

Turning Growth into Loyalty

TravelTide Customer Rewards Program

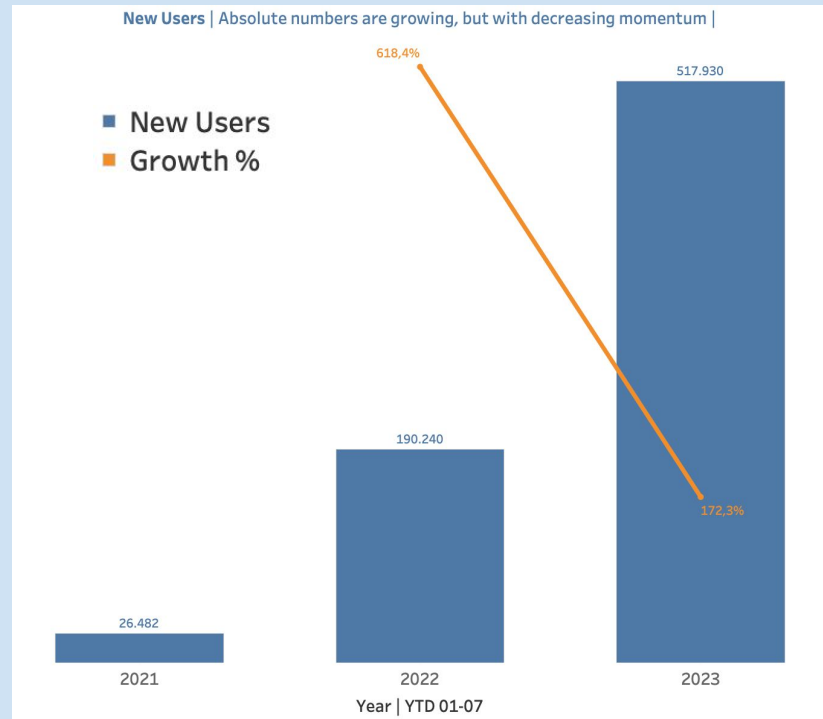




Fast growth since 2021 - but rate is declining

Key Facts

- 5.4 mio sessions | 1.0 mio users | 2.2 mio trips
- One of the largest online travel inventories
- Focus: easy search | expanding user base
- Growth: **momentum slowing down**

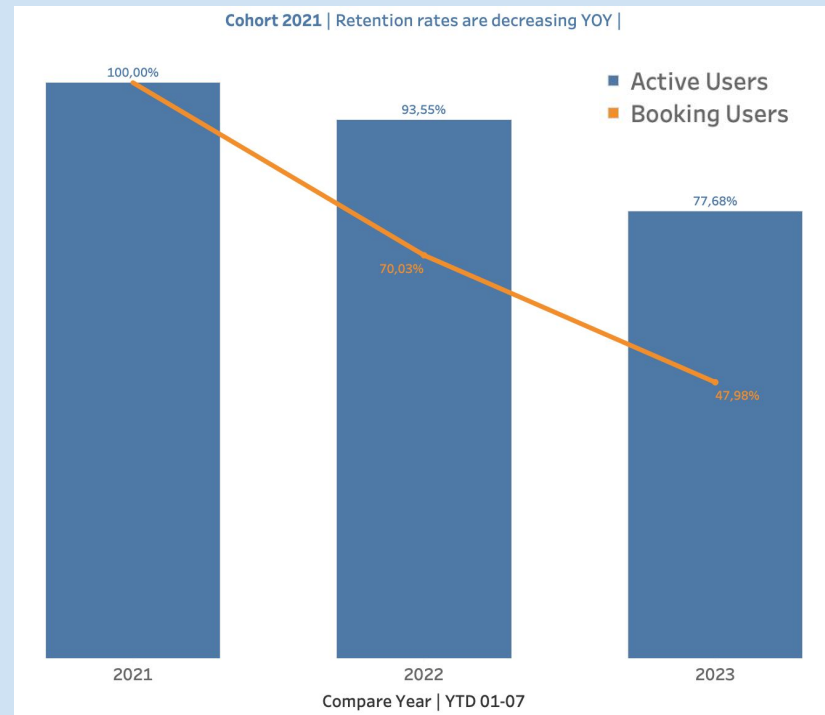




User retention is a threat – booking users drop sharply

Cohort 2021

- Retention rates fall year over year
- Booking users halved after 2 years
- Urgency: **growth ≠ loyalty**



Focus on 6,000 active users for analysis



Dataset: 04 Jan 2021 – 28 Jul 2023



Filter: users with ≥ 7 sessions since Jan 2023



Ensures comparability, excludes older trips






Segmentation to unlock personalized perks

Business Objective:

