

TravelTide's customer diversity

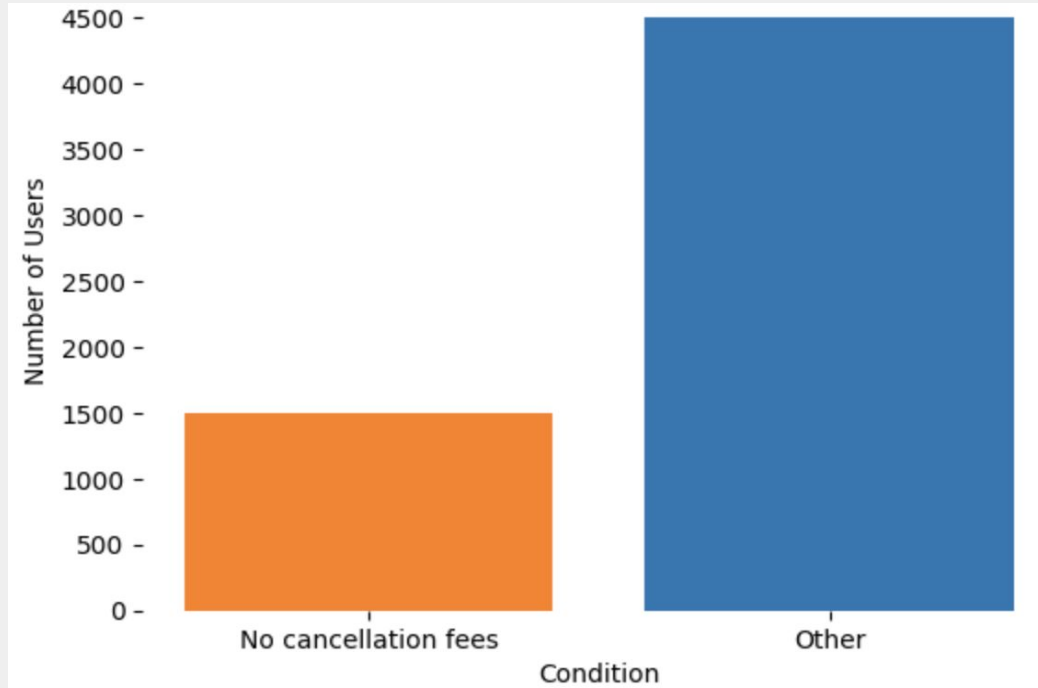
TravelTide's customers are diverse in their needs and interests. To better serve our customers, I have segmented them into five perks groups:



No cancellation fees: a popular perk for 1st timers and budget travelers

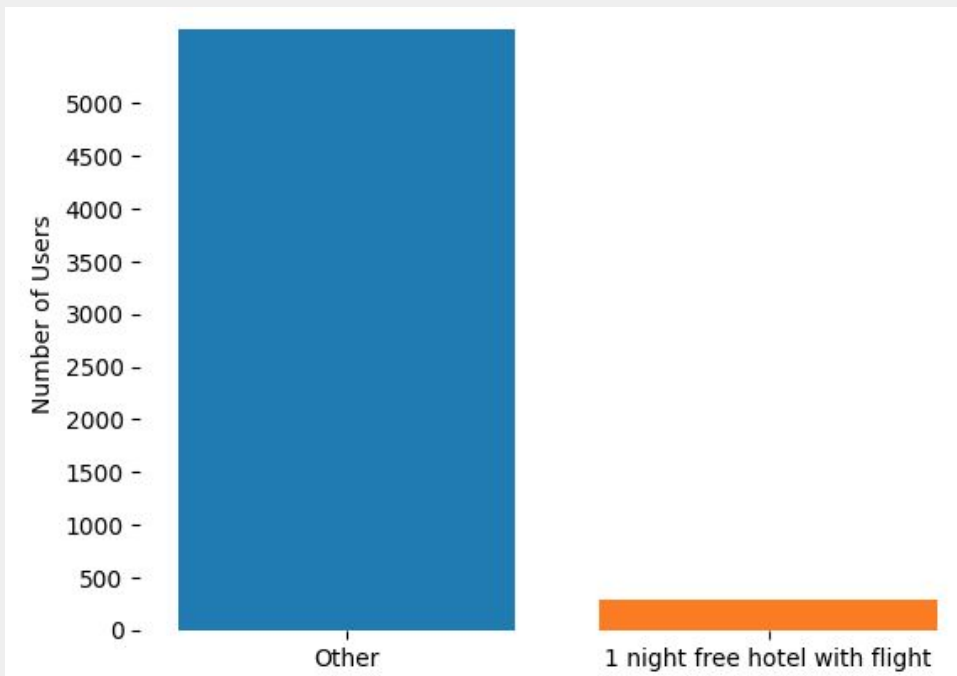
25% of the total users are entitled with 'no cancellation fees' perk.

