CLAIMS

1. A customer profiling system comprising:

communication means for receiving event data in response to a customer interacting with an environment;

means for uniquely determining customer identifier data associated with the event data;

means for associating the event data with the customer;

means for determining a customer profile value based on one or more of a customer importance code, a customer frequency value, and a customer history; and

means for determining whether a customer profile comprises a profiling link entity linking the customer profile to a different customer profile and wherein the processor determines whether the profile link entity is a link to a neighbour profile and further adjusting the customer profile value based on the customer profile value associated with the linked customer profile;

means for generating a recommendation based on the customer profile value and a determined event associated with a customer; and

means for storing the recommendation in the customer profile only if the recommendation i) requires acknowledgement and ii) has been either accepted or rejected by the customer.

2. A customer profiling system according to claim 1 wherein the associating means is configured to associate the event data with a customer profile associated with the unique customer identifier data.

3. A customer profiling system according to any preceding claim further comprising storage means for storing the event data and preferably the association between the event and the customer.

4. A customer profiling system according to any preceding claim wherein the communication means is further arrange to receive customer identification information in particular a unique alpha-numeric string associated with the customer or one or more of customer number, or frequent flyer number.

5. A customer profiling system according to any one of claims 3 to 4 wherein the storage means further stores a plurality of different customer profiles associated with different customers, and further comprising means for searching the storage means for a profile comprising identification data corresponding to a search key.

6. A customer profiling system according any preceding claim wherein the customer is a passenger