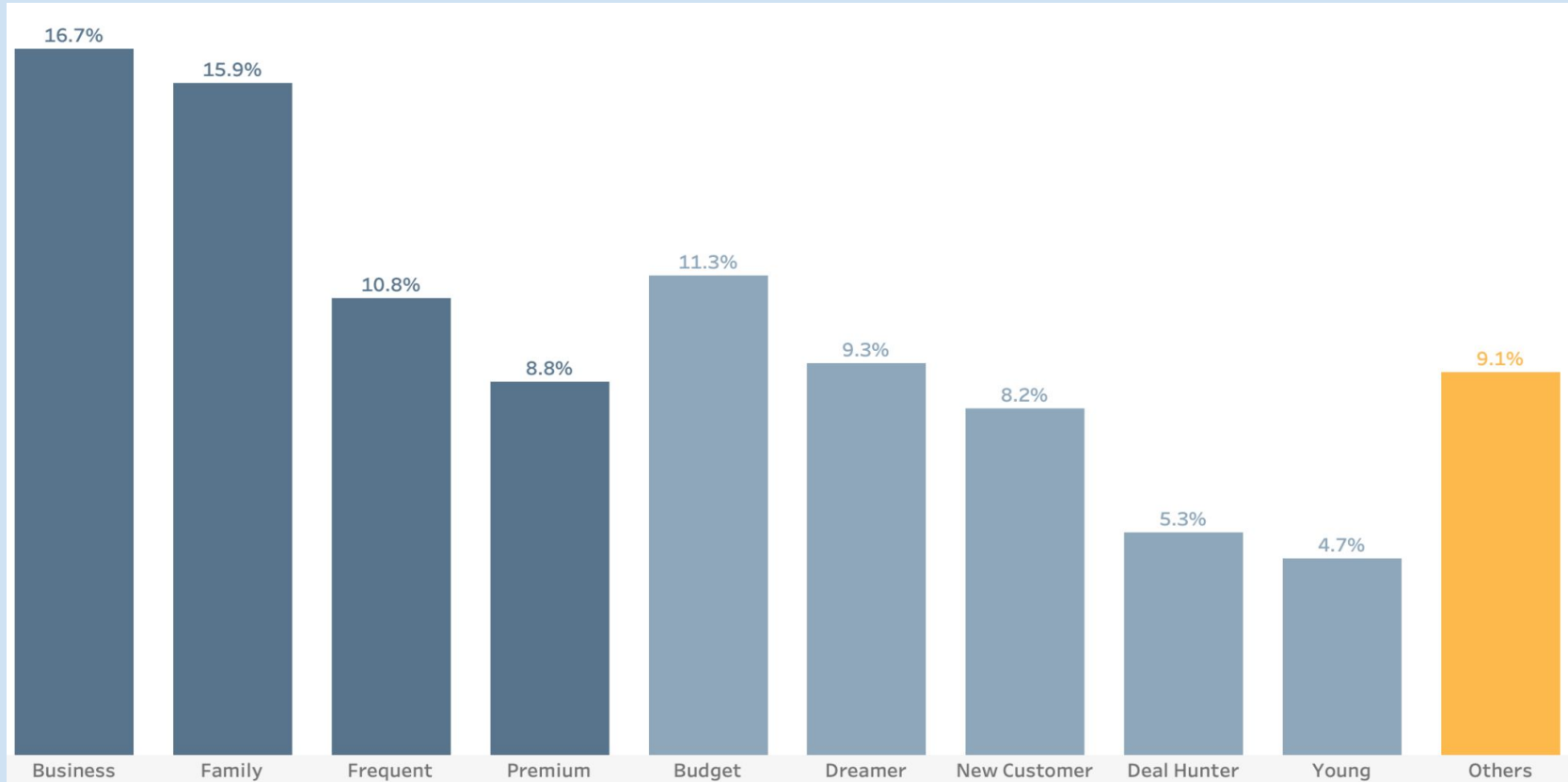
Increase customer retention by introducing a rewards program

Project Task: Match each customer with the right reward

Basis:  Behavior  Travel  Demographics

Outcome: 10 meaningful segments →  4x Core  5x Supplementary  'Others'

The 10 TravelTide Segments at a Glance



Segment Deep Dives

Split of Segments:

- **Core:** Business | Family | Frequent | Premium
- **Supplementary:** Budget | Dreamers | New | Deal Hunters | Young
- **Others**

Contents per Segment:

- Name | **Description | Size | Motivation | Perk**



“Business Travelers – efficient and focused”

- ◆ Professionals in working age (20-67)
- ◆ Frequent weekday trips, mainly 1-3 nights
- ◆ More than half travel with hand luggage only
- 👉 Highly time-sensitive, value flexibility



Size: 1,002 users | **17%** of base

Motivation: *“Time is money — flexibility is key.”*

Perk: ❌ Free Cancellation - giving them the flexibility they need.



