



SUN COUNTRY AIRLINES

Group 5

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Identify customer segments to better understand the business



Identify customer segments



Recommendations to align segments with business



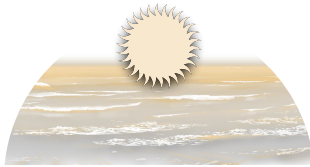
Increase customer satisfaction and retention



Groups primarily fly to Minneapolis or popular vacation spots



MINNEAPOLIS



MEXICO AND FLORIDA



LAS VEGAS



LOS ANGELES



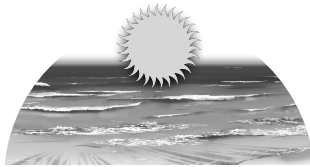
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Minneapolis is a major destination for many groups



MEXICO AND FLORIDA



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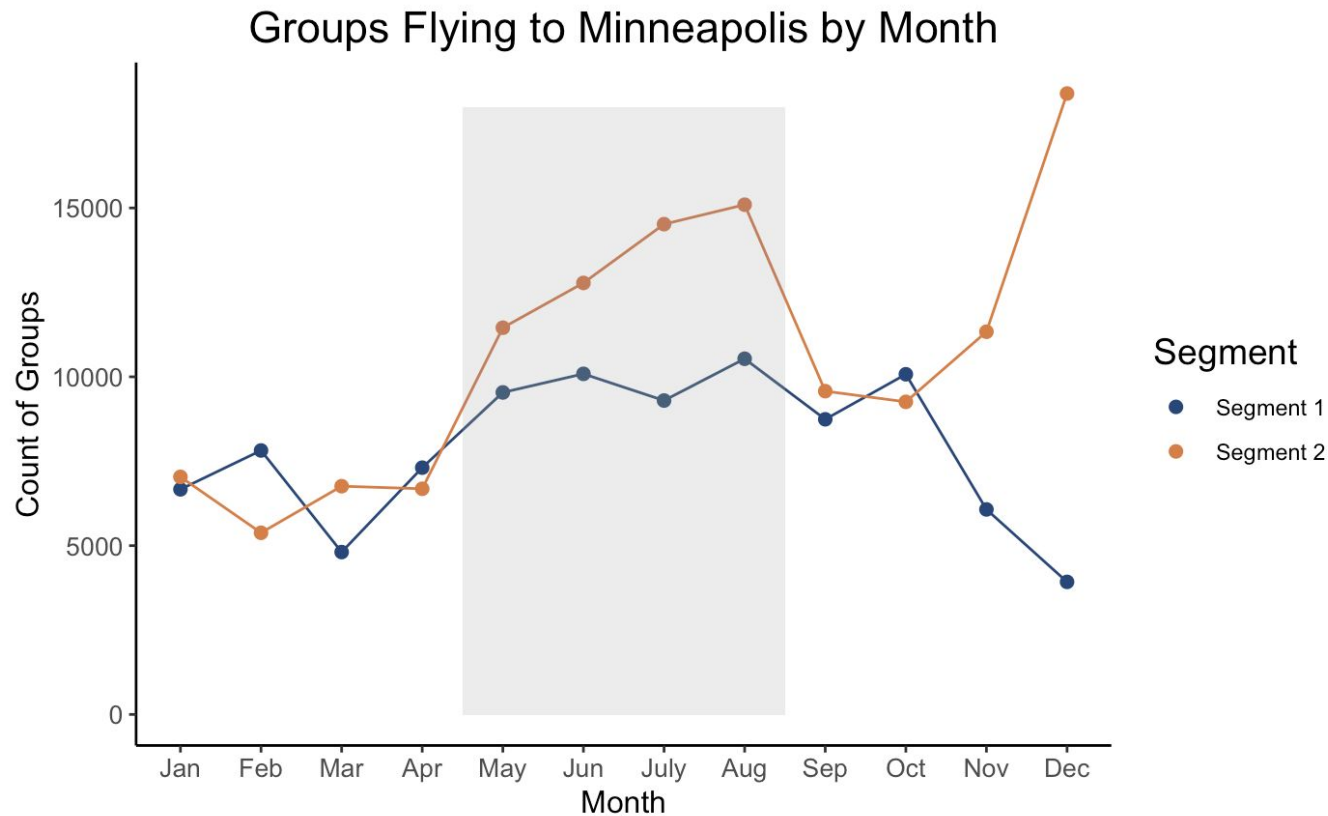
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Groups flying to Minneapolis travel in the summer and December



