Turning Growth into Loyalty – TravelTide Rewards Program

📉 Challenge

- Strong user growth since 2021 – but momentum is slowing down
- Retention falls YoY, booking users halved after 2 years

📊 Data Basis

- 6,000 active users analyzed (sessions 2023 only)
- Focus: comparability, recent & relevant data

🧩 Segmentation Approach

- 10 meaningful segments
- ⭐ 4 Core | ➕ 5 Supplementary | ⚪ Others

🎁 Segments + Perks

- Business (17%): ❌ Free Cancellation
- Family (16%): 🍽️ Free Hotel Meal
- Frequent (11%): ❌ Free Cancellation | ☕ Lounge
- Premium (9%): ⏩ Priority Check-In | 🥂 Lounge
- Budget (11%): 🧳 Free Checked Bag
- Dreamers (9%): 🏷️ Discount | ❌ Free Cancellation
- New (8%): ✈️+🏨 Free Hotel Night with Flight
- Deal Hunters (5%): 🏷️ Special Discount Offers
- Young (5%): 🍹 Drink | 🕐 Late Check-Out
- Others (9%): 🏷️ Baseline Discount

➡️ Next Steps

- 🧪 Test perks with A/B experiments
- 🔄 Refine & validate segment definitions
- 🎯 Build a loyalty program around core segments

🚀 Closing

With the right rewards, TravelTide will turn growth into lasting loyalty.

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