Know your Travelers

**Personalized Rewards
to Strengthen Retention and Growth**

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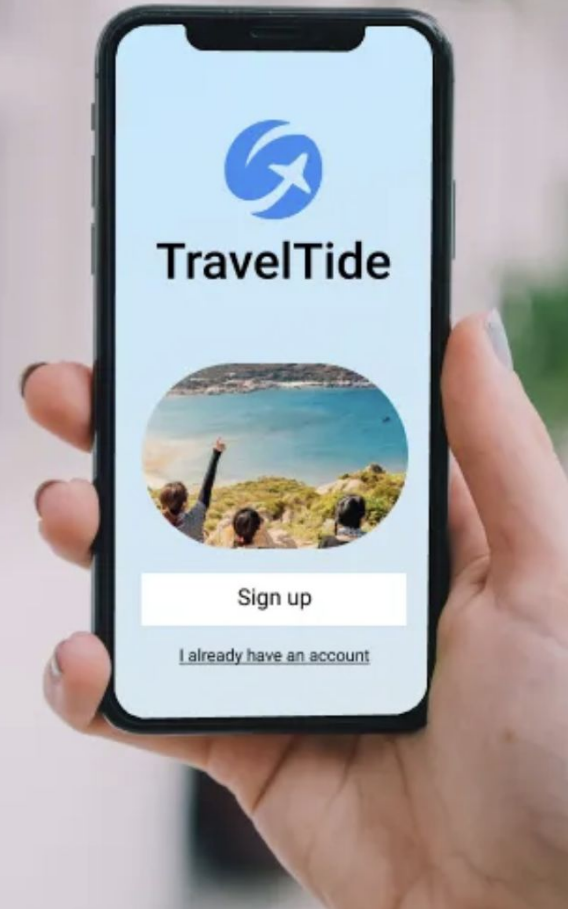
Setting the Stage
Q2 2021 - Q2 2023

~1 M

Users

~5.5 M

Sessions

~2.2 M
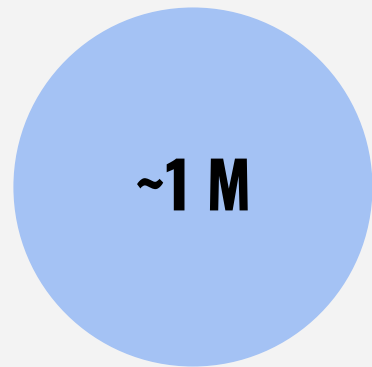
Bookings

The User Growth Engine Is Stalling
Time To Pivot To Retention
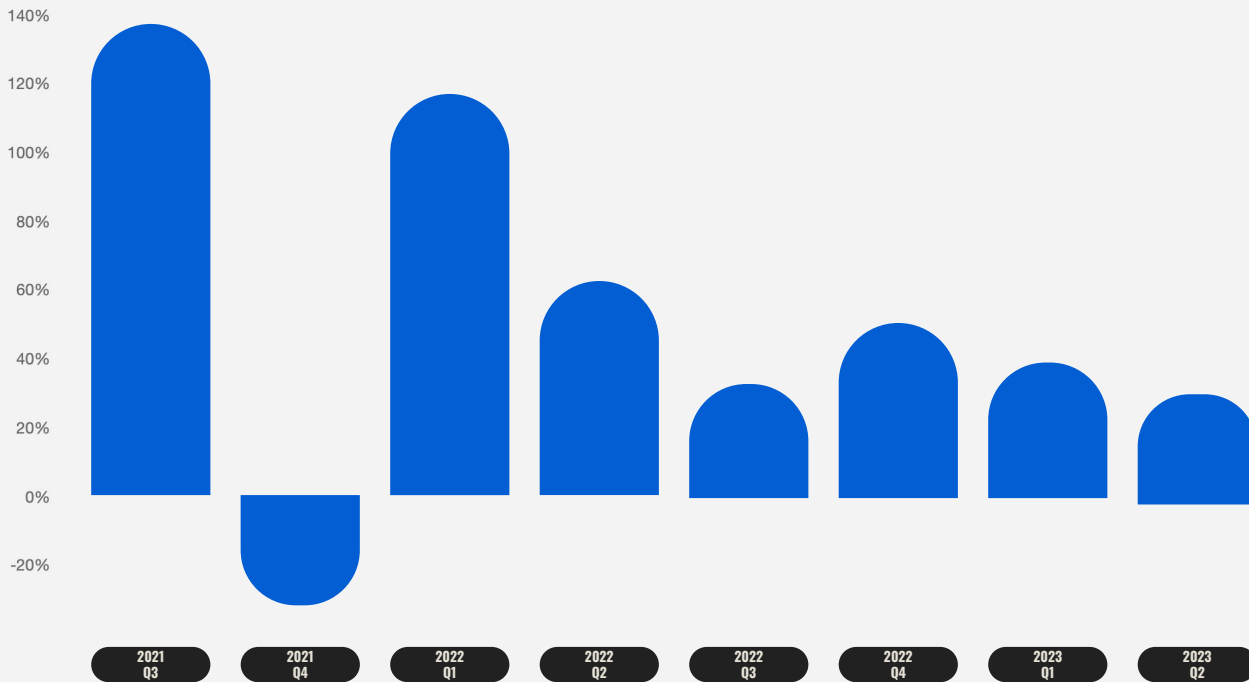
From Data to Segmentation