- Create warm weather Minnesota packages



Partner with local establishments to create a Minnesota-themed travel package

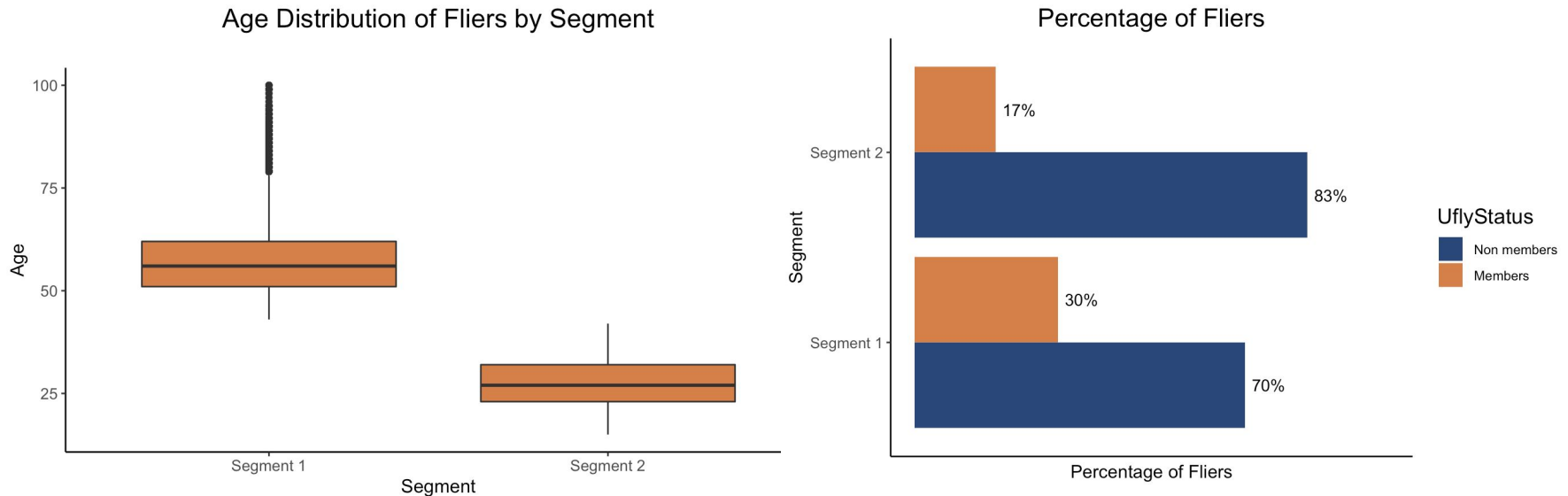
Radisson®



- Minnesota package emphasizes Sun Country's "homegrown" roots



Ufly membership program is more popular with old fliers



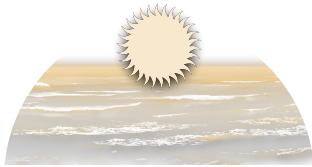
- Fliers to Minneapolis fly in two distinct age groups, younger (~25) and older (~55)
- Attract younger Ufly members with free WiFi on Minneapolis-bound flights



