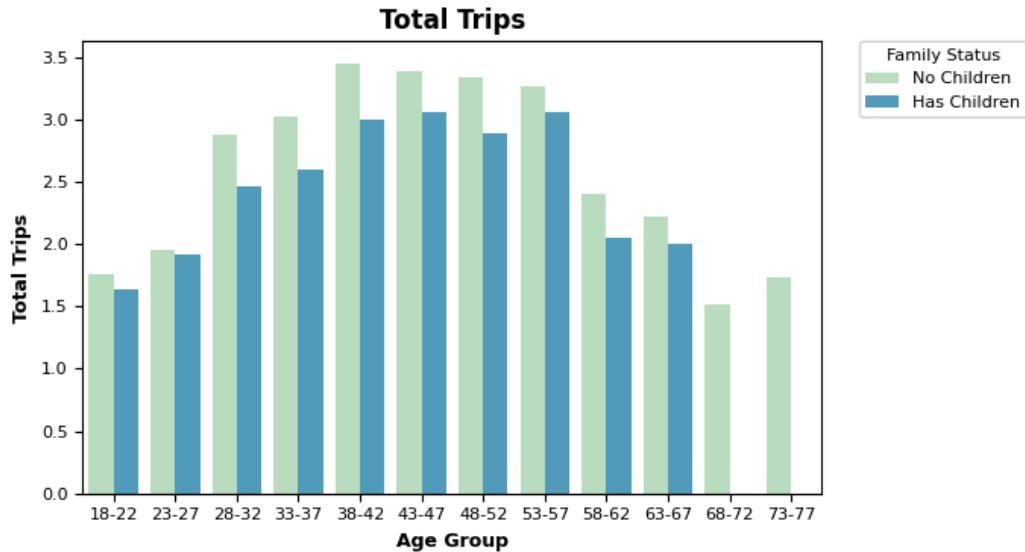
## Findings & Visual Evidence

### Booking behaviour and discount use

The majority of users complete bookings without applying a discount (71%), showing that discounts are not the sole driver of engagement. A smaller share of bookings (29%) do use discounts, indicating that while price incentives matter, most customers are willing to book at full price.

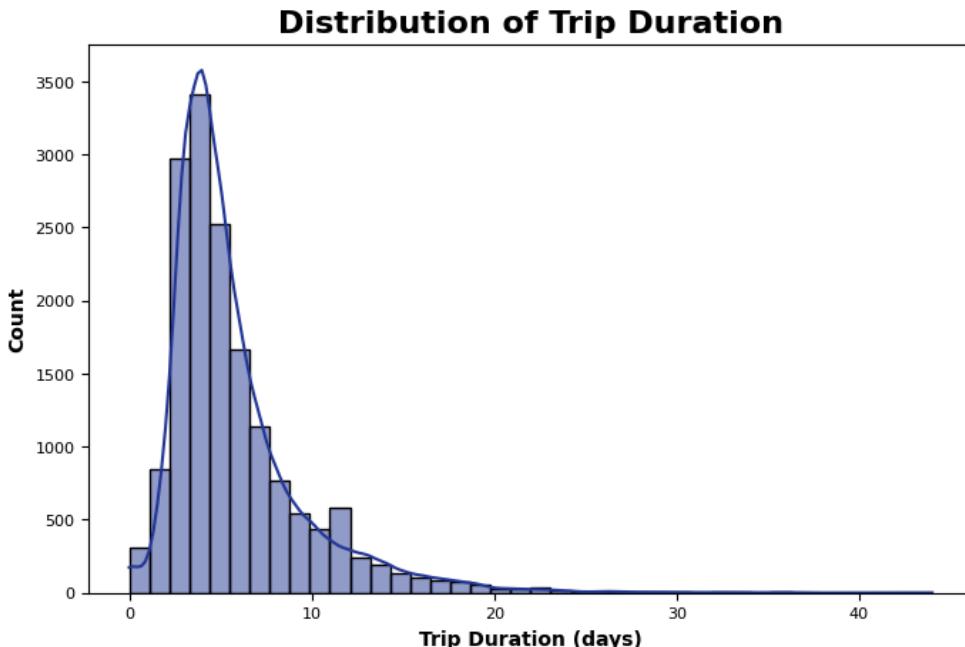
### Age group comparisons

Comparing booking behaviour across age groups, segmented by users with and without children, non-parents consistently book more trips, while parents engage steadily but at slightly lower levels confirming that family status shapes travel intensity.



### Trip duration patterns

A distribution chart confirms that most trips are concentrated in the short-stay range. Extended-stay travellers form a smaller but high-value group, spending more per trip.



## Segmentation Categories

Based on observed booking behaviour and trip patterns, customers were grouped into seven distinct segments. Each segment reflects a unique travel style and engagement pattern:

- **Lookers:** No bookings but high browsing activity.
- **Sprinters:** Families taking short stays of 0–5 days.
- **Voyagers:** Families booking extended vacations of 6+ days.
- **Trailblazers:** Business-focused travellers without children, short weekday stays of 0–6 days with one seat.
- **Weekenders:** Leisure travellers without children, short weekend stays of 0–3 days.
- **Go-Getters:** Travellers without children booking short stays of 0–5 days.
- **Adventurers:** Travellers without children booking extended trips of 7+ days, skewing toward higher spend.

This segmentation framework ensures that each group is distinct, interpretable, and actionable for campaign design.

## Perk Alignment

Each segment was mapped to a reward strategy that reflects its travel behaviour and likely preferences. This alignment ensures that invitations emphasize the perk most likely to capture attention and drive sign-ups.

Segment	Suggested Reward(s)	Rationale
Lookers	Exclusive discounts & browsing-based offers	Motivates non-bookers to convert; discounts tied to browsing create urgency.
Sprinters	Free hotel meal	Families on short stays value convenience; a meal reduces friction.
Voyagers	One night free hotel with flight	Bundled perks increase loyalty and spend during extended family vacations.
Trailblazers	Lounge access	Business travellers prize comfort and productivity; lounge access builds loyalty.
Weekenders	Free checked bag	Short leisure trips often involve budget airlines; bag perk adds tangible value.
Go-Getters	Exclusive discounts on weekday stays	Price-sensitive short-stay travellers respond well to targeted discounts.
Adventurers	Premium experience upgrade (room upgrade, late checkout)	Extended trips skew higher spend; experiential rewards reinforce premium positioning.