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Market segmentation techniques have played an extraordinarily important role in successful revenue management programs. For example, purchase fences allowed companies to sell a single product at multiple prices, simultaneously, to customers that self-selected into different customer segments, based

The evolution of market segmentation in revenue management

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One of the components needed to apply hotel revenue management is market segmentation. It allows you to target and market to a variety of consumer groups with different behavior with an offer that matches their needs and budget level. Your hotel market segmentation shall help to identify the purpose

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