

SEGMENTS

Collection of Uniform Codes

REVREBEL.

OUR COLLECTION OF UNIFORM CODES

We've created a standardized code framework that works across systems, teams, and reporting layers — basically a universal translator for hotel performance data.

These codes give every property a shared language for segments, sources, room types, and operational tracking. The result: a common language that improves visibility, strengthens reporting, and gives teams more time acting on data and less time decoding it.

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SEGMENTS

COLLECTION OF UNIFORM CODES



01 UNIFORM CODES

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THE BENEFITS

01 FORECAST PRECISION

Uniformly distributing information throughout all hotel systems enables teams to access intelligence and advanced metrics, leading to a better understanding of crucial trends and more informed predictive analysis. This clear identification of key trends facilitates strategic decision-making and enhances the development of assumptions crucial for overall forecasting and budget planning.

02 ACTIONABLE INSIGHTS

Enhanced visibility and tracking features empower our team to engage in a continuous cycle of test and learn scenarios. This iterative approach assists in uncovering and implementing innovative methods to enhance and adapt strategies on various booking platforms.

The insights gained from this technique establish a strategic groundwork for directing demand towards the most profitable strategies, ultimately enabling properties to deliver results to our stakeholders and investors.

03 POWERFUL PREDICTIVE ANALYTICS

These standards establish the foundation for the property's reporting framework, a valuable tool that can use for making data-driven decisions. This framework offers predictive analysis and facilitates the utilization of essential metrics to enhance strategy formulation, tactical decision-making, and well-informed planning and execution across all operational aspects.

This outcome fosters a shared sense of purpose and teamwork, promoting collaborative synergy among various teams and departments.

04 AMPLIFIED PERFORMANCE AGILITY

This guide has been crafted and customized to ensure that technology stacks function cohesively, allowing teams to concentrate on the unique elements that drive a hotel's success.

This standardized coding approach enables properties to implement sophisticated pricing strategies and effective decision-making tools, thereby improving the Average Daily Rate (ADR) and maximizing occupancy rates while maintaining competitive flexibility in every market they serve.

DEFINING THE CODES

The uniform codes for Revenue Strategy provide a standardized structure for rate codes within the Property Management System (PMS) prior to their integration into the property's technology stack. This established framework ensures smooth data transfer into the analytical system, enabling trend monitoring, observation of booking behaviors, and comprehensive analysis.

SEGMENTS

Segmentation refers to the process of categorizing hotel guests into distinct groups based on common characteristics. This approach is vital for delivering personalized experiences to guests, ultimately resulting in higher revenue.

Additionally, it plays a crucial role in tracking booking trends, ensuring accurate revenue management, and developing effective pricing strategies.

SOURCES

Sources provide valuable insights into the specific channels guests utilize for making reservations, enabling hotel teams to enhance marketing strategies and discover new opportunities for increasing revenue. Important sources include direct bookings made through the hotel's website and reservations facilitated through external platforms like Expedia.

RATE PLANS

Rate plans are crucial in connecting every reservation to its booking source, offering comprehensive insights into the specifics of each booking. This detailed information is invaluable for hotel teams, allowing them to understand the unique preferences of each guest and the terms governing their stay.



SEGMENTS

FINANCE SYSTEM

In alignment with the 11th Revised Edition of the Uniform System of Accounts for the Lodging Industry, our financial system—including all aspects of the room department—is structured to adhere to these industry benchmarks.

Consequently, this ensures our Profit and Loss (P&L) statements reflect the standard accurately. The ensuing sections provide a detailed overview of the various segments as prescribed by the 11th edition, complete with their respective classifications.

PMS SYSTEM

Our Segmentation feature enables the incorporation of segments into the financial system, introducing a parent-child relationship structure for more in-depth analysis within the PMS and Business Intel platform. We have illustrated these relationships to show how system integration facilitates this hierarchical approach.

This model allows for the examination of segmentation on both a macro (parent) and micro (child) level. This detailed analysis ensures that metrics align when presented in various scenarios or in conjunction with Profit and Loss (P&L) statements.

