

TravelTide

Reward Program



The Challenge We Face

"One Size Fits All Isn't Working anymore"



Generic Approach

- Same email to everyone
- Universal discount
- Standart customer service

Result: Low Engagement

Personalized Experience

- Targeted messaging
- Relevant perks
- Customized service

Result: Higher loyalty

The Revenue Concentration Discovery

From \$20.2M to Strategic Growth Through Data-Driven Customer Segmentation

5,782

Active Customers

\$20.2M

Total Revenue

15,484

Completed Trips

7

Customer Segments

Meet the Minds Behind the Miles

From business suits to backpacks — here's who we move - or not.



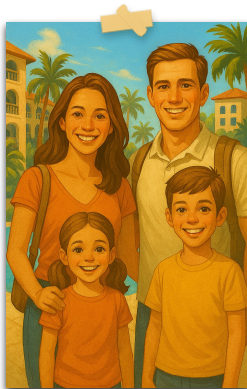
**Spontaneous
Adventurers**



**Business
Travelers**



**Luxury
Travelers**



**Family
Travelers**



**Budget
Travelers**



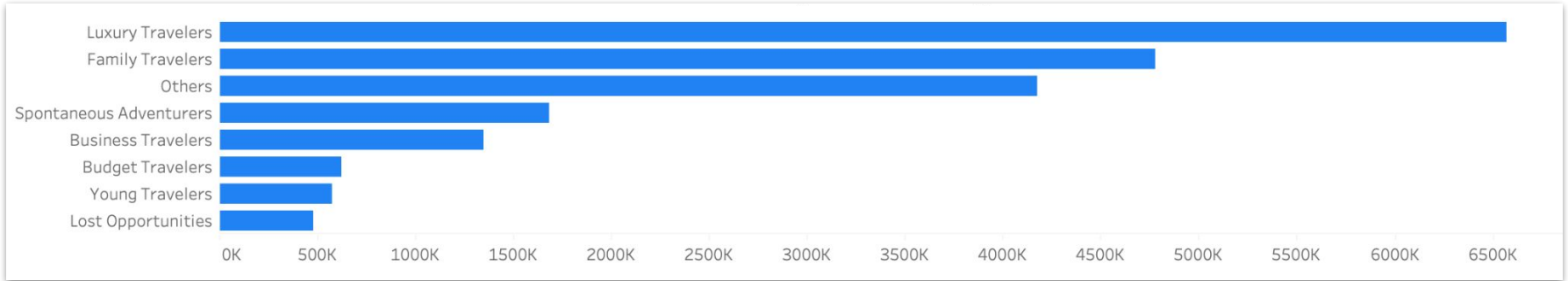
**Young
Travelers**



**Lost
Opportunities**

Revenue Distribution by Customer Segments

