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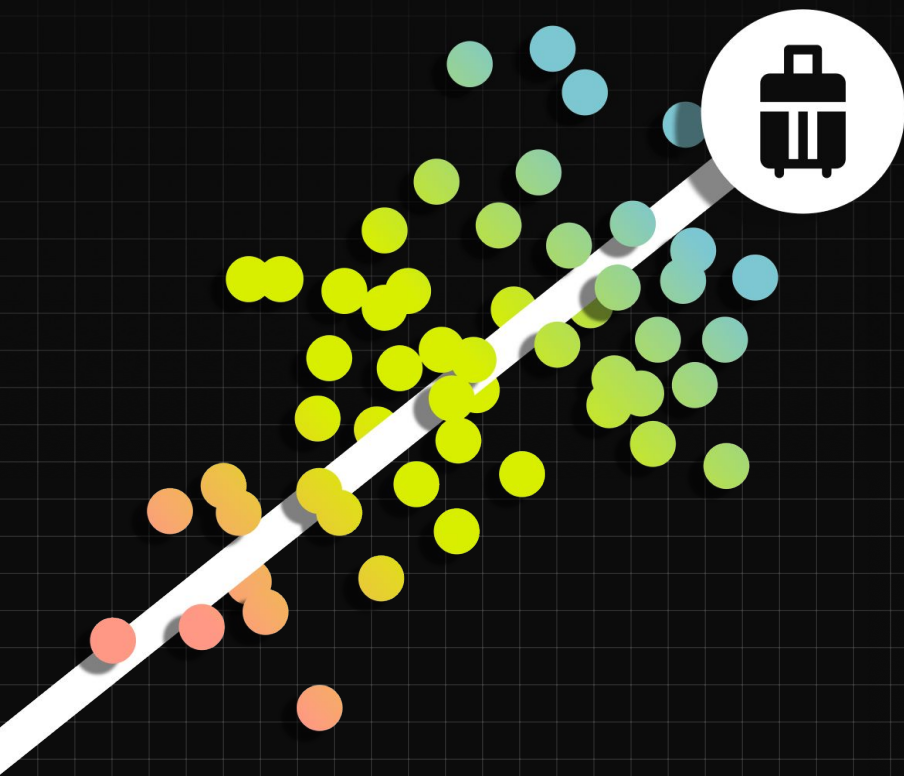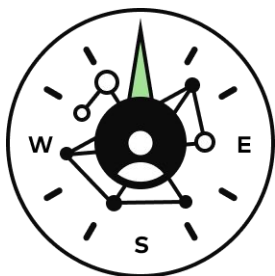
Analytics: Travel & Hospitality

Solution Brief

Three types of analysis to help uncover data-driven insights and supercharge your business

Let the data lead the way.

Everything you want to know about your customers is in their data: where they are in their lifecycle, if they have the characteristics of a high-value customer, what, when, and where they buy — and when you have access to this knowledge, you can make smarter decisions, market more effectively, and drive brand loyalty.

How Amperity supercharges your analytics

We function as the hub of your customer reporting and analytics infrastructure and help business, analytics, and marketing teams easily access the data they need to make the most informed decisions. Our novel approach to identity resolution unifies your data into one single view of the customer — this provides your whole team with a single source of truth to work from, eliminating silos and giving you the in-depth customer insights needed to deliver relevant experiences.
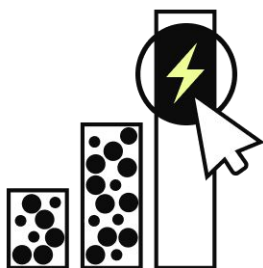
An always-fresh view of your customer means you can make decisions with the most up-to-date information, while we partner with you to identify what data you need to generate reports and supply it to the Business Intelligence (BI) tool of your choice. With Amperity, your analytics team doesn't need to spend hours on data engineering. Instead, they can use their time to analyze data and uncover findings to drive your business forward.

Business Performance

Examine business performance using customer metrics across time periods, customer lifecycle, services, and channels to fuel data-driven decisions and activation.

Questions to Ask

1. What channels are driving the most revenue?

2. How many of my customers are new? How many are returning?

3. Which customers are the most valuable to my brand? What types of actions are they taking?

4. How much of my revenue is coming from customers I know and can market to? How much of my revenue is coming from unknown customers?

5. What products, services or offers are driving more of my revenue and profit?

6. Are our top-tier high-value customers booking more offers or services of equal value, or are they making an equal amount of bookings at a higher AOV?