FINANCE SYSTEM

Segments

TRANSIENT ROOM REVENUE

Transient Rooms Revenue usually includes earnings from renting rooms and suites to individuals or groups occupying fewer than 10 rooms per night. This category also covers rooms rented to guests who have temporary or permanent residency, with or without a formal agreement.

Typical transient stays are classified as follows:

TRE RETAIL

A market-positioned, seasonally priced room rate for transient business. This non-discounted, unrestricted rate is unfailingly accessible whenever our hotel has the capacity to welcome new guests.

TQD QUALIFIED

A rate, tied to a particular organization or carrying a unique affiliation. Validation is requested upon arrival, a simple gesture to unlock the door to these privileged offerings. Examples include the seasoned wisdom of our senior citizens, AAA members, our revered government affiliates, and our valued employees.

TUQ DISCOUNT

An open rate available to the general public (non-qualified) where guests pay less than the retail rate. This includes options like advance purchase, loyalty redemptions, packages, promotions, and online travel agency (OTA) opaque deals.

TNG NEGOTIATED

An exclusive negotiated rate is offered to special accounts, typically corporate in nature. To access this rate, affiliation with a specific company or organization is required.

TWH WHOLESALE

A room rate discount bundled with external travel and/or car rental before presenting it to the guest. The discounted rate remains hidden from the guest.

TCT CONTRACT

Contract Rooms Revenue includes earnings derived from a contract with an external party for a consecutive block of rooms exceeding 30 days. This revenue is recorded after deducting any discounts. Examples include agreements with domestic airline crews, regular corporate training sessions, and incentive-based reward programs.

GROUP

ROOM REVENUE

Group Rooms Revenue consists of income generated from leasing blocks of rooms or suites to a group. A group usually consists of 10 or more rooms per night, as specified in a contract. This revenue is reported after deducting discounts given to wholesalers for selling large room blocks.

Any rebates or subsidies given directly to a group should be recorded as contra revenue. Group Rooms Revenue is categorized by market segment to enhance sales and marketing strategies. Common market segments include the following categories:

GGC CORPORATE

A negotiated rate is offered for a group of rooms linked to companies in various industries like manufacturing, retail, healthcare, insurance, finance, law firms, professional sports, entertainment, and transportation.

GGG GOVERNMENT

A negotiated rate for a block of rooms associated with qualifying government agencies, including but not limited to active military, national security, and health and human services.

GGA ASSOCIATION

A discounted rate is offered for a block of rooms associated with a trade, professional, or philanthropic organization, commonly known as an Association or, in some instances, a Convention.

GGs SMERF

Negotiated rates are offered for groups falling under specific categories such as social (celebratory or personal events), military (veterans, support, and social groups), educational (organizations focused on education), religious (faith-based groups), and fraternal (honor societies, fraternities, sororities, unions, and specialized membership organizations).

GGT TOUR

An agreed-upon rate applies to a group of rooms linked with tour operators/wholesalers who combine travel elements and market them as escorted tour groups, escorted tour series, or inbound ad hoc groups.

PMS SYSTEM

Segments

TRANSIENT SEGMENTS

RE RETAIL

Individual transient business booked at the hotel's Best Available Rate (BAR) or equivalent public retail rate regardless of channel. This segment represents the hotel's standard dynamic pricing available to the general public, with the goal of maintaining consistent rate visibility across direct and third-party channels.

CN CONSORTIA

Individual transient business booked through travel agency consortia, corporate travel networks, or preferred agency programs, typically through the Global Distribution System or proprietary agency platforms. Examples may include programs such as American Express, CWT, THOR, Virtuoso, or other consortia and agency-managed channels.

QD QUALIFIED

Individual transient business booked through discounted rates that require the guest to meet specific eligibility criteria or provide qualifying identification. Examples may include AAA, AARP, senior, military, employee, industry, loyalty, or other affiliation-based rates that are not available to the general public without qualification.

GV GOVERNMENT

Individual transient business booked by government employees or government-affiliated travelers on official business. Rates are typically aligned with applicable per diem guidelines and may apply to federal, state, local, or international government travel, subject to the hotel's rate rules and eligibility requirements.

PK PACKAGES

Individual transient business booked through rates that include additional components beyond the guestroom to create added value or a bundled experience. Examples may include breakfast packages, parking packages, dining credits, spa inclusions, attraction tickets, or other experience-based offers where part of the rate supports the included items.