Fun Fact: 13.6% of our customers drive 32.5% of revenue



Luxury Travelers

786 customers
\$6.6M revenue

Average spend: \$8,361 per customer

Family Travelers

1,598 customers
\$4.8M revenue

Largest segment by volume

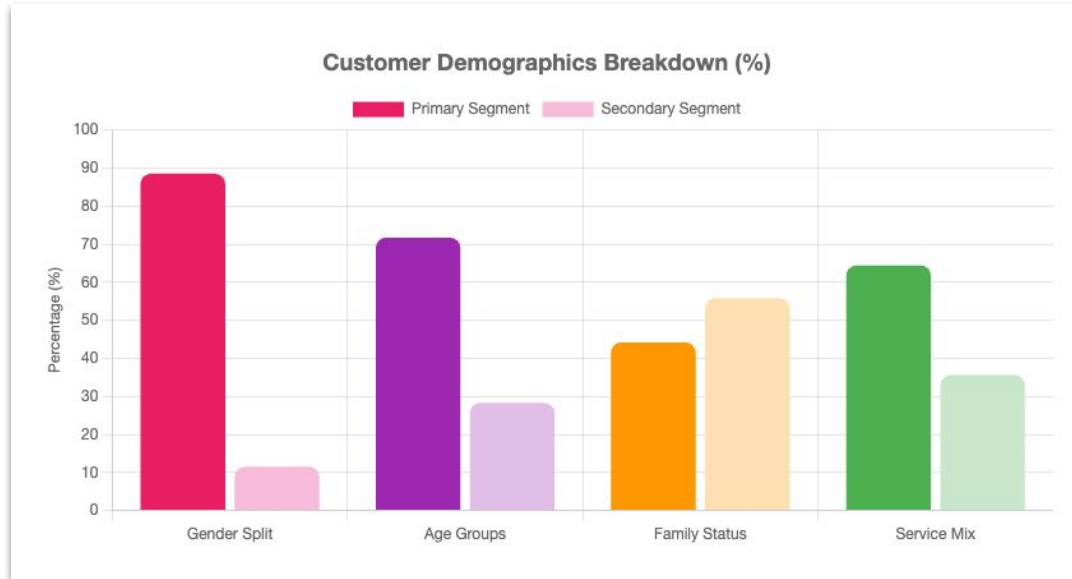
Lost Opportunities

692 customers
\$2.3M revenue

Recovery opportunity

Market Demographics Revealed

Understanding our customer base composition



88.5%
Female Customer Base

-
Strong female market penetration -
opportunity to expand male segment

71.7%
Middle-Aged Customers

-
Core demographic driving
\$15.9M in revenue

+9,4 %
Family Premium

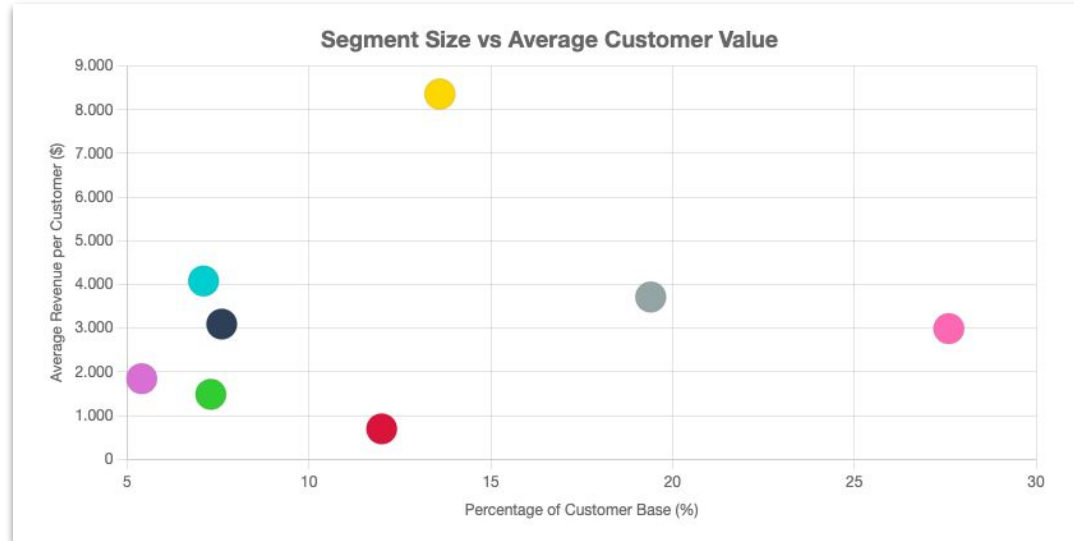
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Married customers spend
\$3,676 vs. \$3,359 for singles

64.4%
Hotel Revenue Share

-
\$13.0M hotels vs. \$7.2M flights -
margin opportunity

Personalization Impact

Each segment has distinct spending patterns and preferences - one-size-fits-all approach leaves money on the table



