



Delivering **smarter revenue, distribution**  
and **marketing outcomes**



# About OTA Insight



OTA Insight is the **leading cloud-based data intelligence platform** for the hospitality industry.

**We provide hoteliers and revenue managers with a suite of revenue management solutions that deliver smarter revenue, distribution and marketing outcomes.**

Since its beginning, OTA Insight has won numerous industry awards and grown to become the leader in revenue management solutions for over 60,000 independent, local and global chain properties and management companies in 185 countries, supported by 400+ stellar employees.



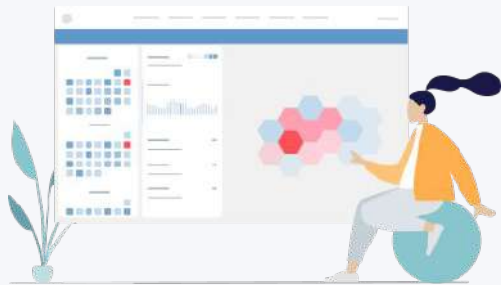
# Trusted by 60,000 customers



With solutions for single and multiple properties

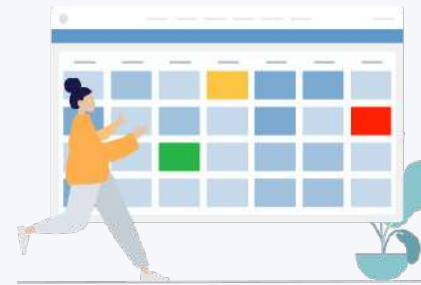


# Our solutions at a glance



## Market Insight

Harness real-time market intelligence



## Rate Insight

Make smarter pricing decisions



## Revenue Insight

Unlock your revenue potential



## Parity Insight

Keep control of your distribution

**Triometric**

# What makes OTA Insight unique



Our core aim is to provide our customers with **simple-to-understand, real-time** actionable **data**



## Data quality

Advanced anomaly detection and automated integrity control ensure the industry's most accurate, complete and reliable data



## Actionable insights

Our easy-to-understand dashboard with real-time data and instant drill-down capabilities enables our customers to spot and leverage opportunities



## Unparalleled customer care

Our 24/7 support ensures peace of mind across all time zones



# Rated #1 for three consecutive years



**OTAINSIGHT**  
★★★★★ 906 reviews

- Best Hotel Rate Parity
- Best Rate Shopping & Market Intelligence
- Best Business Intelligence
- Top 10 People's Choice