Popular vacation destinations include Mexico and Florida in the spring



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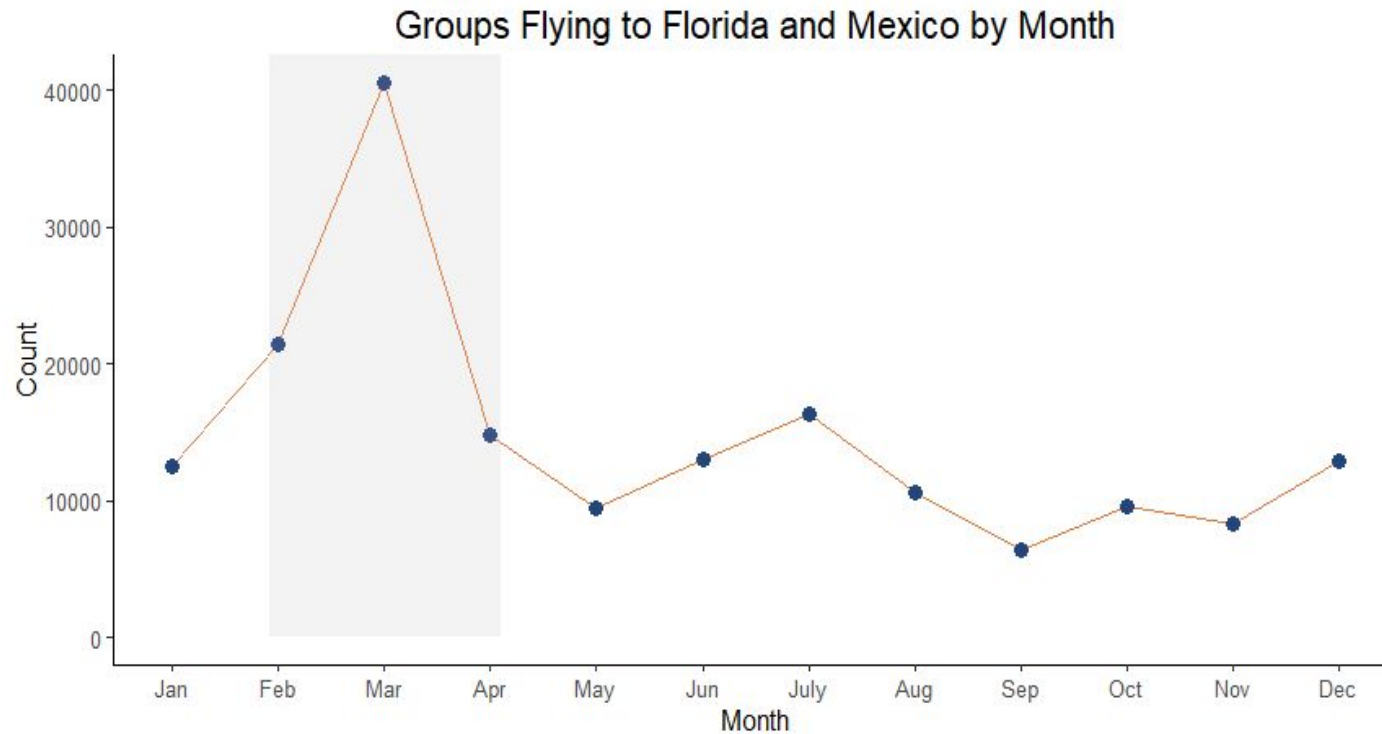
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Groups of fliers most frequently travel to Mexico/Florida during Spring Break