They are either never placed an order or made lower than average spend trips.



1 night free hotel with flight: experienced travelers.

4% of the total users are travelers who have booked a hotel at least once and have taken multiple flights



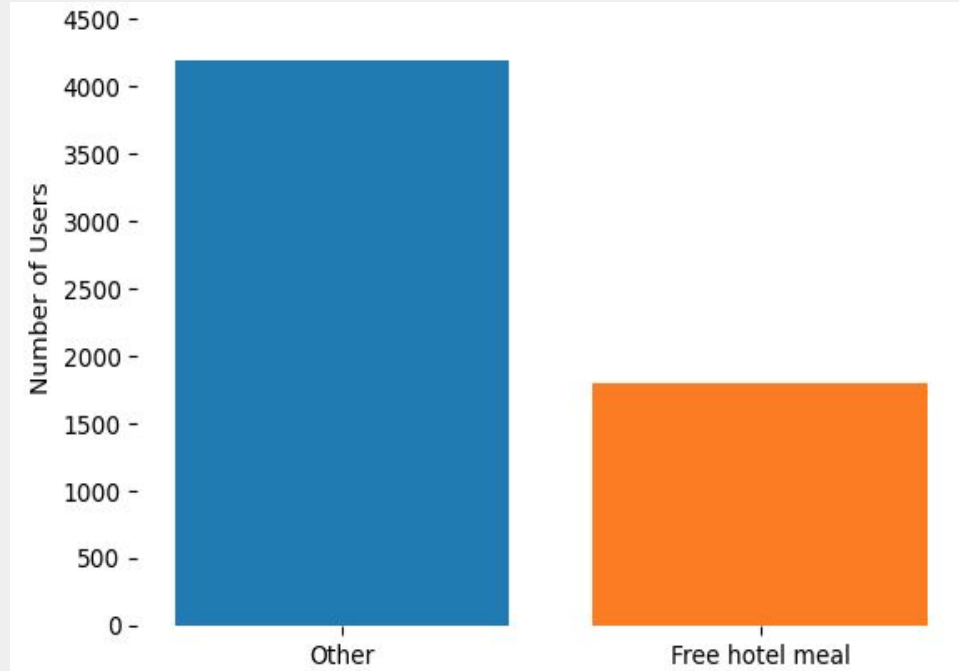
Free checked-in bag: married travelers who are frequent flyers.

7% of total users This perk is popular with married travelers who have a low cancellation rate and a high checked baggage rate, this segment are potentially have higher retention rate and higher spend.



Free hotel meal: loyal customers who are looking for value for their money.

25% of total users have booked a hotel more than once and possess a lower discount percentage rate. The fact that they are not used to receiving any major discount or perk will make them appreciate this personal treat and to remain loyal customers.



Exclusive discounts: attract and retain customers, encourage more bookings.

39% of the total users fit this perk. Those users are searching for burgers often and mostly don't book an order, as well as users who don't meet the criteria for the other perks.



Two new ideas to expand the customer base, reward loyal users, and boost sales.

Referral program: Reward customers for referring their friends and family, and acquire new customers at a lower cost.

Tiered loyalty program: Reward loyal customers with points, similar to frequent flyer club, and encourage them to continue booking and use their gained points with TravelTide..