Marketing Use Cases
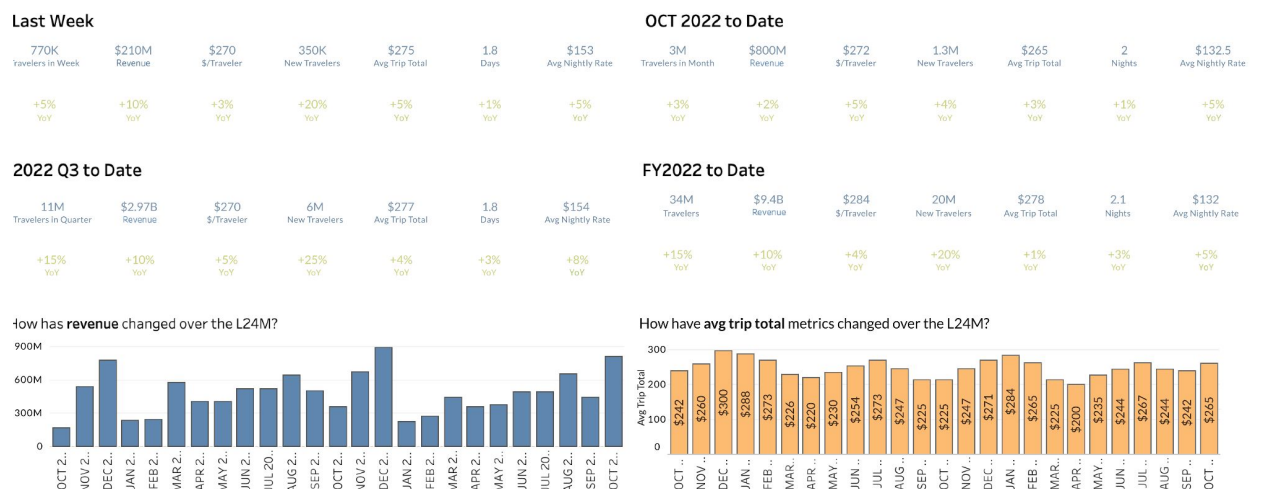
One-time buyer activation
If your brand's new vs. repeat rate is high, that means you have more one-time travelers than repeat ones

Consider creating a program that focuses on cultivating one-time travelers and turning them into repeat ones via a targeted welcome series

Analysis to Use

Use the *Executive Dashboard* to understand business performance across your customer base and identify trends and opportunities.

Executive Dashboard

Last Week

770K Travelers in Week	$210M Revenue	$270 $/Traveler	350K New Travelers	$275 Avg Trip Total	1.8 Days	$153 Avg Nightly Rate
+5% YoY	+10% YoY	+3% YoY	+20% YoY	+5% YoY	+1% YoY	+5% YoY

OCT 2022 to Date

3M Travelers in Month	$800M Revenue	$272 $/Traveler	1.3M New Travelers	$265 Avg Trip Total	2 Nights	$132.5 Avg Nightly Rate
+3% YoY	+2% YoY	+5% YoY	+4% YoY	+3% YoY	+1% YoY	+5% YoY

2022 Q3 to Date

11M Travelers in Quarter	$2.97B Revenue	$270 $/Traveler	6M New Travelers	$277 Avg Trip Total	1.8 Days	$154 Avg Nightly Rate
+15% YoY	+10% YoY	+5% YoY	+25% YoY	+4% YoY	+3% YoY	+8% YoY

FY2022 to Date

34M Travelers	$9.4B Revenue	$284 $/Traveler	20M New Travelers	$278 Avg Trip Total	2.1 Nights	$132 Avg Nightly Rate
+15% YoY	+10% YoY	+4% YoY	+20% YoY	+1% YoY	+3% YoY	+5% YoY

How has **revenue** changed over the L24M?

How have **avg trip total** metrics changed over the L24M?

Sample figures

Customer Preference

Evaluate the experience or service preferences of your customer base to build more intelligent marketing and customer cultivation strategies.

Questions to Ask

1. What products or services are driving the most revenue?

2. What products or services are most commonly purchased with my highest revenue producing product or service?

3. What products or services are highly complementary and can be paired?

4. What baskets are my high-value customer purchasing?

Marketing Use Cases

Upsell strategy
Use the basket analysis to develop an upsell strategy that identifies which additional packages or upgrades are purchased most frequently together; for example, analyze customer segments to see which drink packages or excursions are booked most often with a luxury room

Analysis to Use

Use the **Basket Analysis** to understand what experiences or services are most commonly purchased together, how those pairings drive purchase frequency, revenue, or customer lifetime value, and what marketing strategies to develop.