PR PROMOTION

Individual transient business booked through limited-time promotional offers designed to stimulate demand during a defined booking window, stay period, or need period. Examples may include seasonal promotions, cyber sales, email campaign offers, private sale offers, flash sales, or targeted length-of-stay promotions.

NG NEGOTIATED

Individual transient business booked through rates negotiated directly with a company, organization, or account for business travel. These rates are typically governed by an agreement and may include account-specific terms such as fixed pricing, dynamic discounts, production expectations, or Last Room Availability provisions.

UQ UNQUALIFIED

Individual transient business booked through publicly available discounted rates that do not require the guest to meet specific eligibility criteria. These discounts are generally available on an ongoing or extended basis and may include evergreen offers, advance purchase rates, member-style public discounts, or other broadly accessible reduced rates.

WH WHOLESALE

Individual transient business booked through wholesale, tour operator, or third-party distribution partners using net or contracted rates. These rates are typically packaged or resold as part of a broader travel arrangement, such as airfare, transportation, or bundled vacation components, and are not intended to be displayed as standalone public hotel rates.

OP OPAQUE

Individual transient business booked through third-party channels where the hotel name, brand, or exact rate details are hidden from the guest until after purchase or confirmation. This segment is commonly associated with opaque retail platforms or bundled offers designed to protect the hotel's public rate positioning, such as select Priceline or Hotwire models.

GROUP SEGMENTS

GA ASSOCIATION

Group business booked directly with the hotel by an association, membership organization, nonprofit, or professional group for meetings, conferences, retreats, or related events. This segment applies when the group requires ten or more rooms on the peak night and is not part of a broader citywide convention or CVB-managed event.

GY CITYWIDE

Group business connected to a major market-wide event, convention, or conference coordinated in partnership with a Convention and Visitors Bureau, tourism board, or similar destination organization. These rates are typically negotiated to support large-scale demand across the market and are distinct from association groups booked directly with the hotel.

GC CORPORATE

Group business negotiated with a company or business entity for meetings, training sessions, retreats, project teams, conferences, or other corporate travel needs. This segment applies to corporate groups requiring ten or more rooms on the peak night and is intended to support direct business relationships with company clients.

GI INCENTIVE

Group business associated with incentive travel programs sponsored by companies or organizations to reward performance, motivate teams, or support specific business objectives. These groups are typically arranged by the sponsoring company, a travel agency, destination management company, or meeting planner, and generally require ten or more rooms on the peak night.

GG GOVERNMENT

Group business associated with federal, state, local, municipal, or government-affiliated agencies, including groups connected to active military service. This segment applies to government-related events or travel requiring ten or more rooms on the peak night and should align with applicable government rate guidelines, travel policies, and budget requirements.

GS SMERF

Group business associated with social, military-related non-active duty, educational, religious, or fraternal organizations. This segment applies to qualifying groups requiring ten or more rooms on the peak night and is used for organizations that do not fall under corporate, government, association, wedding, or citywide classifications.

GE ENTERTAINMENT

Group business associated with traveling entertainment groups, including musicians, theater productions, performance crews, touring companies, production teams, and related talent or support personnel. Rates are typically negotiated to accommodate the unique scheduling, operational, and rooming needs of entertainment travel.

GT TOUR

Group business negotiated through tour operators, wholesalers, receptive operators, or travel organizers for leisure group travel. This segment generally applies to groups requiring ten or more rooms on the peak night and may include inventory release terms based on tour pickup, demand patterns, or contracted release windows.

GO SOCIAL

Group business associated with social events, celebrations, community partnerships, influencer-related stays, hotel collaborations, or other non-corporate and non-association gatherings. This segment may include room blocks tied to private events, brand partnerships, local activations, or other unique social occasions.

GW WEDDINGS

Group business associated with wedding-related room blocks, including on-site or off-site wedding celebrations, ceremonies, receptions, rehearsal dinners, brunches, and related wedding events. This segment is used when there is a signed commitment for guestrooms tied to a wedding celebration or related wedding activity.



