



MILLENNIUM

HOTELS AND RESORTS

*More than Meets the Eye*

## Market Segmentation

November 2018



# Individual Segments



# Market Segmentation

## Individual Segments



Category



Market Segment Group



Market Segment



Description



Examples

RETAIL	UMLP Unmanaged Leisure Premium	BAR	The Flexible Rate (TFR) – Room Only	Bookings from any channel or source that come through on The Flexible Rate (TFR).
		M4P	Millennium for Business Premium	Millennium for Business bookings that come through on The Flexible Rate (TFR).
	UMLD Unmanaged Leisure Discount	ADV	Advance Purchase Rates – Room Only	Advance Purchase fenced rates - Bookings can come through any channel. Payment is always upfront and bookings are non-amendable and non-refundable.
		BAD	Promotional Discounted Retail Rates – Room Only	Non ADV Fenced rates such as Stay More Pay Less, Tactical sales such as Black Friday etc would qualify. Bookings can come through any channel. Payment is always upfront and bookings are non-amendable and non-refundable apart from Day-Use as they are POA always.
		DIS	Travel Agent, Airline or MHR Discounted Rates	Staff Rate, Travel Trade, F&F or Service recovery matters which are not of the Complimentary stay type.
		M4D	Millennium for Business Discounted	Fenced rates booked by Millennium for Business. Note that these fenced rates are less restrictive than the others.
	PACK Package	BAB	TFR with Breakfast (TFR) with Breakfast	Bed and Breakfast package rate on TFR. Bookings can come through any channel. BAR booked with an Add On would need to be re-classed as BAB at Reservations or Front Office.
		PKG	Packaged Retail Rates	Any TFR package other than Bed and Breakfast. Bookings can come through any channel. Rates available can be either fully flexible or on a pre-payment policy. For example, Park and fly or Museum packages.
		M4K	Millennium for Business Package	Package rates booked by Millennium for Business, for example bed and breakfast on TFR.
	TPIM / ODIM Third Party Intermediary Merchant Online Distribution Merchant	NET	OTA booking on Merchant Model	Merchant model refers to bookings where the commission is taken at source (@ OTA end). Examples are Expedia bookings through Expedia Collect, Travelocity, Lastminute.com. This also applies to Opaque bookings.
		WHD	Wholesale Dynamic, booking on Merchant Model	Wholesale business on dynamic rates, though coming in the Merchant model way. If WHO-Dynamic is on a commissionable basis, please discuss with your regional head of RM. E.g. HBG, Miki etc.



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NEGOTIATED CORPORATE	MCGL Managed Corporate Global	G01 to G10	Global / National - Corporate Rate	Accounts managed by GSO/GSA/Regional Sales that produce >50 room nights in Gateway cities and >35 room nights in regional locations. This production should be at multiple properties and needs to be with a negotiated rate. E.g. IBM or GE.
		M4G	Millennium for Business - Global accounts	MCGL using Millennium for Business platform.
	MCLO Managed Corporate Local	L01 to L10	Local - Corporate Rate	Accounts managed by Hotel Sales that produce >50 room nights in Gateway cities and >35 room nights in regional locations. This production must be at single/cluster properties and needs to be with a negotiated rate. E.g. EMI for Cop Tara.
		M4L	Millennium for Business - Local accounts	MCLO using Millennium for Business platform.
GOVERNMENT	GOVT Government	GOV	Government / Diplomatic	All Government business such as a Federal, State, City and Local. This includes Embassy and Diplomatic business bookings (see exception below for M4B). Bookings can also come through an agent related to this segment such as HRG.
		M4T	Millennium for Business - Government	GOVT using Millennium for Business platform.
WHOLESALE	WHOL Wholesale Fixed Value	FIT	Wholesale Fixed Rate - Free sale	All Wholesale business on a free sale basis. WHO FIT rates are only for packaged use by the TO; room rates are not published to the guest. E.g. Travco, HBG et al on fixed rates.
		ITA	Wholesale Fixed Rate - Allocation	Same as WHO-FIT, but with an allocation (which needs to be approved by regional head of RM).

# Group Segments



# Market Segmentation

## Group Segments



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Market Segment Group



Market Segment



Description



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CORPORATE GROUPS	CORG Corporate Groups	CGM	Corporate Group – Rooms & Meeting Space	A Corporate group staying for a Meeting, Conference or Business Event booked through any means such as corporate company, travel agent, DMC (companies that provide full travel management services). Booking can be Commissionable.
		CGR	Corporate Group – Rooms Only	
		GVG	Government / Diplomatic Group	
OTHER GROUPS	CONV Convention Groups	CEX	Local Exhibition Group	Group block associated with a city event (exhibitors at venue halls, production or performers for music hall, sports team playing match).
		EVT	Event Related Group	Group block associated with an event taking place at the hotel (social, xmas, wedding).
	ASSO Association Groups	ASM	Association Group – Rooms & Meeting Space	Any group where the delegates are related by an association - for example the International Red Cross, a religious or sporting association.
		ASR	Association Group – Rooms Only	
	ADHO Adhoc Groups	ADM	Ad Hoc Group – Rooms & Meeting Space	This applies only for Leisure Groups (all Corporate Groups need to be recorded under CORG). Leisure groups that are one offs, of any nature, Sporting Groups and Incentive groups would come under these segments.
		ADR	Ad Hoc Group – Rooms Only	
	TOUR Tour Series Groups	TOM	Tour Group - Rooms & Meeting Space	Annual series of packaged escorted group tours provided by Tour Operators. The touring itinerary operates on a schedule of departure dates throughout the year or over a number of months.
		TOR	Tour Group - Rooms Only	
CONTRACT CREW	CONT Contract	CTM	Contract – Rooms & Meeting Space	Contracted Airline crew or airline staff travelling in a group with a minimum term or minimum amount of rooms. Long stay/term group business such as groups booked for re-developments, long stay security groups etc would be included here.
		CTR	Contract – Rooms Only	

Other Segments



# Market Segmentation

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Market Segment



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Examples

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				Complimentary stays from marketing campaigns, service recovery matters, GM's discretion. A CMP form needs to accompany all such bookings.
COMP & HOUSE	CPHS Complimentary & House Use	CMP	Complimentary Room	For Staff use only (when not paying any bills - for whatever reason).
		HSE	House Use Room	



THANK YOU