

JEWEL ATTRACTION PASS X CHANGI REWARDS MEMBERS ANALYSIS

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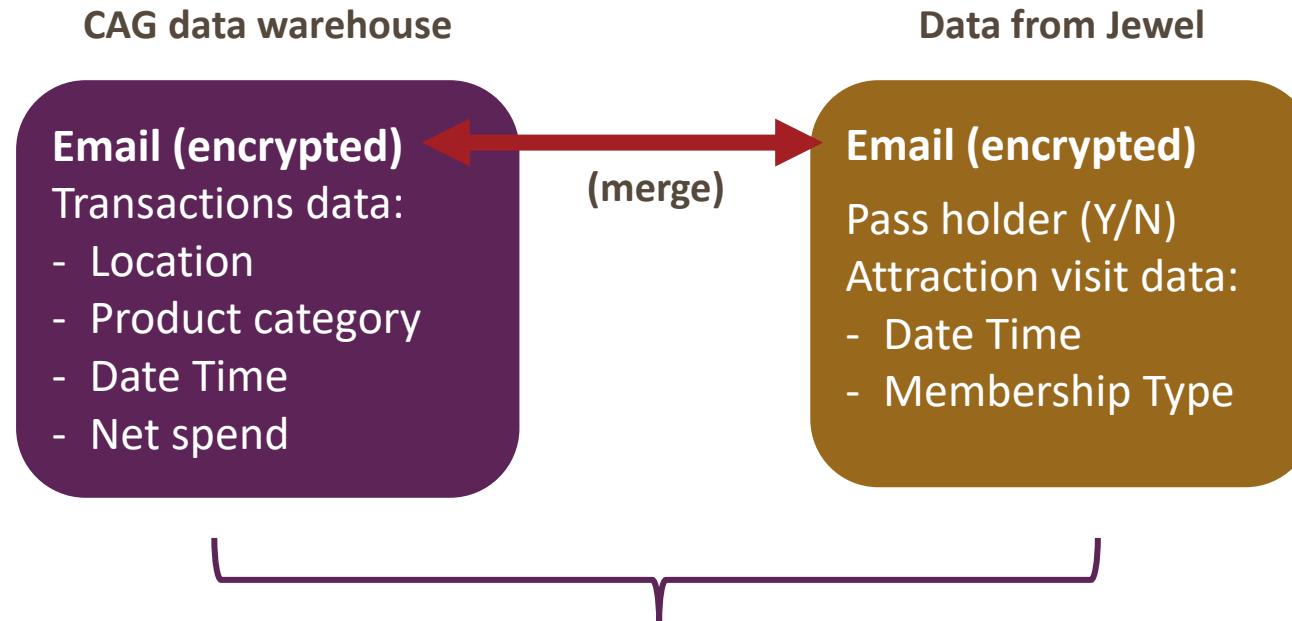
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Analysis Background

We seek to understand the behaviour of Jewel Attractions visitors who are also CR Members:

1. Whether they also spend at Jewel F&B and retail
2. If annual pass holders only visit attractions without spending elsewhere in Jewel
3. If they will visit attractions and shop on the same day.

We attempt to marry Jewel Passholder Data to CR database to uncover shopping behaviour



Dataset for analysis will be reduced to include only customers who visited / did not visit Jewel Attractions and are Changi Rewards members

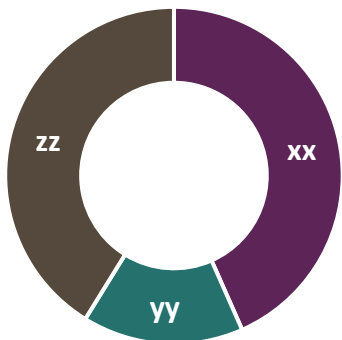
█% of the █ identified customers who visited attractions are CR Members –
Opportunity to tap on CR database to engage and encourage repeat visits to shop, dine and play.

Combined Dataset Overview:



- █ registered base are identified in CAG database, they are most likely CR Member / other members of smaller programs.
- █ of identified customers visited Jewel Attractions, there's a potential to x-sell Attractions to these group of people.
- █ Attraction Visitors are CR Member, we can leverage the insights from CR behaviour to promote Jewel Retail/F&B offerings on the same day - █% of CR Members have already done so.

Attraction Visitors who are CR Member*:



- █% spent \$█ on average on the same day of Attraction Visit. Throughout the analysis period, they spent \$█ on average.
- █% shopped in Jewel but on different days (Avg Spend: \$█)
- █% visited Attractions but did not shop during the period of analysis.