COMPLIMENTARY & CONTRACT SEGMENTS

CO COMPLIMENTARY

This category includes rates offering guests complimentary room stays, with potential additional charges for incidental expenses. These rates usually occur to enhance guest satisfaction, as a gesture from the executive office, or in connection with familiarization trips (FAM) and internal hotel use (such as House Use).

CT CONTRACT

Revenue and room nights resulting from fixed-term agreements, where a performance contract is mutually agreed upon with entities, organizations, or individuals to reserve a block of rooms for 30 days or more, fall under Contract Rooms Revenue. This revenue is documented after factoring in any relevant discounts. An instance of such agreements involves providing lodging for airline crews.

OWNER SEGMENT

Optional, designed to be used in conjunction within a vacation ownership or rental pool environment

GA OWNER

Tracking the occupancy of a room by the owner in residential assets monitoring occupied rooms by owners is commonly done in assets with residential components like condos or villas. This practice applies when owners choose to stay in their unit without any additional charges.

OG OWNER GUEST

This category covers rates that offer guests complimentary room stays, with the potential for additional charges for incidental expenses. These rates are commonly used to enhance guest satisfaction, provided as a gesture by the management, or linked to familiarization (FAM) trips and internal hotel use, such as House Use.

OA OWNER AFFILIATE

Used to track a occupied room for applicable for assets featuring residential components such as condos or villas, for instances in which a owner designated affiliate has requested and authorized a guest to occupy their unit at no cost.



CONSIDERATIONS FOR COMPLIMENTARY ROOMS

Choosing the correct segment for recording room nights

Rates and offers that involve complimentary night stays are categorized accordingly, either as zero-rate or by distributing the complimentary value across each night to calculate an average rate. It's essential to note that these should be distinguished from the complimentary segment and categorized separately.

For instance: Complimentary stays included in promotional offers like Buy 3 Nights, Get the 4th Night Free

Exchange agreements or specific conditions outlined in group contracts 1 per 50 comp scenario

ALIGNING TO THE 11TH EDITION

TRE RETAIL RETAIL	TQD QUALIFIED QUALIFIED GOVERNMENT	TUQ DISCOUNT PROMOTION PACKAGES OPAQUE UNQUALIFIED	TNG NEGOTIATED NEGOTIATED CONSORTIA	TWH WHOLESALE WHOLESALE	TCT CONTRACT CONTRACT
GGA ASSOCIATION GROUP CITYWIDE GROUP ASSOCIATION	GGC CORPORATE GROUP CORPORATE GROUP INCENTIVE	GGT TOUR GROUP TOUR	GGG SMERF GROUP SMERF GROUP SOCIAL GROUP WEDDING GROUP ENTERTAINMENT	GGG GOVERNMENT GROUP GOVERNMENT	CCO COMP COMPLIMENTARY OWNER OWNER GUEST OWNER AFFILIATE

GL CODE MAPPING WORKSHEET

SEGMENT CODE	NAME	SUB SEGMENT CODE	NAME		ROOMS GL ACCOUNT	REVENUE GL ACCOUNT
TRE	Retail	RE	Transient Retail	▷		
TNG	Negotiated	CN	Transient Consortia	▷		
TNG	Negotiated	NG	Transient Negotiated	▷		
TQD	Qualified	QD	Transient Qualified	▷		
TQD	Qualified	GV	Transient Government	▷		
TUQ	Discount	UQ	Transient Unqualified	▷		
TUQ	Discount	PR	Transient Promotion	▷		
TUQ	Discount	PK	Transient Packages	▷		
TUQ	Discount	OP	Transient Opaque	▷		
TWH	Wholesale	WH	Transient Wholesale	▷		
TCT	Contract	CT	Transient Contract	▷		
CCO	Comp	CO	Transient Complimentary	▷		
GGA	Association	GA	Group Association	▷		
GGA	Association	GY	Group Citywide	▷		
GGC	Corporate	GC	Group Corporate	▷		
GGC	Corporate	GI	Group Incentive	▷		
GGG	Government	GG	Group Government	▷		
GGS	SMERF	GS	Group SMERF	▷		
GGS	SMERF	GO	Group Social	▷		
GGS	SMERF	GW	Group Weddings	▷		
GGS	SMERF	GE	Group Entertainment	▷		
GGT	Tour	GT	Group Tour	▷		

FOR CLARITY

UNDERSTANDING CANCELLATIONS & ATTRIBUTION REVENUE

For clarity, revenue from group attrition (cancellation) and transient guest room cancellations after the cutoff/penalty date and before arrival is included in Attrition Fees and Cancellation Fees within Miscellaneous Income (Schedule 4) and not Rooms Revenue or Other Rooms Revenue.

