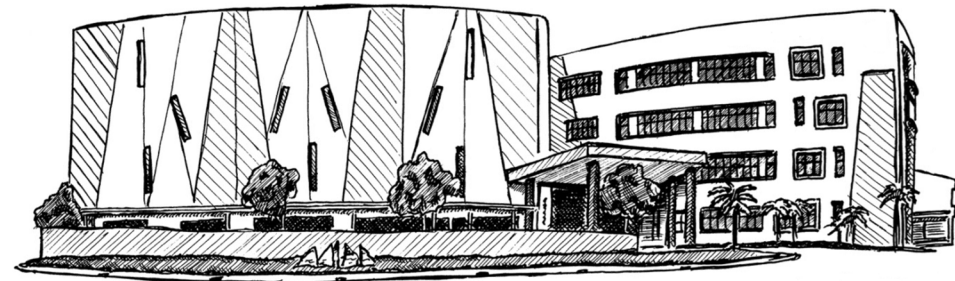


# How to operate with market segments.

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## Segment

Without wanting to get into controversy one of the valid criteria of what is **SEGMENT**, could be the type of client who is staying in the HOTEL, likewise we could call it **CANAL** to where guests come from the Hotel.

If we follow the rules that govern the USALI (Uniform System of Account for Lodging Industry), it could be the method to use to make a good analysis of our Hotel.

<http://www.classone.es/old/LVDE/Ccc/395a/con-202-395a-RITZ2x-201-20020301-1113.htm> (example to request password)

## Steps to follow

1. Define the market segments we are going to use (Option A.8)
2. Associate to the Price Rates the segment most related to each one of prices (Option A.1.)
3. Different sections related to SEGMENTS
  1. Option Alt. 1.B. Revenue Forecast - Comparative Analysis
  2. Option Alt. 1.C. Revenue Forecast - Analysis
  3. Option Alt. 2.8.1 Production studies



# How to operate with market segments.

Main menu / Master files / A.8. Segments file User: adminc1

i: Insert / m: Edit / d, supr: Delete

Code	Description	Account	CAD income	CAD dept	Group
1	Grupos Deportivos	00000000	-	-	-
2	TT00	00000000	-	-	-
3	OTA's	00000000	-	-	-
4	Empresas	00000000	-	-	-
5	Agencias	00000000	-	-	-

Main menu / Master files / A.1. SmartRate User: adminc1

Rates Boards Events Calendar

i: Insert / m: Edit / d, supr: Delete

Code	Description	OTA-styled	Active
BAR	BAR AUTOMATICA	✓	✓
DIR	TARIFA DIRECTOS	✗	✓
DIROS	TARIFA DIRECTOS Ota Style	✓	✓
EXPE	PEPXPRESS TOURISTIK GMBH	✗	✓
FTEB	TARIFA GENERAL	✗	✓
FTI	MEETING POINT SPAIN SL	✗	✓
FTOF	MEETING POINT SPAIN SL	✗	✓
FTOF2	TARIFA GENERAL	✗	✓
INVI	INVITADOS	✗	✓
LAND	SCHAUINSLAND REISEN GMBH	✗	✓
LAOF	SCHAUINSLAND REISEN GMBH	✗	✓
LMX	LEISURE TRAVEL SPAIN, S.L	✗	✓
LTOF	LTUR TOURISMUS AG	✗	✓
LTUR	L'TUR TOURISMUS AG	✗	✓
NUOF	TARIFA GENERAL	✗	✓
NUOF1	OFERTA NECKERMANN	✗	✓
NUOF2	TARIFA GENERAL	✗	✓
NUOF3	TARIFA GENERAL	✗	✓
NUR	THOMAS COOK AG	✗	✓
OFER	TUI DEUTSCHLAND GMBH	✗	✓

Edit Rate

Code: LAND

Description: SCHAUINSLAND REISEN GMBH

Tax incl. ☒

Profile

Segment: 2 - TT00

Non refundable

Restricted

OTA-styled





# How to operate with market segments.



Main menu / Reservations / Stays / 1.4. Reservations Modification User: adminc1

General Rooming list

Header

Booker Agency Code/Name Cardex  
NIF Loyalty card Car plate

Modification  
Adv. payment / NR  
Creation date

Voucher OTA ID # Booking Last Card  
Contact Rate/Dis./Non refund. DIR Full credit  
Email Special conditions Payment type  
Confirmed booking Date Delay 23/03/2019 Invoice grouper

Check in/Check out Remarks Channel/Segment

Date/Time 17/03/2019  
Via Check in  
Nights 1  
Date/Time 18/03/2019  
Via Check out

Channel  
Segm. 1 - Grupos Deportivos  
Comm.1 2 - TTOO  
Comm.2 3 - OTA's  
Comm.3 4 - Empresas  
5 - Agencias

NR



# How to operate with market segments.

The image displays three overlapping screenshots of the ClassOne Hospitality Software interface, demonstrating how to operate with market segments. Red boxes highlight the 'Segment' option in the 'Group by' dropdown menu across different sections:

- 1.B. Revenue Forecast Comparative Analysis:** The 'Group by' dropdown menu is open, showing 'Segment' as the selected option.
- 1.C. Revenue Forecast Analysis:** The 'Group by' dropdown menu is open, showing 'Segment' as the selected option.
- 2.8.1. Revenue studies:** The 'Group by' dropdown menu is open, showing 'Segment' as the selected option.

The interface includes various filters and date ranges for analysis. The 'Dates between' field is set to 16/03/2019 - 16/04/2019. The 'Value' is set to Occ. The 'Group by' dropdown menu is open, showing options: Rates, Rates, Channel, Segment, Client type, Room type, Board, Channels group, Segments group, and Profile (Rate). The 'Format' is set to Format 1. The 'Agencies' checkbox is checked. The 'Companies' checkbox is checked. The 'Directs' checkbox is checked.