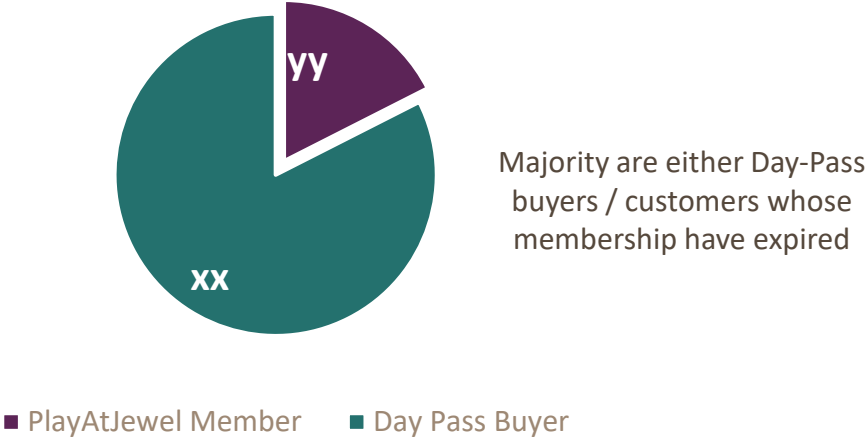
Recommendation: Trial of same-day offer for those who visited Jewel Attractions to encourage spend in other Jewel categories

█ Shopped on Same Day █ Shopped on Other Days █ Did not shop

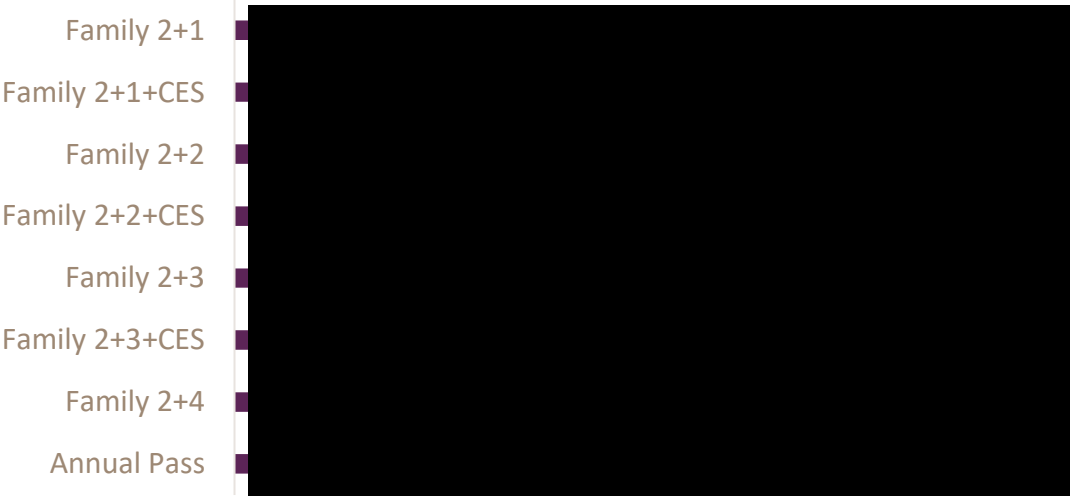
* People who shopped on same-day as day of attraction visit could be understated as the dataset only captured the first visit of the attractions. Subsequent visits are not recorded.

PlayAtJewel members spent and visited 2X more than the day-pass buyers

Composition of Member / Non-Member



Membership Type



Breakdown of Key Metrics:

