Abstract

Methods and Systems for Identifying Consumer Preferences

A method and system are proposed for providing recommendations to providers of products in a travel destination, of which products to offer. For a set of consumers for whom travel data indicates that they will in the future travel to the travel destination, transaction level data is used to obtain product preference data which statistically characterizes products the set of consumers prefer. The product preference data is transmitted to product providers in the travel destination in the form of product recommendations. Thus, by offering products according to the recommendations, the product providers can offer products in the travel destination suited to the set of consumers. A particular application is in the case that the product is food, since using the recommendations restaurants can provide dishes matching the tastes of the visitors to the travel destination.

[Figure to print with the abstract: Fig. 1]