**BEST BUSINESS INTELLIGENCE SOFTWARE**  
HotelTechAwards  
2023

**BEST RATE SHOPPING & MARKET INTELLIGENCE**  
HotelTechAwards  
2023

**BEST PARITY MANAGEMENT SOFTWARE**  
HotelTechAwards  
2023

**HOTELIERS CHOICE AWARD**  
HotelTechReport  
2023



# Our Global Team





# **Our Solutions**



# Our product overview



## Rate Insight

Rates & Events  
Ranking & Reviews  
**Transparent**  
Short term rental rates



## Parity Insight

Parity Insight  
Parity Manager  
Triometric



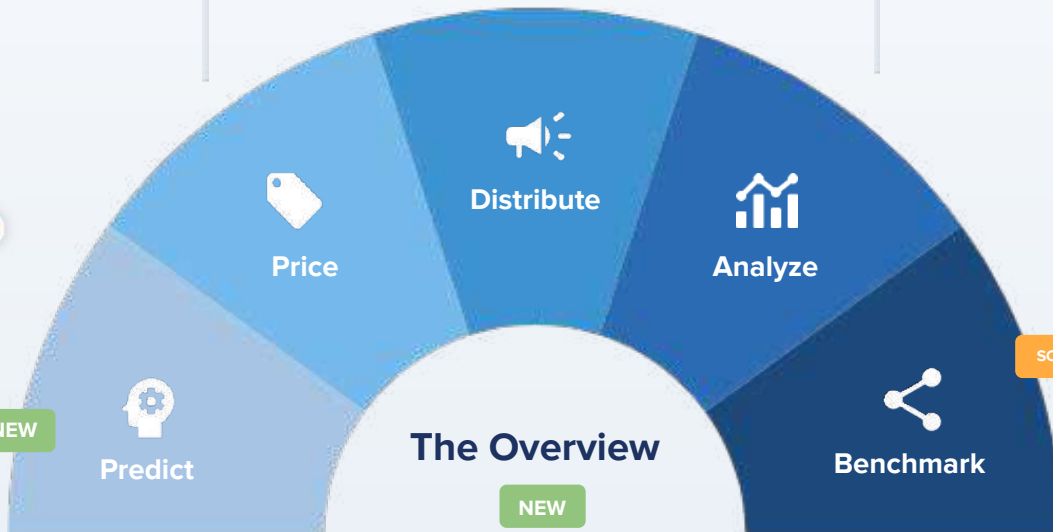
## Revenue Insight

Hotel-level BI  
Multi-property BI  
**kriya**  
RevGEN  
Multi-brand BI



## Market Insight

Hotel searches  
Flight searches  
Market demand trends  
**Transparent**  
Short term rental availability



## Benchmark Insight

Forward-looking benchmark  
Market & competitor-level  
Channel & Segment  
Agency & Account