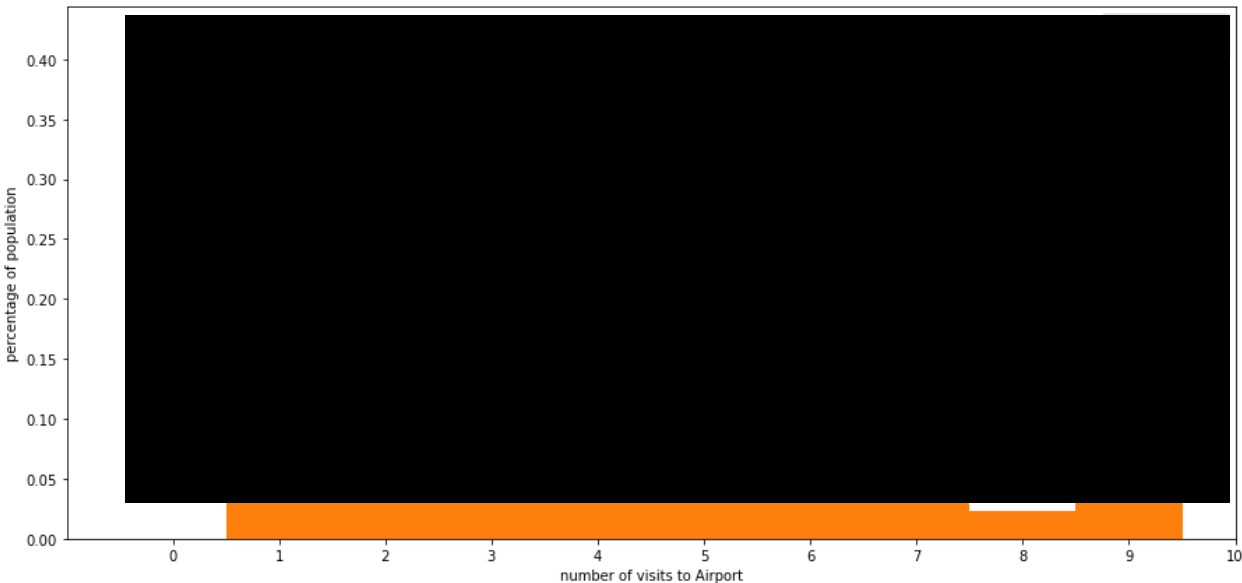
	PlayAtJewel	Day Pass Buyer
# Customers		
# Spent on same day		
\$ Spend on same day		
\$ Spend during period of analysis		
\$ Spend per Visit		
# Visits		

Takeaway: PlayAtJewel is a niche high-value segment. On top of revenue from the attractions membership fee, their spend is [redacted] as much as the normal attraction visitors. To continue engaging this segment to get them to keep coming to Jewel or to give value-added treatments during their visits.

Attractions encouraged more visits and higher spending **or** attraction visitors are inherently more engaged

	Attraction Visitors	Non Visitors
# Customers		
Avg. Spend		
Avg. Spend in F&B		
Avg. Spend in Retail		
Avg. Visits		

Distribution of Visits to Airport among Attraction Visitors and Non Visitors



Visitors: Customers who are identified in CAG database, visited attractions and are CR members.

Non-Visitors: Customers who are are CR members but did not visit Jewel attractions, but spent in Jewel during analysis period.

Visits: The number of unique days customers shopped in Changi

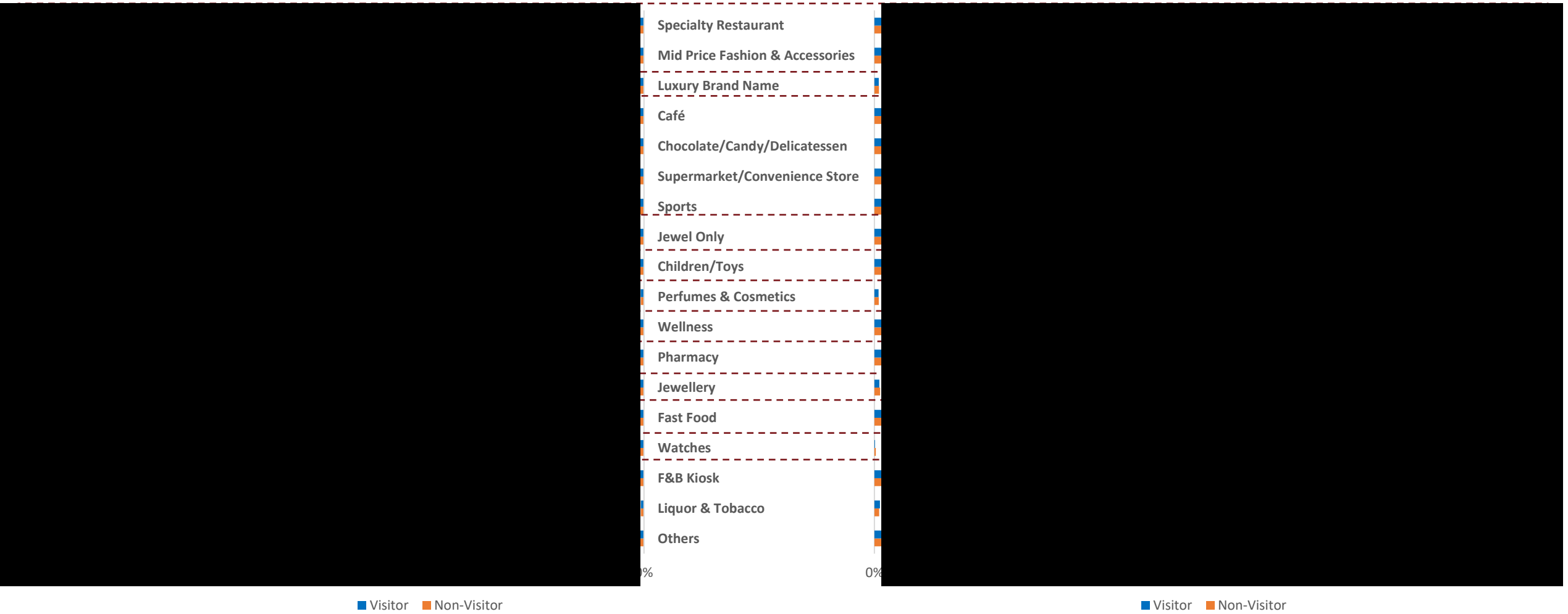
Spend: Total Spend during the period of analysis (1 Jul 2020 – 30 Jun 2021).