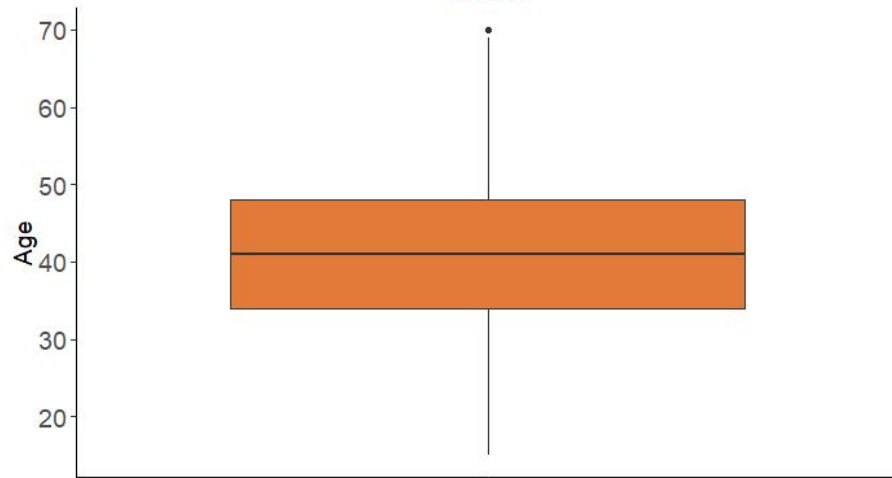


- Travel packages to Mexico and Florida should be centered around Spring Break



Fliers to Mexico are mostly middle aged and travel in groups

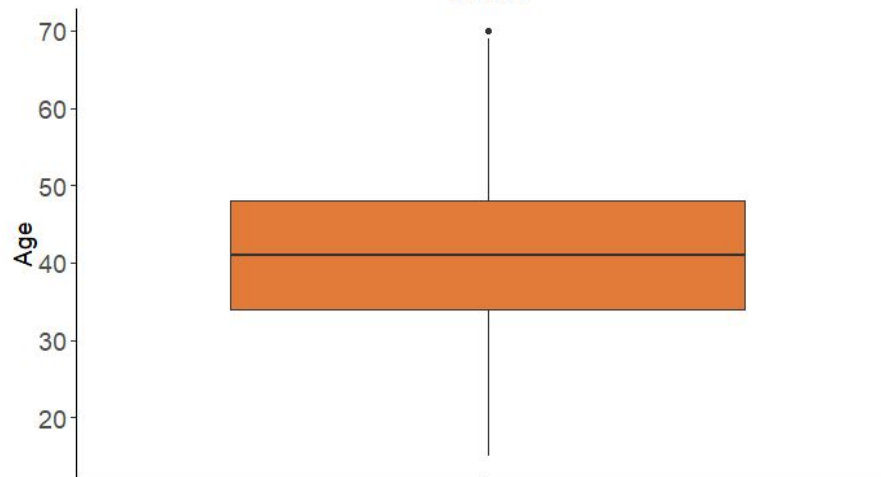
Age Distribution of Main Passenger
Mexico