Sessions **1ST** Users **2ND** Features **3RD** Segments **4TH**
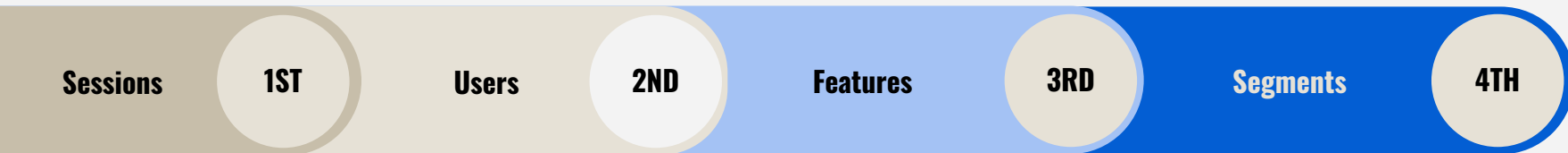
Business Travelers Dominate The Customer Base
But Retention Opportunities Span All Segments

1,289 — Business Traveler
945 — Leisure Explorer
835 — Young Escaper
754 — Family
544 — Bargain Seeker
539 — Fresh Explorer
446 — Window Shopper
430 — Frequent Flyer

Personalized Perks For A Diverse Customer Base

Segment	Features (selected)	Perk
Business Traveler (~22%)	short weekday trips, minimal baggage	**Priority Boarding**
Leisure Explorer (~16%)	general leisure-oriented trips, no distinct or extreme behavioral patterns	**Seasonal Promotions**
Young Escaper (~14%)	under 30, short trips, budget	**Last-minute Deals**
Family (~13%)	group travel, bags, kids	**Free Checked Bag**
Bargain Seeker (~9%)	price-driven	**Personalized Discount Alerts**
Fresh Explorer (~9%)	just signed up (within last 28 days)	**Welcome Voucher**
Window Shopper (~8%)	no bookings	**Wishlist & Price Alerts**
Frequent Flyer (~7%)	highest booking-rate	**Loyalty + Bundles**

Who Are Our Customers?

Carol, 51
Business Traveler (~22%)

- **Job:** Sales Manager

- **Behavior:** Regular weekday trips, short stays, hand luggage only, fast booking with little browsing

- **Perk Fit:** Priority Boarding

"I need to be in and out quickly.
Time matters more than money."

Who Are Our Customers?

Carlos, 40 – married, 2 kids
Family (~13%)

- **Job:** Teacher

- **Behavior:** Multiple seats per booking, extra luggage, longer stays, school holiday travel

- **Perk Fit:** Free Checked Bag

"Traveling with kids means extra bags and planning. Any support helps."