\$8,361 AVG Spend
Revenue Optimization

-
Target luxury segment with premium services

27.6%
Family Focus

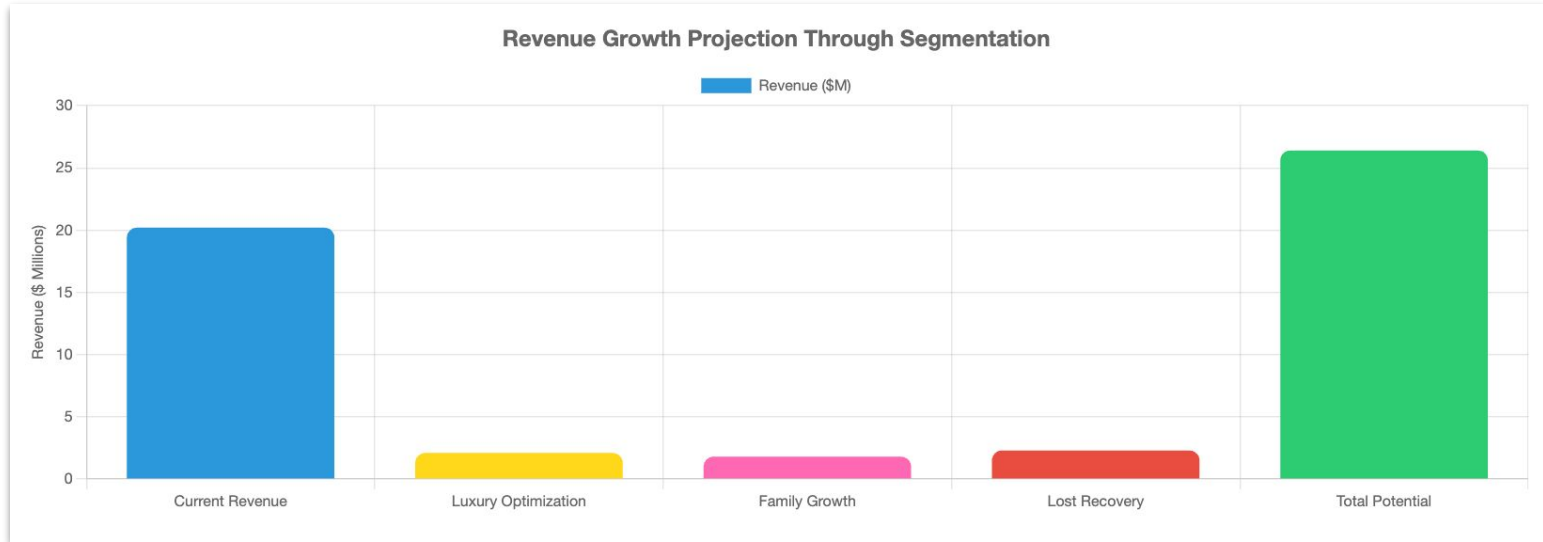
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Largest segment with 9.4% spending premium