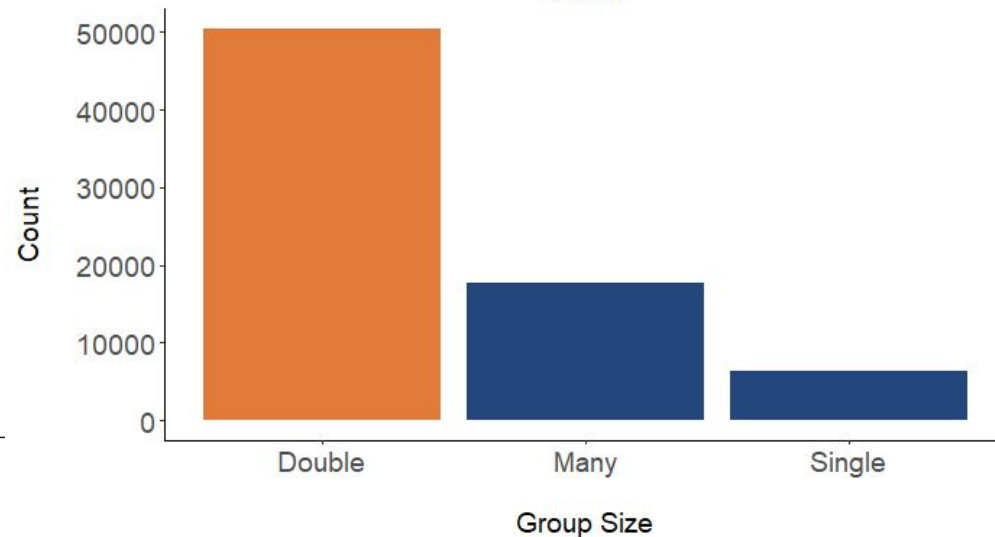


Fliers to Mexico are mostly middle aged and travel in groups

Age Distribution of Main Passenger
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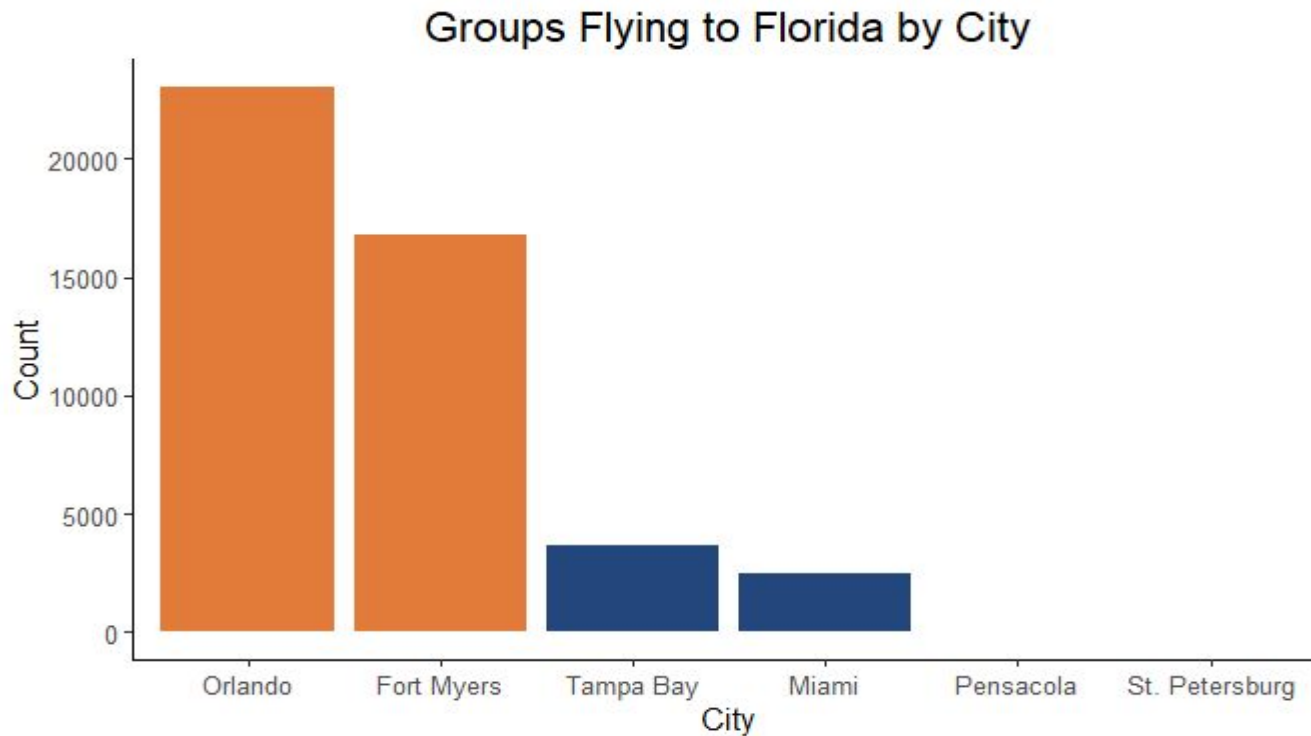
Size of Group Distribution
Mexico