Basket Affinity By Category

	Grand Total	STANDARD ROOM	KING ROOM	SUITE ROOM	VILLA	EXCURSION PACKAGE	MEALS PACKAGE	DRINKS PACKAGE
Grand Total	12,196,272 100.00%	1,185,731 9.72%	1,130,527 9.27%	1,109,073 9.09%	1,000,139 8.20%	988,750 8.11%	968,285 7.94%	956,070 7.84%
STANDARD ROOM	1,185,731 100.00%	1,185,731 100.00%	192,314 16.22%	171,004 14.42%	116,174 9.80%	95,343 8.04%	139,326 11.75%	115,296 9.72%
KING ROOM	1,130,527 100.00%	192,314 17.01%	1,130,527 100.00%	140,511 12.43%	103,885 9.19%	94,255 8.34%	118,250 10.46%	136,090 12.04%
SUITE ROOM	1,109,073 100.00%	171,004 15.42%	140,511 12.67%	1,109,073 100.00%	92,430 8.33%	98,430 8.87%	111,357 10.04%	106,983 9.65%
VILLA	1,000,139 100.00%	116,174 11.62%	103,885 10.39%	92,430 9.24%	1,000,139 100.00%	56,680 5.67%	80,064 8.01%	70,487 7.05%
EXCURSION PACKAGE	988,750 100.00%	95,343 9.64%	94,255 9.53%	98,430 9.95%	56,680 5.73%	988,750 100.00%	63,648 6.44%	62,180 6.29%
MEALS PACKAGE	968,285 100.00%	139,326 14.39%	118,250 12.21%	111,357 11.50%	80,064 8.27%	63,648 6.57%	968,285 100.00%	99,596 10.29%
DRINKS PACKAGE	956,070 100.00%	115,296 12.06%	136,090 14.23%	106,983 11.19%	70,487 7.37%	62,180 6.50%	99,596 10.42%	956,070 100.00%
AIRPORT TRANSFER	913,573 100.00%	93,917 10.28%	75,668 8.28%	85,840 9.40%	59,134 6.47%	166,402 18.21%	76,548 8.38%	51,082 5.59%
GOLF OUTING	869,855 100.00%	148,058 17.02%	125,235 14.40%	131,663 15.14%	78,006 8.97%	83,144 9.56%	118,044 13.57%	54,221 6.23%
BOAT TRIP	784,730 100.00%	78,518 10.01%	84,175 10.73%	105,008 13.38%	79,923 10.18%	55,501 7.07%	72,208 9.20%	113,198 14.43%

Fiscal Year
(All) ▼

Fiscal Quarter
(All) ▼

Fiscal Month
(All) ▼

Fiscal Week
(All) ▼

Transaction Channel
(All) ▼

Age Bucket
(All) ▼

Ethnicity
(All) ▼

Household Income
(All) ▼

* Predicted ... (All) ▼

Sample figures

Customer Lifecycle

Develop a solid point-in-time journey for your customers and use that knowledge to effectively personalize messaging for customers based on what stage they are in their lifecycle. Use this information to better understand conversion rates and optimize the time and type of offer to boost rates.

Questions to Ask

1. What is my conversion rate from intent to booked? Or from booked to upsold?

2. Which offers or upgrades are most frequently purchased as an upsell?

3. Where do a majority of my customers sit within their journey?

4. Where in the customer journey are cancellations taking place most often?

5. How many new customers are coming in every year versus churning?

6. How many customers are lapsed or lost?

7. How many bookings before a customer joins the loyalty program?

Marketing Use Cases

Suppressions
Suppress customers who already have upcoming trips from receiving promotion emails about that destination or location

Personalized upsell strategy
Send package, excursion, or upgrade emails to customers that have travel plans

Conversion strategy
Use intent data (like request for information, form fill, trip offer) to create targeted outreach programs to improve conversion

Analyses to Use

A. Use the *Customer Lifecycle Analysis* to know what to do when a customer purchases a certain experience or service, how adoption changes over time, and what actions to take with individual customer segments to encourage future purchases.

B. Use the *One-and-Done Analysis* to evaluate your customer base to determine the most opportune time during the purchasing lifecycle to re-engage one-time customers and convert them to repeat travelers.
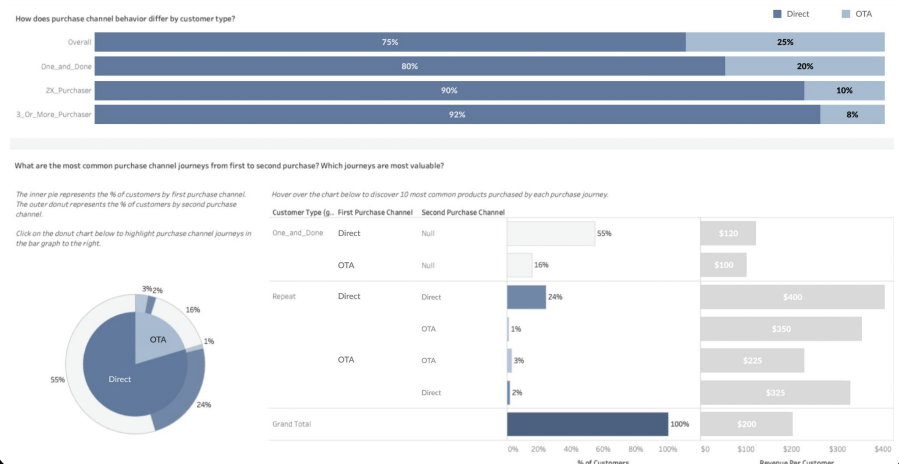
Sample figures

Amperity &

Make your data work for you.

With Amperity, you can answer critical questions that amplify your business and decide the best course of action based on data-driven insights.

✉

Get in touch to learn more about how Amperity can take your analytics strategy to the next level.

hello@amperity.com