Revenue Management



Distribution



General Management

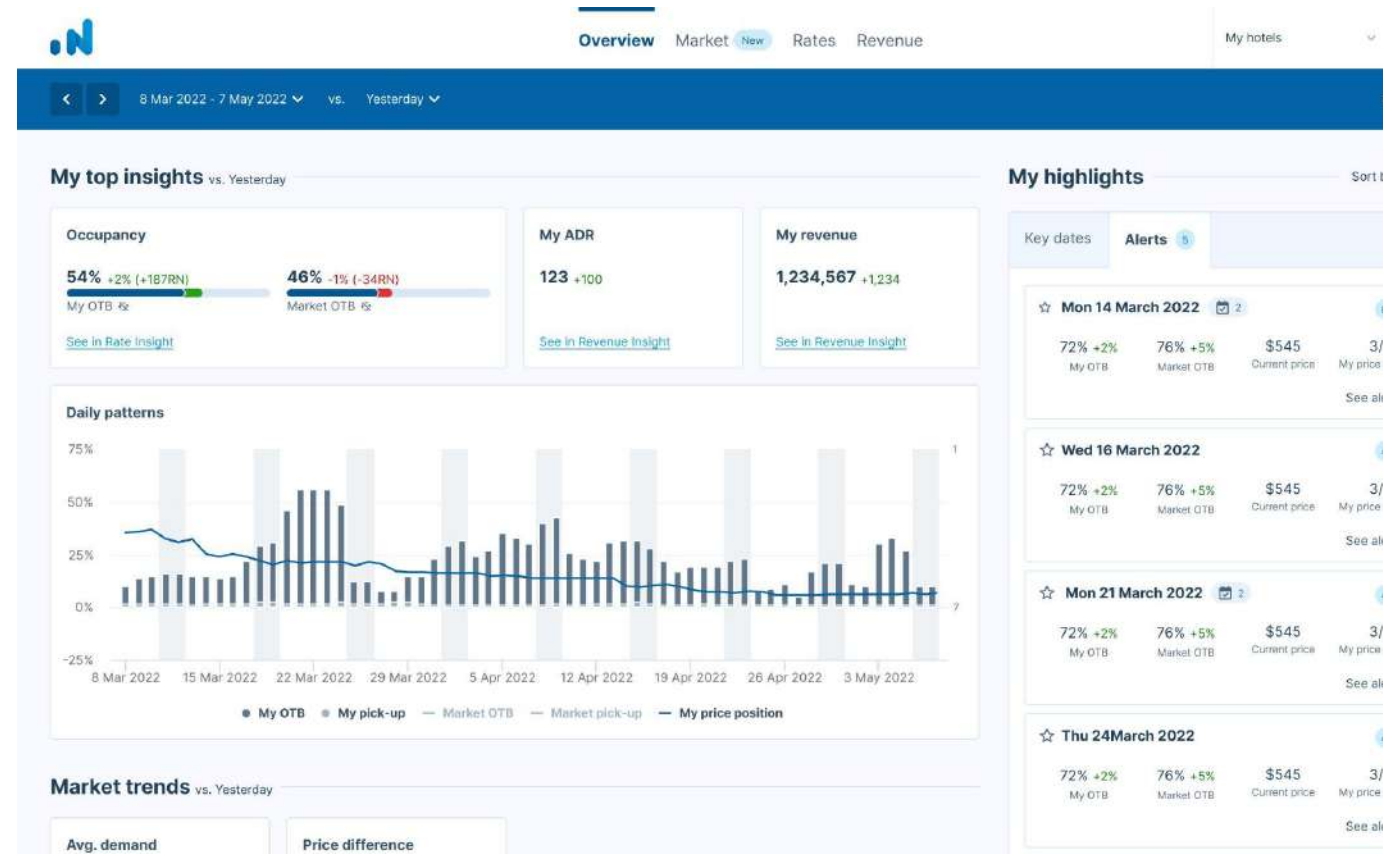


Sales & Marketing

# New - The Overview homepage

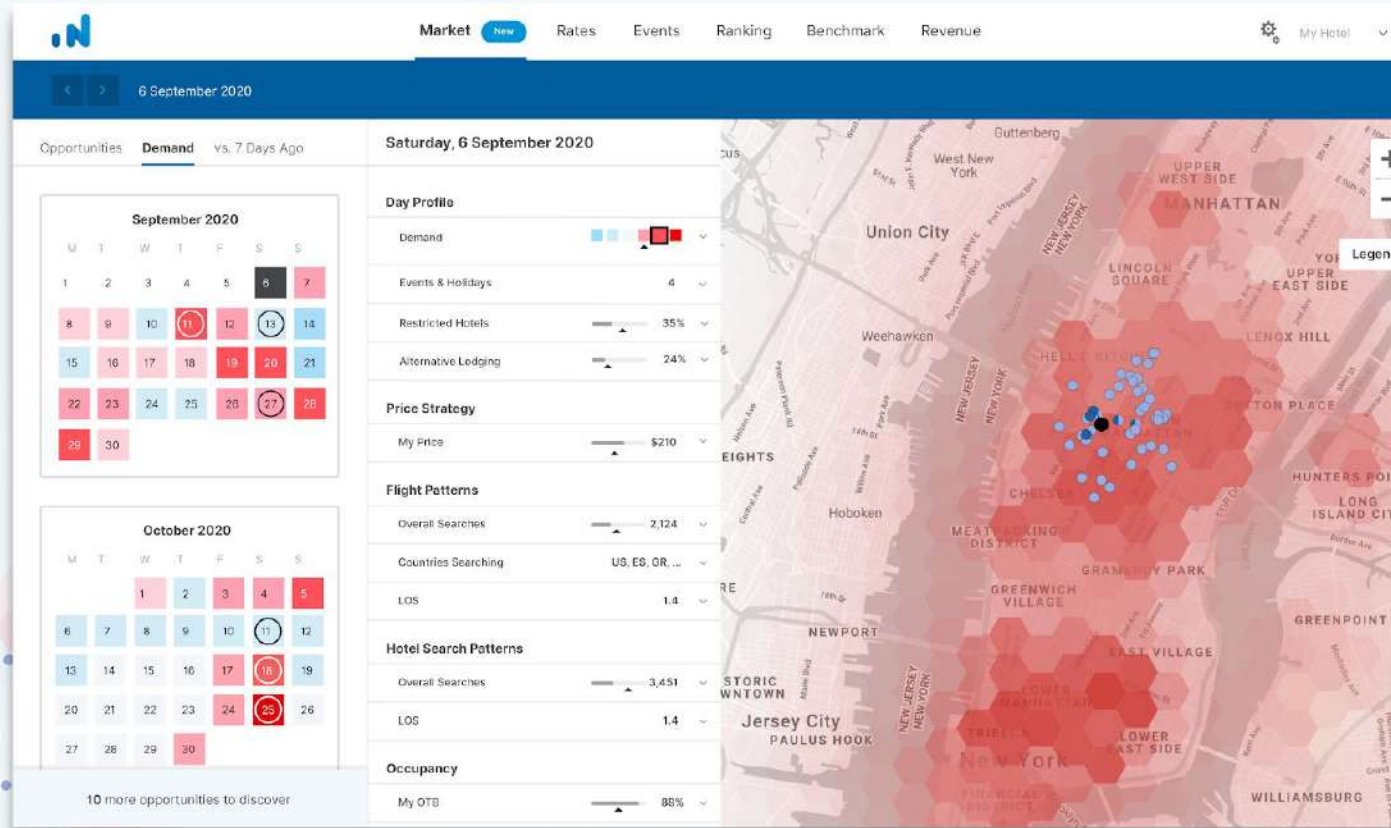


- ✓ **Save time** with everything you need in one place, for you and your team
- ✓ **Stay focused on your goals** and spot opportunities sooner with daily alerts
- ✓ **Get the control and flexibility you need** with customisable alert settings
- ✓ **Remember what matters most** with a dynamic list you can use to keep track of key days and add your own notes