- Partner with family resorts in Mexico during Spring Break



Most frequent destinations in Florida are Orlando and Fort Myers

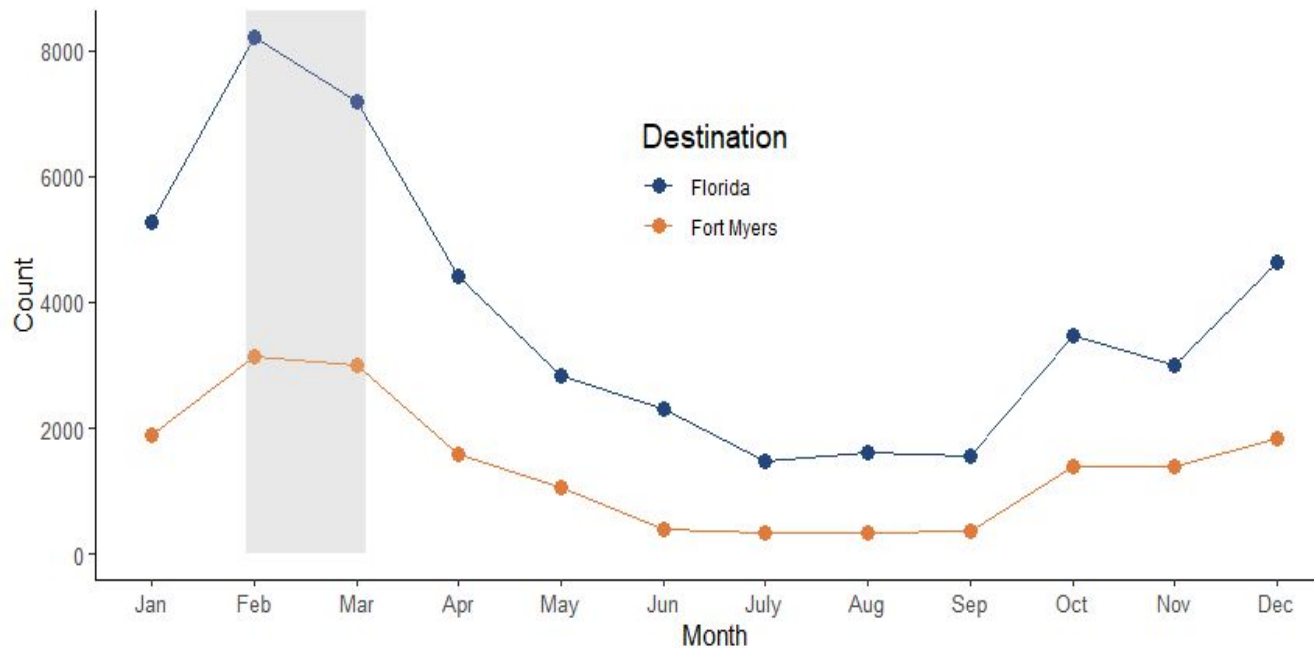


- Create Orlando packages for the spring season including major resorts, hotels, attractions
 - Disney World
 - SeaWorld



Flight frequency to Fort Myers stays consistent in March

Groups Flying to Fort Myers Compared to Florida



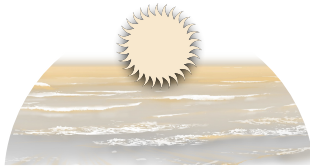
- Create Spring Training package to cater to Minnesota-based fliers traveling to Fort Myers in March



