28. A customer profiling system according to any preceding claim further comprising means for determining an operational customer value preferably based on a customer value and one or more of a frequent flyer value, a ticket class, a booking time, and a check-in time.

29. A customer profiling system according to claim 28 wherein the operational customer value is determined by concatenating a plurality of 2 digit values associated with the customer.

30. A customer profiling system according to claim 28 further comprising means for determining a plurality of operational customer values associated with a plurality of different customers.

31. A customer profiling system according to claim 28 further comprising ranking each of the operational customer values preferably based on a maximum, or minimum or average of a plurality of operational customer values.

32. A customer profiling method comprising;

receiving event data, with a receiver, in response to a customer interacting with an environment;

uniquely determining customer identifier data associated with the event data;

associating the event data with the customer;

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

determining whether a customer profile comprises a profiling link entity linking the 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;

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

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.

33. A computer readable medium which when executed undertakes the method of claim 32.

34. A customer profiling system according to claim 1 further comprising means for mapping a plurality of different booking history reservation booking designators, RBD',s each to a different numerical value and further comprising summing each of the values associated with each value to produce a weighted flights taken value associated with a customer.

35. A graphical user interface comprising the system of any of claims 1 to 31 and 34.