- Recommendations:**
- Trial of return voucher promo to get attractions visitors to visit Jewel more frequently while also spending in other categories.
 - As visitors visit Jewel more frequently, it would make sense to offer membership deals for non-visitors to increase stickiness.

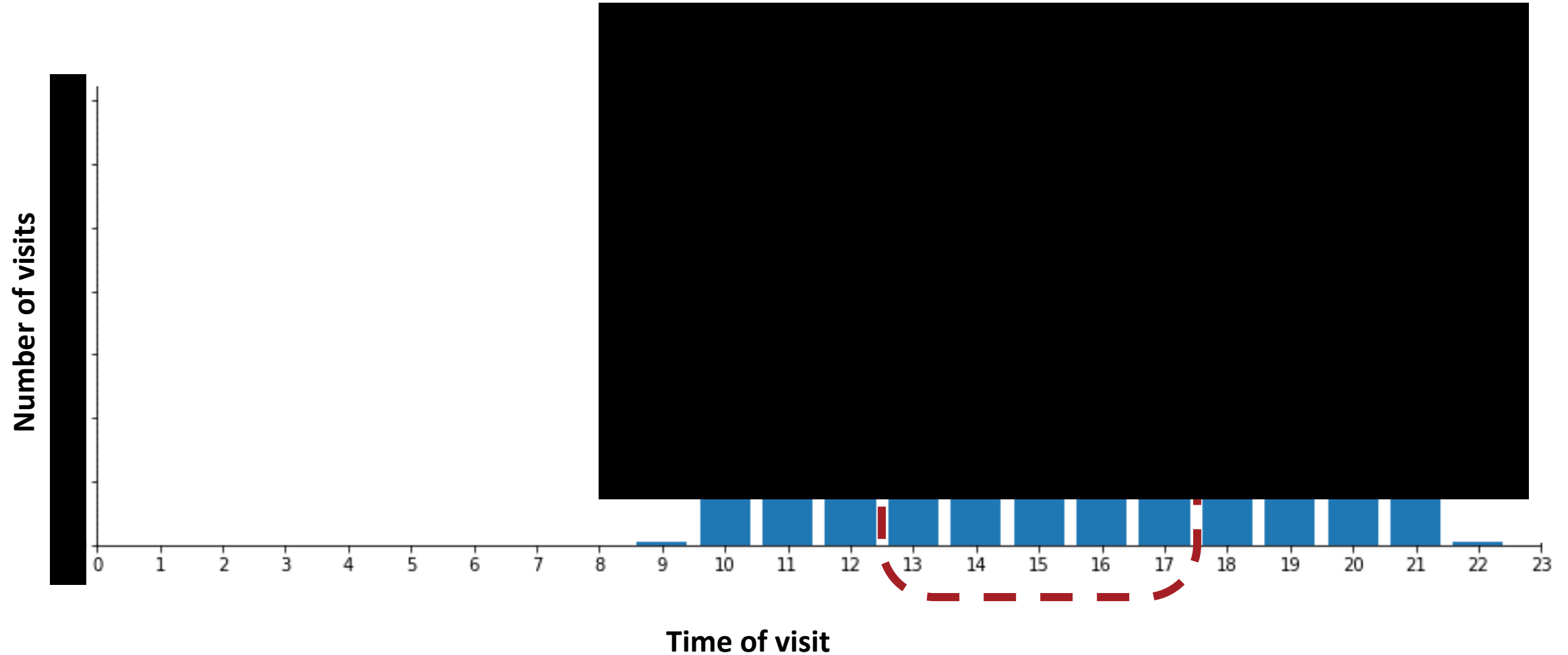
Visitors tend to spend more in F&B, Children - Non-Visitors in Fashion, Sports, Wellness

Share of Spend

Share of Customer



85% of (first-time) attraction visitors bought their pass on the day of visit itself
Peak period of attraction is between meal times – opportunity to bundle with food promo



Next Steps

To see if there are other questions to be answered from this analysis

To explore with Jewel team if there can be another data point that can be useful for us to enrich the analysis