Popular vacation destinations include the Southwest



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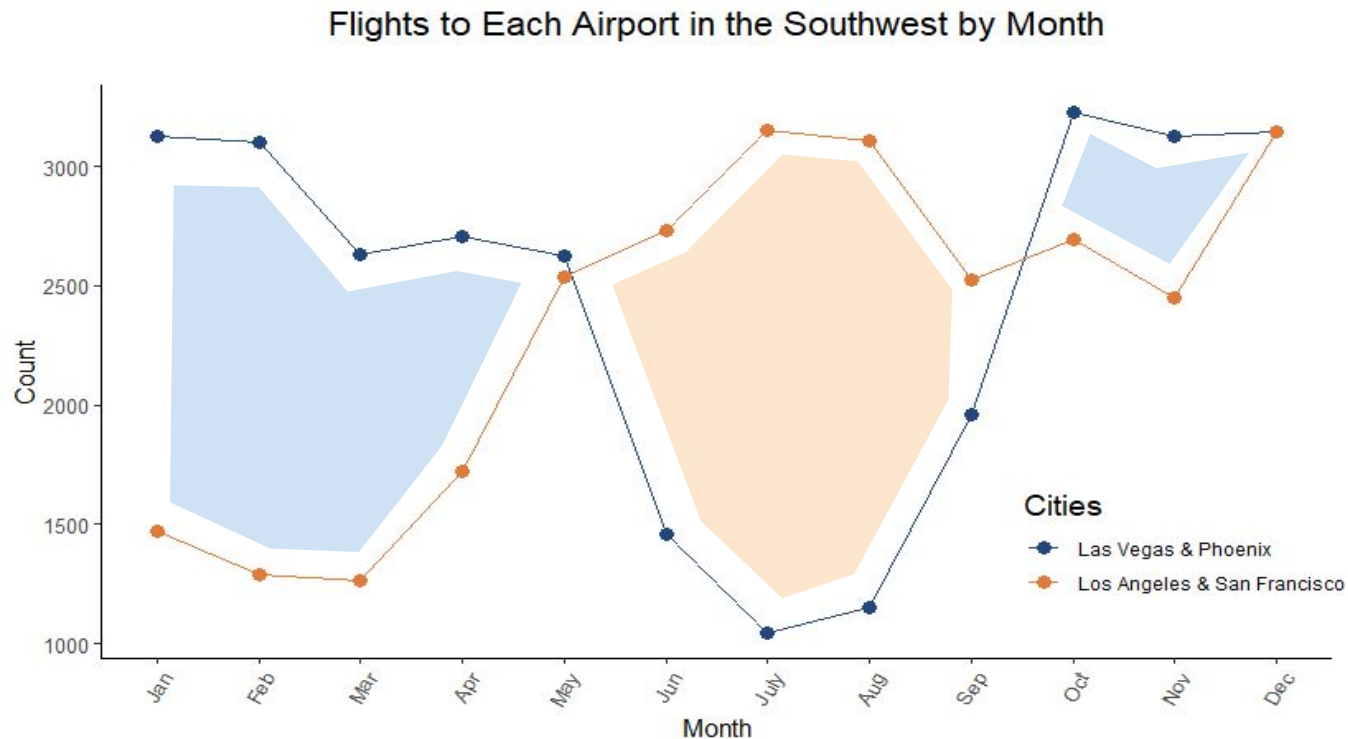
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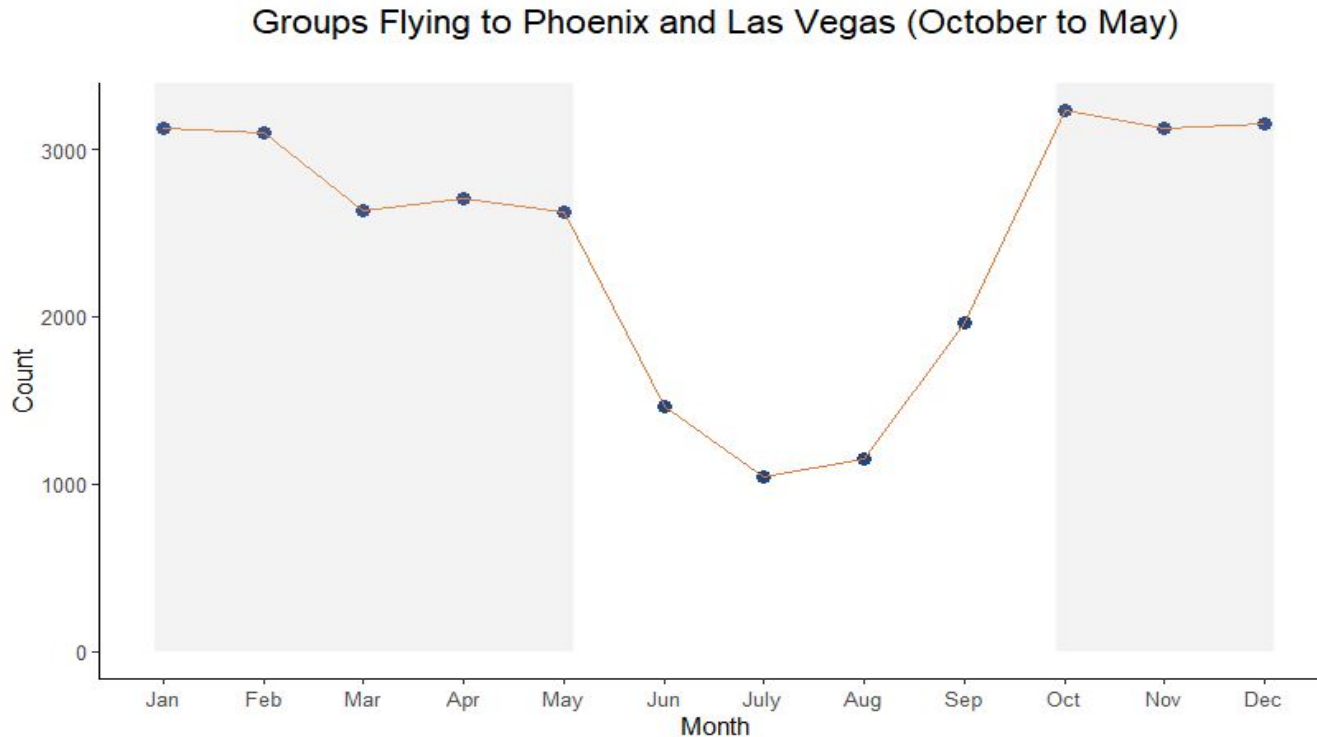
Fliers to the Southwest fly to two major destinations at different times of the year