Who Are Our Customers?

Amina, 23
Young Escaper (~14%)

- **Job:** University Student

- **Behavior:** Under 30, spontaneous weekend trips, budget hotels & flights, highly social-driven

- **Perk Fit:** Youth-focused Last-Minute Deals

"I love spontaneous weekend getaways – if the price is right."
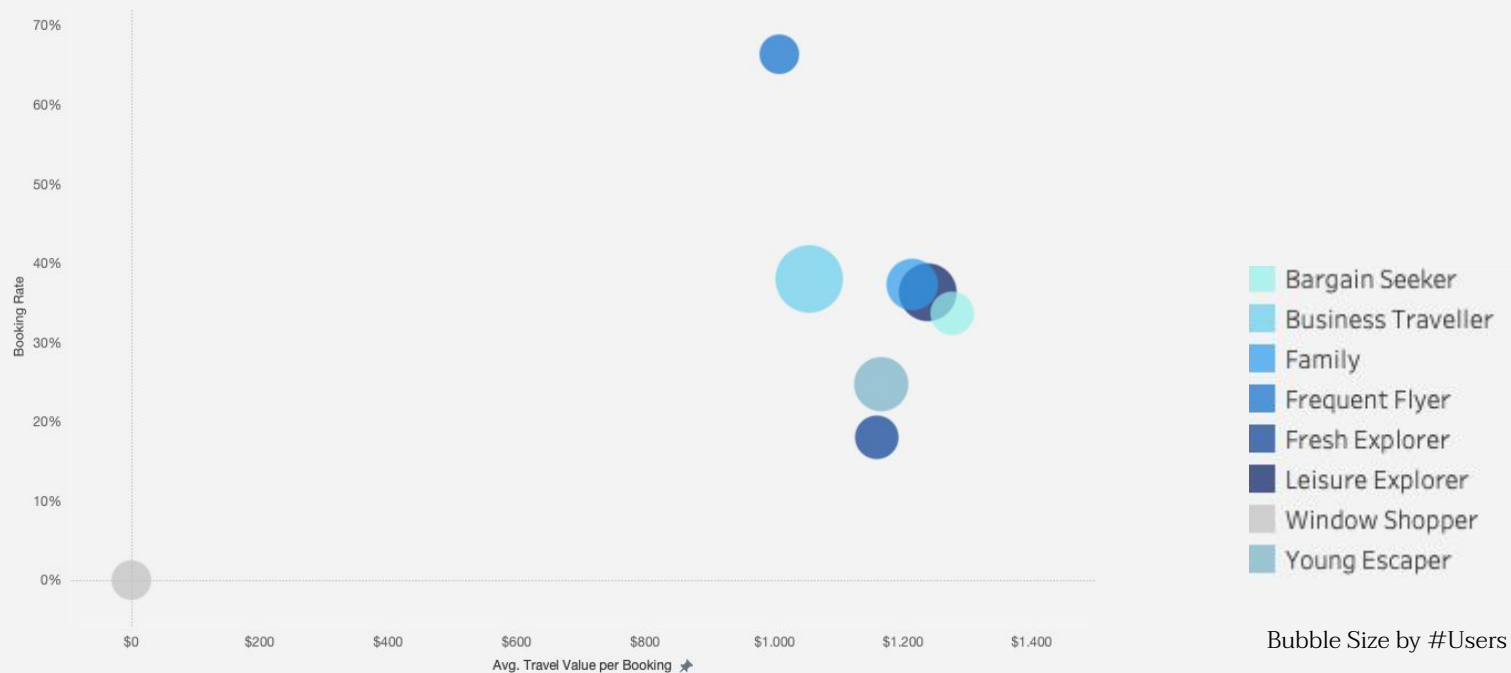
Who Are Our Customers?

Jonas, 36
Window Shopper (~8%)

- **Job:** Restaurant Owner

- **Behavior:** Many sessions, zero bookings, heavy browsing, compares prices but doesn't commit

- **Perk Fit:** Wishlist & Price Alerts

"I like browsing trips,
but I'm not ready to commit yet."