“Family Travelers – organized and practical”

- ◆ Parents with children, especially younger ones
- ◆ Group bookings (3-6 people), more luggage, week-long trips
- ◆ About one third of active TravelTide users have children
- 👉 Convenience and cost control are key



Size: 953 users | **16%** of base

Motivation: *“We want a smooth trip that works for everyone.”*

Perk: 🍴 Free Hotel Meal - making family travel simpler and more affordable.



“Frequent Travelers – loyal and on the move”

- ♦ High travel frequency, trips often 3–4 days
- ♦ Cancellation rate close to zero
- ♦ Only ~3% of bookings are budget options
- 👉 Value comfort and reliability



Size: 648 users | **11%** of base

Motivation: *“Travel is part of my life — make it smooth.”*

Perk: ❌ Free Cancellation & ☕ Lounge Access - rewarding loyalty, adding convenience.



“Premium Travelers – comfort-seeking and exclusive”

- ◆ Higher spend per trip (hotel or flight)
- ◆ Hotel spend ~40% above average
- ◆ Below-average discount use
- 👉 Value status, convenience, and premium services

Size: 529 users | **9%** of base

Motivation: *“I want my trip to feel smooth and a bit exclusive.”*

Perk: 🏠 Priority Check-In & ☕/🍾 Lounge Access - matching their lifestyle.





Next Steps: Validate and Scale Segmentation



Test perks with A/B experiments



Refine & validate segment definitions with more data



Build loyalty program around core segments

Data Quality Checks – Cleaning Required

Clean Data = Reliable Segments

- ⚠ Negative hotel nights → check date logic
- ⚠ Gender skew (90% female) → verify
- ⚠ High session duration & clicks on cancellations → UX issue

Turning Growth into Loyalty

- 👉 **Segmentation** enables targeted perks
- 👉 With the **right rewards**, TravelTide can convert growth into lasting loyalty
- 👉 Next step: Validate perks with real users and **launch loyalty program**



Thank you!

Appendix

1. Supplementary Segments Full
2. Data Checks Full



“Budget Travelers – price-sensitive and cautious”

- ♦ Low average spend, focus on cheap flights & hotels
- ♦ Manage add-ons carefully, avoid hidden costs
- ♦ Discounts are welcome but total spend matters most

Size: 680 users | **11%** of base

Motivation: *“I want to travel, but I need to keep costs low.”*

Perk:  Free Checked-Bag - reducing one of the biggest pain points - extra fees.



“Dreamers – inspired and hesitant”

- ♦ Active app users who browse but haven’t booked (w/o cancellation) yet
- ♦ Younger demographic, partly with kids
- ♦ Long sessions with fewer clicks — browsing, not booking
- ♦ Need a strong trigger to convert

Size: 556 users | **9%** of base

Motivation: *“I’d love to travel, but I’m still waiting for the right moment.”*

Perk: 🏷️ % Welcome Discount & 48h ❌ Free Cancellation - lowering the barrier to first booking.



“New Customers – curious and testing”

- ◆ Recently joined, little travel history yet
- ◆ Higher churn risk without strong incentive
- ◆ A welcome perk can drive loyalty fast

Size: 492 users | **8%** of base

Motivation: *“Convince me quickly, and I’ll stay.”*

Perk: ✈️ + 🏨 Free Hotel Night With Flight - an irresistible first impression.



“Deal Hunters – bargain-driven and spontaneous”

- ♦ Browse extensively, compare offers, wait for discounts
- ♦ Many page clicks, above-average session time
- ♦ High share of discounted bookings

Size: 316 users | **5%** of base

Motivation: *“I’ll book as soon as I see an unbeatable offer.”*

Perk: 🏷️ % Special Discount Offers - perfectly aligned with their mindset.



“Young Travelers – social and experience-driven”

- ♦ Under 25, seeking fun and affordable adventures
- ♦ Price-sensitive, with longer average trip duration
- ♦ Book hotels more often than flights

Size: 279 users | **5%** of base

Motivation: *“I want to make the most of my trip with friends.”*

Perk: 🍹 Welcome Drink & 🕒 Free Late Check-Out - adding fun and flexibility.



“Others – diverse and irregular”

- ♦ Mixed group with no clear travel pattern
- ♦ Book around average price, partly with discounts
- ♦ Neither strongly budget nor premium oriented

Size: 543 users | **9%** of base

Motivation: *“I travel now and then, but not in a typical way.”*

Perk: 🏷️ % Baseline Discount - ensuring they are not left out.

Data Quality Checks – Cleaning Required

Clean Data = Reliable Segments

- ⚠ Negative hotel nights → check date logic
- ⚠ Gender skew (90% female) → verify
- ⚠ Flight distances up to 28,000km → check flight routes
- ⚠ Unclear Airport Codes → check & replace (ICAO codes)
- ⚠ Outliers in prices → verify
- ⚠ Booked and Discount-Flags → verify
- ⚠ High session duration & clicks on cancellations → UX issue