- Target packages to specific locations based on the time of year
 - Las Vegas and Phoenix: October to May
 - Los Angeles and San Francisco: May to August



Greater distribution of groups to Las Vegas and Phoenix from October to May



- Create deals with popular shows and casinos in Las Vegas from October to May
- Partner with golf resorts in Phoenix



Los Angeles and San Francisco groups spike from May to August



- Partner with local tourism agencies to create sightseeing packages

- Deals with establishments based in Minneapolis for fliers flying to MSP



Conclusion and future considerations

- Deals with establishments based in Minneapolis for fliers flying to MSP
- Rotational vacation packages depending on fliers flying to different locations at different times of the year



Conclusion and future considerations

- Deals with establishments based in Minneapolis for fliers flying to MSP
- Rotational vacation packages depending on fliers flying to different locations at different times of the year
 - Family resorts in Mexico and Florida in spring
 - Casino and show deals in Las Vegas from October to May
 - Golf and hotel deals in Phoenix from October to May
 - Sightseeing and hotel deals in Los Angeles and San Francisco from May to August



Conclusion and future considerations

- Deals with establishments based in Minneapolis for fliers flying to MSP
- Rotational vacation packages depending on fliers flying to different locations at different times of the year
 - Family resorts in Mexico and Florida in spring
 - Casino and show deals in Las Vegas from October to May
 - Golf and hotel deals in Phoenix from October to May
 - Sightseeing and hotel deals in Los Angeles and San Francisco from May to August
- Yearly re-evaluation of segments to accommodate fluctuations



Thank You