

Market segmentation: Segment and Subsegment

OBJECTIVE AND SCOPE

This procedure defines rates segmentation at the corporate level.

Segmentation is crucial to enabling an optimal sales strategy in order to maximise revenue and profits.

Familiarity with bookings segmentation enables market analysis and the identification of new business opportunities by providing segmented information to the departments tasked with revenue maximisation which can then look for business in untapped segments.

To this end, demand has been re-segmented.

Responsible parties:

All the departments which participate in the creation of rates, rate codes and contracts are responsible for overseeing correct price segmentation.

All hotel staff and CRO booking agents are responsible for ensuring that bookings are correctly associated with the corresponding segment in the event that such allocation is not determined at an earlier stage of the process.

1 SEGMENTATION IN TMS

Rates: All rates are associated with specific segments and subsegments.

Whenever a rate is created, it will always be segmented.

The screenshot displays the 'Rates data' interface in a TMS system. At the top, it shows 'ESMU-AMIMU NH Amistad Murcia ****'. Below this, there are fields for 'Rate' (AP15-29D), 'Purchase' (15-29d), 'leadtime', 'Description', 'Validity' (01.07.2014 to 31.12.2020), and 'Rate group' (RL01). There are checkboxes for 'General rate', 'Active rate', and 'Floating rate'. The 'Rate type' section has radio buttons for 'Per guest' and 'Per room', and a checkbox for 'Groups' rate'. The 'Remarks' field is empty. On the right, there are checkboxes for 'Active in TMS4C' and a dropdown for 'Rate's charges currency' (European Euro). Below these are tabs for '*Pricing', '*Conditions', '*Guarantee', 'Offers', 'Fixed charges', 'Extras', 'Stay Options', 'Routing instructions', and '*Statistics' (which is highlighted with a red box). Under the '*Statistics' tab, there is a section for 'Statistical information' with dropdown menus for 'Geograph. area', 'Region', 'Market segment' (highlighted with a red box and showing 'TRANSIENT DISCOUNTED'), 'Market subsegment' (showing 'PC01'), 'Source of business id.' (showing 'LEISURE INDIVIDUAL'), 'Channel ID', and 'Travel reason' (showing 'LEISURE INDIVIDUAL').

Reservations: the combination of rate segmentation and contract segmentation will determine the reservation segmentation fields.

The screenshot shows the 'Individual Reservations' interface. At the top, there's a header with 'ESMU.AMIMU NH Amistad Murcia ****', 'Reservation 27648', 'Client: 1000', and 'DIRECT GUEST'. Below this, a form contains reservation details: Arrival (23.09.2014 Tuesday), Nights (3), Depart. (26.09.2014 Friday), RoomType (Standard Double), PAXS (AD 1, JU 0, CH 0, BB 0), Room (226), and Currency (EUR). A tabbed interface at the bottom includes 'General Data', 'Billing Information', 'Additional data', 'Statistics' (highlighted with a red box), 'Deposits', 'Guarantees', 'Routing charges', and 'Fixed charges'. The 'Statistics' form below has several dropdown menus: 'Geographic area' (Spain), 'Region' (28 - Madrid), 'Market segment' (TRANSIENT, highlighted with a red box), 'Market subsegment' (BAR, highlighted with a red box), 'Source of business' (LEISURE INDIVIDUAL), 'Channel ID' (HOTEL), 'SubChannel ID' (4 - Voice), and 'Travel Reason' (LEISURE INDIVIDUAL).

It is crucial that all reservations are correctly segmented. It is feasible that the odd reservation could appear without the correct code; in this instance you are responsible for ensuring that all the segment and subsegment fields are properly filled in for all reservations.

2 SEGMENTATION FIELDS

The Market segment /Market subsegment fields are always mandatory and must be filled in.

If an attempt is made to make a booking without filling in these fields, an alert will appear, preventing you from continuing with the transaction until they are duly filled out.

The Segments or Macro Segments are the major categories into which rates are segmented and in turn determine the Subsegments or Micro segments. In order to correctly segment a given reservation, you must firstly analyse the Group at which the rate in question is targeted.

Depending on the segment selected, the system will then bring up the corresponding choice of subsegments.

The segments are classified into the following major categories which in turn contain specific subsegments.

Accordingly, each rate is associated with a specific segment and subsegment.

TRANSIENT: this is the rate segment targeted at individual customers, whether public rates, discounted or undiscounted rates or negotiated company rates. This segment encompasses all the rates on offer to the following audiences or for the following reasons:

Segment	Description	Subsegments
Transient	Public rates, no restrictions	BAR, NHR, PACK
Transient Discounted	Public rates with restrictions and discounts Special offers and packages Discounts for members of points programmes Special rates for NHREWARDS customers	PC01-02-03, NHC1-2-3-4, PKG1,-2-3-4, NHR1-2-3-4, LOY1-2-3-4 F&F, OPAQ
Transient Programmes	Rates for specific groups (employees, press, travel agents, etc.)	LOY5, NHR5, EMP, PRESS, TA
Transient FIT& Tour Operators	Individual guest rates on offer to tour operators and wholesalers	FIT ITO/OTO /FIT
Transient Corporate Contracted	Negotiated corporate rates	GOV/DINCOR/CORP/CORP PRO/CST

GROUPS: these are rate segments targeted at groups, for leisure or business purposes, potentially including meeting rooms (in which case the group members may or may not be staying in the hotel). This segment encompasses all the rates offered to the following groups or for the following reasons:

Segment	Description	Subsegments
Leisure Groups	Rates marketed at groups travelling for leisure purposes	SMERF, LGR ITO/LGR OTO
Meetings & Conferences	Rates marketed at groups including meeting rooms for use by guests	MEET/BGRMT
Business Groups	Rates marketed at business groups without meeting rooms	SPORT, CONV, BGRRO
Contracted BG	Contractually negotiated group rates (with or without meeting rooms)	CONTRO/CONTMT
Crews	Special rates for crews and passenger layovers Long-stay arrangements	CRE/LAY LS

OTHER: rate segment targeted at other groups

Segment	Description	Subsegments
Others	Rates offered for business reasons (discounts, absence of agreements, etc.) NHUniversity rates Barter	OTH, NHU, BART
Complimentary	Complimentary rates offered in accordance with company policy House use	COMP/HOUSE

3 DOCUMENT VERSION

Version	Corporate Area	Approved by	Document type	Date
1	Revenue Management		Related document	October 2014