\$2.3M potential
Recovery Program

-
692 lost opportunities to reactivate

Business Impact Projections

Data-driven growth opportunities



**25% Conversion
Improvement Target**

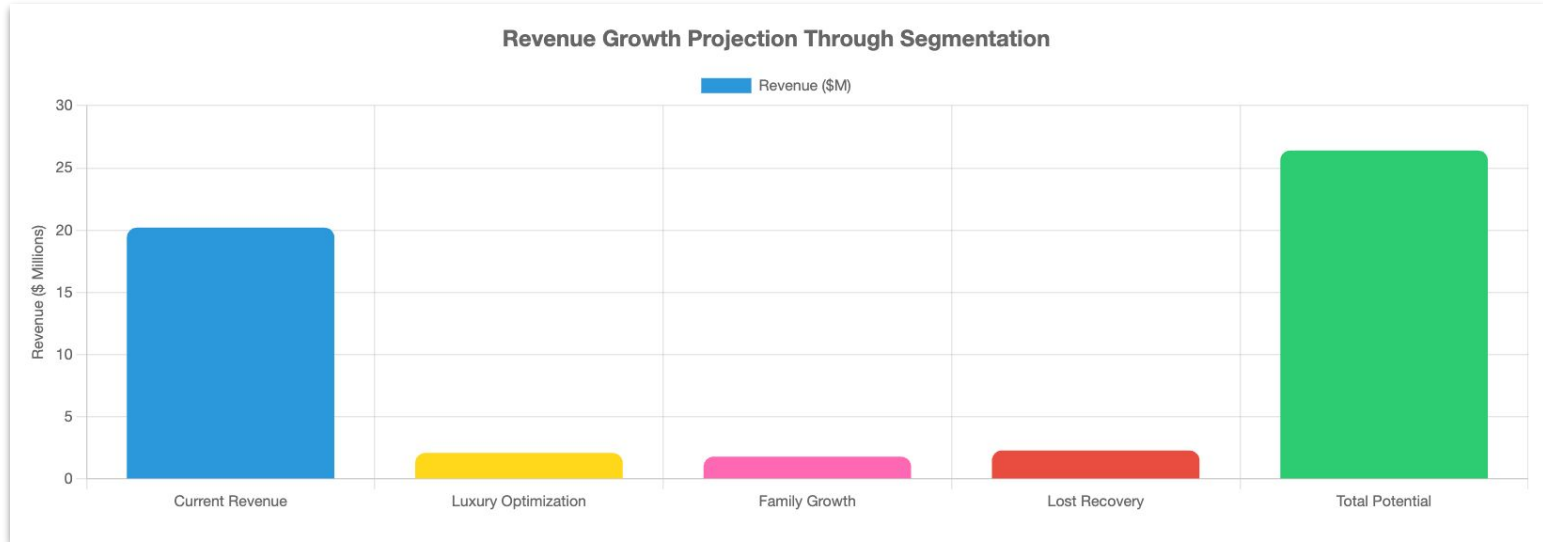
**\$2.3M
Lost Customer Recovery**

**15-30%
CLV Increase Potential**

**33.9%
Current Conversion Rate
Potential**

Bottom Line Impact

From insights to revenue growth



\$6.6M Luxury Segment Value

**\$2.3M
Lost Customer Recovery**

**15-30%
CLV Increase Potential**

**33.9%
Current Conversion Rate
Potential**

Perks with Prestige

Tailored indulgence for those who expect more — and accept nothing less.



**Luxury
Travelers**

- Concierge service via app
- Business lounge access
- VIP support (phone + chat)
- Private transfer included
- Priority check-in & boarding
- Exclusive events at destination
- Sustainability points with premium charity options
- Gift at booking (e.g. wine, wellness voucher)

Perks that Mean Business

Efficiency, comfort, and control - crafted for those who travel with purpose.

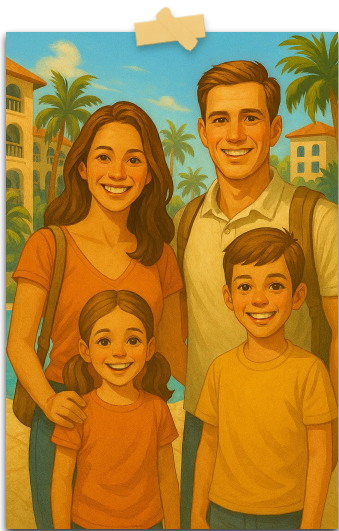


**Business
Travelers**

- Subscription model with pricing benefits
- Business lounge access
- More flexible cancellation policies
- Calendar sync for trip planning
- Miles/points program
- Express check-in via app
- Airport shuttle service
- Travel expense PDF export
- Priority support
- Stable Wi-Fi

Perks Made for the Whole Crew

Smart savings and happy moments - because every family trip should feel like a win.



**Family
Travelers**

- Kids stay free
- Family bundle deals
- Child-friendly app content
- Cheaper family travel insurance
- Curated family accommodations
- School holiday reminder tool
- Theme park discounts
- "Parents need a break" surprises

Perks for the Wild at Heart

Fast choices. Bold moves. Here's what fuels our most impulsive explorers.



**Spontaneous
Adventurers**

- Digital spin-the-wheel with surprise discounts
- Last-minute bundles
- Instant booking bonus
- Gamified "3-click trip" experiences
- Exclusive weekend flash deals
- Mystery trip option (destination revealed later)
- Instant reward points after booking
- Free cancellation
- Push notifications for time-sensitive deals
- Combo benefits for spontaneous flight + hotel bookings

Perks for the First-Time, Anytime Crowd

Social, shareable, and full of surprises - built for the boldest generation of travelers.



**Young
Travelers**

- Digital spin-the-wheel
- Discounts for partners (clubs, bars, parks)
- Group booking discounts
- Social media sharing bonus
- Streaming platform discounts
- Early access to flash deals
- "Refer 3, travel free" deals
- Discovery cards with small rewards
- Free event tickets
- Gamified badges (e.g. "First Trip Alone")

Perks That Go the Extra Mile - for Less

Smart deals, real rewards, and upgrades that don't break the bank.



**Budget
Travelers**

- Instant discount with gift cards
- Discounts for returning users
- Budget-focused cross-selling
- Price alerts for wishlist destinations
- Free currency exchange
- Gamification via discount points
- Free random upgrade to 1st class
- Cashback for specific behavior
- Bonus for 3+ bookings per quarter
- Budget flight & hostel comparison bundles

Perks to Win Them Back

Gentle nudges, smart incentives, and a second chance to reconnect.



**Lost
Opportunities**

- **Reactivation campaigns**
- **Targeted retention emails**
- **Personal voucher codes**
- **Special rebooking discounts**
- **Surprise incentive after inactivity**
- **Simplified rebooking journey**
- **Personal callback service**
- **Exit-intent popups**
- **Behavior analysis insights**
- **"Come back" bonus offers**