Personas and images are fictional and generated for illustrative purposes (images created with ChatGPT).

Where The Value Lies

Booking Rate (y-axis): 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%

Avg. Travel Value per Booking (x-axis): $0, $200, $400, $600, $800, $1.000, $1.200, $1.400

Legend:
- Bargain Seeker
- Business Traveller
- Family
- Frequent Flyer
- Fresh Explorer
- Leisure Explorer
- Window Shopper
- Young Escaper

Bubble Size by #Users

Where The Value Lies

Frequent Flyers
highest booking rate but **below-average travel value**

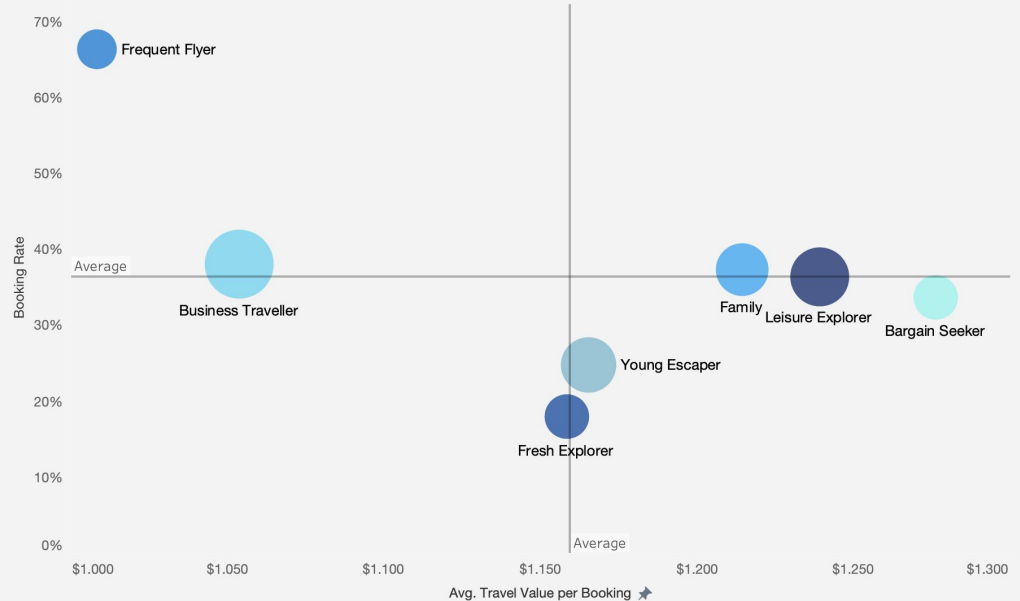**Family, Leisure Explorers, Bargain Seekers**
jointly account for ~**39%** of the customer base and deliver **above-average travel value**

Business Travellers
form a **stable core**

Fresh Escaper and Young Explorers
are **avg. spend** but **under-converting** segments

Recommendations

From Generic Rewards To Segment-Specific Impact

Solidify the Core

- Build on validated discount/baggage perks—refine by segment for maximum efficiency

- Reposition "no cancellation fees" as priority boarding for time-sensitive business travelers

Unlock Growth Opportunities

- **Activate non-bookers:**
  Wishlist & price alerts for Window Shoppers

- **Upsell loyal travelers:**
  Loyalty extensions and cross-sell bundles for Frequent Flyers

- **Convert explorers:**
  Welcome vouchers + last-minute deals for high-potential segments

Considerations & Next Steps

Considerations

Data Scope & Modeling Assumptions

- Limited analysis based may not capture full seasonal patterns
- Requires broader validation across customer base
- Segment definitions reflect prioritization choices—reality may be more complex

Next Steps

Phase 1: Test & Validate

- A/B test segment-specific perks vs. generic assignments
- Establish retention KPIs and automated dashboards

Phase 2: Refine & Scale

- Monitor performance, update segment weightings based on results
- Integrate customer feedback loops and enhance personalization
- Build scalable automation pipelines for perk distribution

Thank You