

BGC Matrix for Hotel Marketing Managers



Question Marks

Put here the customer segments that have a high growth potential but a small market share (niche segments).

With a some investment and good arguments, it is possible to make them "stars".

Would you like to start investing ?

Market growth

Stars

Put here the customer segments that have a high growth potential and a high market share.

Having them growing will cost you some energy (time/money), but it is hoped that these "desired children" will one day become "cash cows".

Keep investing!



Market shares

Dogs

Put here the customer segments that represent a small share of a saturated market.

Forget about them!

They take a lot of energy from you at a loss. Unless you derive other non-financial benefits from them : CSR (Corporate Social Responsibility), fun ?



Cash cows

Put here the customer segments that are real "golden egg chickens": a large market share that has reached maturity.

Continue to benefit from it without investing more.

They don't cost much and are very profitable.

