

Title: E-Marketing for Online Travel

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Abstract:

This work attempts to characterize how revenue from online package bookings can be optimized by discriminating among the various travel packages (combinations of offers) as well as offers per bundle. There are in fact more popular bundles as well as attributes, the latter specifically being airport or pier transfer arrangements.

Four segments among 53 respondents were identified: planners, efficient travelers, tourists or explorers, and breakfast goers. The first group takes into consideration 4 of 5 available offers (attributes), while the second, third and fourth groups value airport or pier transfers, historical/scenic/island-hopping tour, and daily breakfast the most.

For a couple of bundles, there are determinants as to how respondents formulate higher or lower preferences. Male respondents who are unmarried and travel mostly around Asia outside the Philippines are the 'type' to always book online.