

Segmentation Report Detail (for Client Types)

This report breaks down Client Type segmentation. It breaks down bookings based first on Client Type, then by Room Type and then again by Rate Plan. It provides the revenue and room nights produced by each Rate Plan for each Room Type by Client Type. The Segmentation Report Detail also provides the total room nights & revenue by Client Type as well as the total room nights & revenue for the property for a select time period.

Reports > Statistics > Segmentation Report Detail

The report includes:

- Client Type
- Rate Plan
- Room Nights
- Room Type
- Revenue

This report was run on: May 11, 2016	
for	
May 01, 2016 - May 11, 2016	
Room Revenue for Client Type Actual	
CLIENT TYPE: Corporate	
CORPORATE: Addidas Corporation	
OVQQ: Preferred Corporate Rate	
Revenue	Nights
\$ 350.00	1
Total Room Revenue for Addidas Corporation: \$ 350.00	
Total Nights for Addidas Corporation: 1	
CORPORATE: Apple	
OVSK: Apple	
Revenue	Nights
\$ 2847.50	5
Total Room Revenue for Apple: \$ 2847.50	
Total Nights for Apple: 5	
CORPORATE: Brookfield Fund Management	
OVSK: Preferred Corporate Rate	
Revenue	Nights
\$ 2800.00	6
Total Room Revenue for Brookfield Fund Management: \$ 2800.00	
Total Nights for Brookfield Fund Management: 6	
Total Room Revenue for Corporate: \$ 5997.50	
Total Nights for Corporate: 12	
CLIENT TYPE: Group Corporate	
GROUP: Corsair Yachts Sales Meeting	
OVQQ: Corsair Yachts	
Revenue	Nights
\$ 1950.00	25
OVSK: Corsair Yachts	
Revenue	Nights
\$ 1760.00	20
PS2B: Corsair Yachts	
Revenue	Nights
\$ 3000.00	5
Total Room Revenue for Corsair Yachts Sales Meeting: \$ 6710.00	
Total Nights for Corsair Yachts Sales Meeting: 50	

At the end of the breakdown for each Client Type, the report shows a total of how much Room Revenue & Nights were booked on each Client Type.

CLIENT TYPE: Corporate

CORPORATE: Addidas Corporation

OVQQ: Preferred Corporate Rate

Revenue	Nights
\$ 350.00	1

Total Room Revenue for Addidas Corporation: \$ 350.00

Total Nights for Addidas Corporation: 1

At the very end of the report, it shows Total Room Revenue & Total Nights for all the Client Types combined.

Total Room Revenue for Dave's Tropical Island Retreat: \$ 53083.5

Total Nights for Dave's Tropical Island Retreat: 168

When would I use this report?

- This report can be used to help determine where manual rates were used, enabling the property to ensure accuracy of market segmentation.