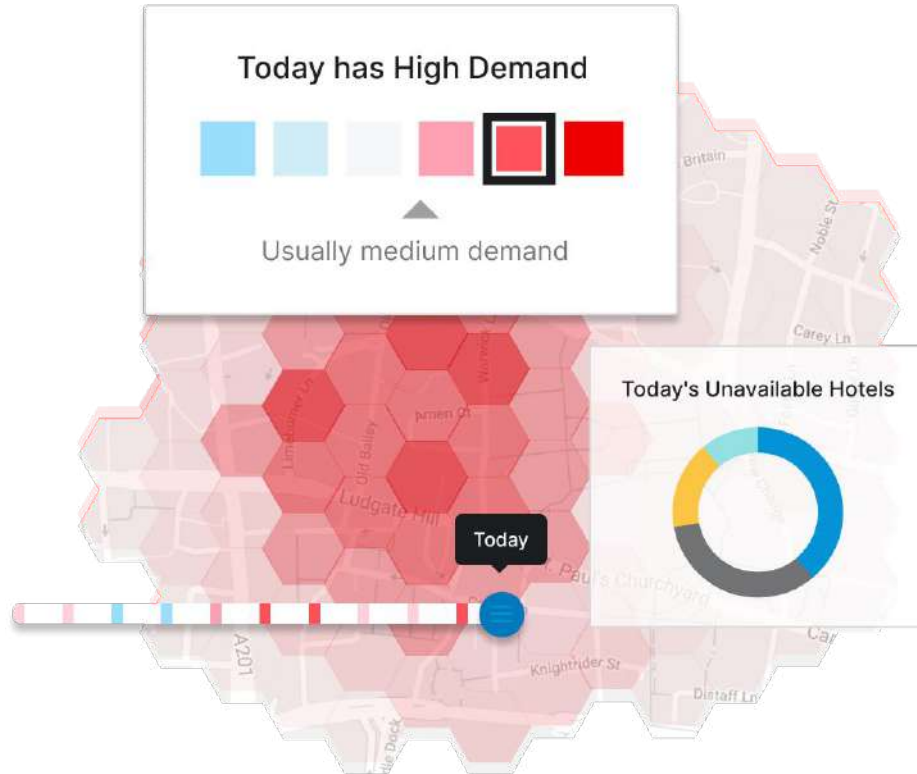
# MARKET INSIGHT







# Market Insight



## Harness real-time market intelligence

Market Insight captures hotel booking intent in real time to uncover new revenue opportunities. With millions of data points and cutting-edge technology, Market Insight delivers location-specific, segmented demand insights.

Featuring a unique combination of top-of-funnel sources that aggregates data across OTAs, GDSs, flight data, holidays, alternative lodging and meta review sites data, Market Insight enables hoteliers to quickly grasp market demand pre-booking, and get key insights at a glance.

Combine **Rate Insight**, **Parity Insight**, **Market insight** and **Revenue Insight** to make smarter revenue and distribution decisions.

# What makes Market Insight unique



## **Anticipate future market behaviour**

Predict demand before you see it, with data aggregated from a wide variety of sources. Understand shifting demand up to 365 days in advance, with access to real-time market heatmaps. Segment by sub-location, stay pattern (e.g. LOS) and accommodation type.



## **Take action with instant alerts**

Drive revenue opportunities as demand shifts. Get the critical information needed to take advantage of market opportunities with instant alerts.



## **Understand your entire competition**

Ensure that you are always positioned competitively against the most relevant compset, with smart compset, the industry-first compset that dynamically adjusts to market conditions.



## **Bridge the gap between commercial teams**

Work holistically to achieve business goals. Get actionable and relevant cross-departmental (revenue, distribution, sales and marketing teams) data insights through market demand outlook.