Fees received due to cancellations (generally advance deposits for meetings, conventions, groups, guest sleeping room blocks, etc.) should be excluded from Rooms Revenue.

FOR CLARITY

PET OR SMOKING FEES CHARGED AS PENALTY

For clarity, pet or smoking fees charged as a penalty, cleaning, or damages are reported in Miscellaneous Income (Schedule 4). See Exclude from Rooms Revenue Figures- Pet or Smoking Fees.

ROOMS REVENUE INCLUDED

NO SHOW

Revenue is generated from both individual and group bookings when a guest has given a personal guarantee for payment to reserve a room but then fails to cancel the booking in advance or check in. Even though these unoccupied rooms are not included in the hotel's room occupancy count, income from these no-show situations is acknowledged. The Guaranteed No-Show (GNS) policy is usually put in place due to the limited ability to re-market rooms within the specified "booking window" timeframe.

EARLY + LATE DEPARTURE FEES

Fees for early check-outs and late check-outs, indicating additional charges for changes made to the originally scheduled stays.

PET OR SMOKING ROOMS

Room categories that are allocated for smoking or pets, like rooms with a beach or scenic view, suites, rooms on higher floors, or those on concierge levels, can contribute to room revenue just like other room types.

ROLLAWAY BED OR CRIB RENTAL

Room types that are specifically allocated for smoking or pets, similar to other categories like rooms with beach or scenic views, suites, higher-floor rooms, or those on concierge levels, can contribute to the total room revenue.

PARTIAL DAY AND DAY USE REVENUE

This revenue is generated from various sources, including rooms utilized for hospitality suites, dressing rooms, employment interviews, movie auditions, and wholesale distributors (such as showcasing clothing, toys, and other merchandise). It is important to include revenue from Food and Beverage services.

Day use rooms are specifically sold with the understanding that they will not be occupied overnight and are not charged at rates offered to other segments like Transient, Group, or Contract. Rooms sold under a specific rate category should be categorized accordingly and reported as rooms sold, streamlining the process without requiring a separate Day Use segment.



ROOMS REVENUE EXCLUDED

RESORT FEES

Resort Fees should not be included in Rooms Revenue service charges and should not be factored into Rooms/Other Rooms Revenue data reported to STR. Instead, Resort Fees need to be accounted for in Miscellaneous Income (Schedule 4).

GRATUITIES

A gratuity is typically an optional sum included in a bill or given directly to an employee by a customer. When it comes to cash, employees usually keep gratuities at the point of sale, while for charged gratuities, employers distribute them on behalf of the employees. Gratuities are not considered as property income, but rather as direct income for the employees.

PET OR SMOKING FEES

Charged as a penalty, cleaning, or damages are reported in Miscellaneous Income (Schedule 4).

TAXES AND GOVERNMENT MANDATED SURCHARGES

GROUP COMMISSIONS AND FEES

If a contracting party is due a rebate or commission from a hotel agreement and financial reporting standards recommend net reporting, these rebates or commissions should be recorded as contra revenue. This adjustment reduces the total revenue. In cases where a hotel is obligated by contract to pay a third party, and if the evaluation favors reporting gross revenue over net revenue, these payments should be categorized under 'Commissions and Fees – Group' expenses.

ATTRITION & CANCELLATION FEES

Revenue from group booking attrition or the cancellation of transient guest reservations, like advance purchase bookings with a deposit, that happens after the cutoff date but before the arrival date is categorized as Attrition and Cancellation Fees.

These fees are classified under Miscellaneous Income (see Schedule 4) instead of being grouped under Rooms Revenue or Other Rooms Revenue.

AVAILABLE RESOURCES

Uniform System of Accounts for the Lodging Industry

DOWNLOAD