

Hue Hotels & Resorts - Boracay
Market Segment Revenue (Projected)
16 May 2025 - 31 May 2025

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Andrea Prado

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ID	Market Segment	Rooms	Adult	Child	Room Revenue	Avg Rate	Other Revenue	Total Revenue	%
COR	Corporate FIT	-	-	-	-	-	-	-	-
CPD	Corporate-Preferred	-	-	-	-	-	-	-	-
CND	Corporate-Negotiated	34	90	-	126,134.45	3,709.84	-	126,134.45	4.51%
LSG	Corporate Long Stay	-	-	-	-	-	-	-	-
GOV	Government FIT	4	6	-	13,865.55	3,466.39	-	13,865.55	0.50%
HBE	Brand Website	96	189	36	357,714.29	3,726.19	-	357,714.29	12.78%
OTA	On-line Travel Agents	421	805	138	1,170,392.09	2,780.03	-	1,170,392.09	41.83%
PRM	Promos and Packages	100	198	12	344,821.43	3,448.21	-	344,821.43	12.32%
DIS	Other Discounts	-	-	-	-	-	-	-	-
TRV	Travel Agency FIT	121	161	-	338,445.38	2,797.07	-	338,445.38	12.10%
BTB	B2B FIT	-	-	-	-	-	-	-	-
GRP	Leisure Group	113	124	3	238,907.56	2,114.23	-	238,907.56	8.54%
MTG	Meeting Group	86	172	-	198,823.53	2,311.90	-	198,823.53	7.11%
CMP	Complimentary	27	58	-	-	-	-	-	-
HSE	House Use	-	-	-	-	-	-	-	-
WLK	Walk-in	4	11	-	8,864.29	2,216.07	-	8,864.29	0.32%
TAF	x_DO NOT USE	-	-	-	-	-	-	-	-
PKG	x_DO NOT USE Package	-	-	-	-	-	-	-	-
RCK	x_DO NOT USE Rack	-	-	-	-	-	-	-	-
AHG	x_DO NOT USE Ad Hoc Group	-	-	-	-	-	-	-	-
BOG	x_DO NOT USE BUY 1 GET 1	-	-	-	-	-	-	-	-
AHF	x_DO NOT USE Ad Hoc FIT	-	-	-	-	-	-	-	-
PM	Post Master	-	-	-	-	-	-	-	-
ZZZ	Not Specified	-	-	-	-	-	-	-	-
* Total		1,006	1,814	189	2,797,968.56	2,781.28	-	2,797,968.56	100.00%