# Market Insight



**With Market Insight, I can see the demand for my whole city change literally “live” on the map.**

**The system is powered by such a large number of data points but manages to convey the insights in a visual and frictionless way.**

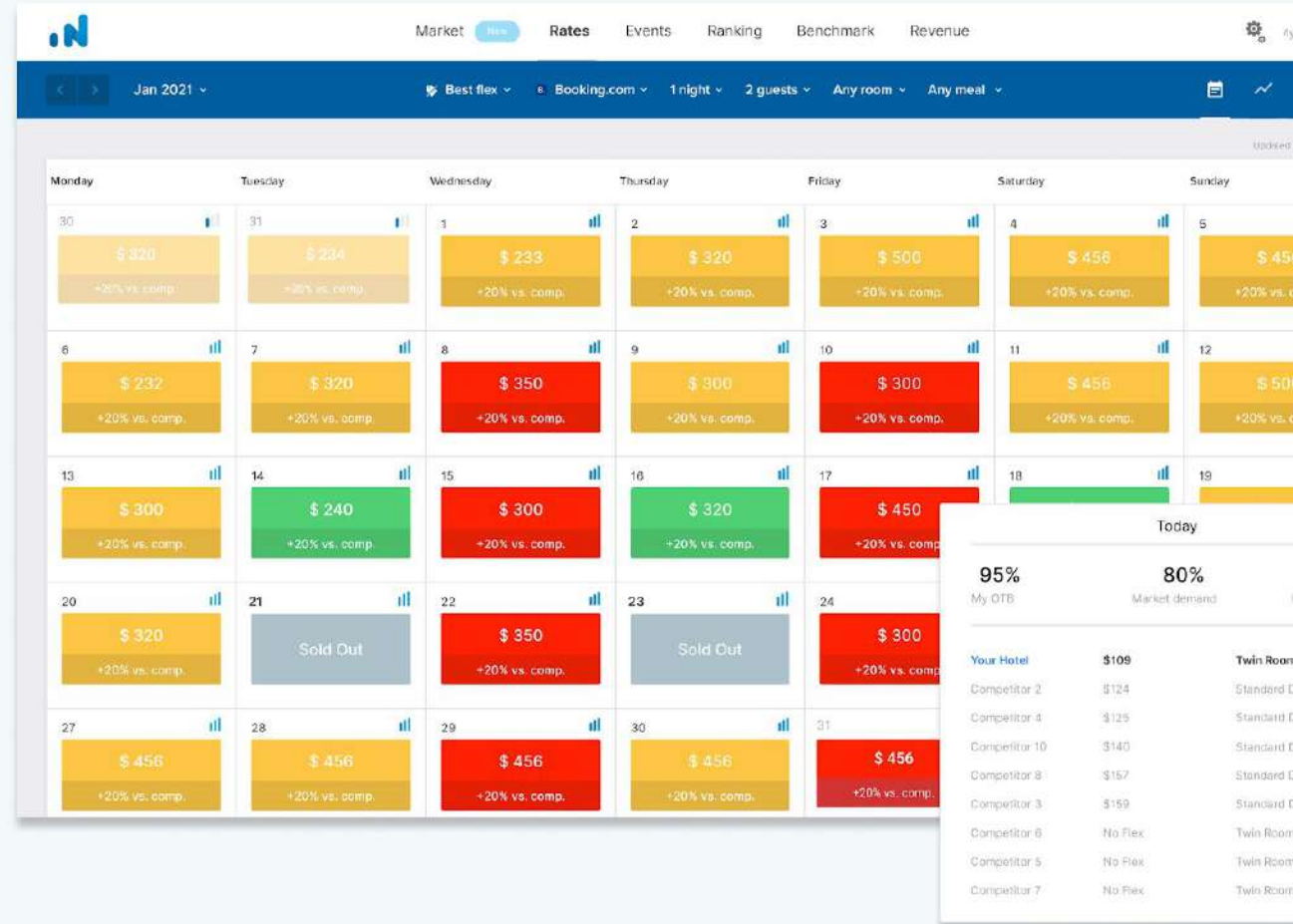


**Jussi Ojanen**

Hospitality Business Analyst at SOK



# RATE INSIGHT



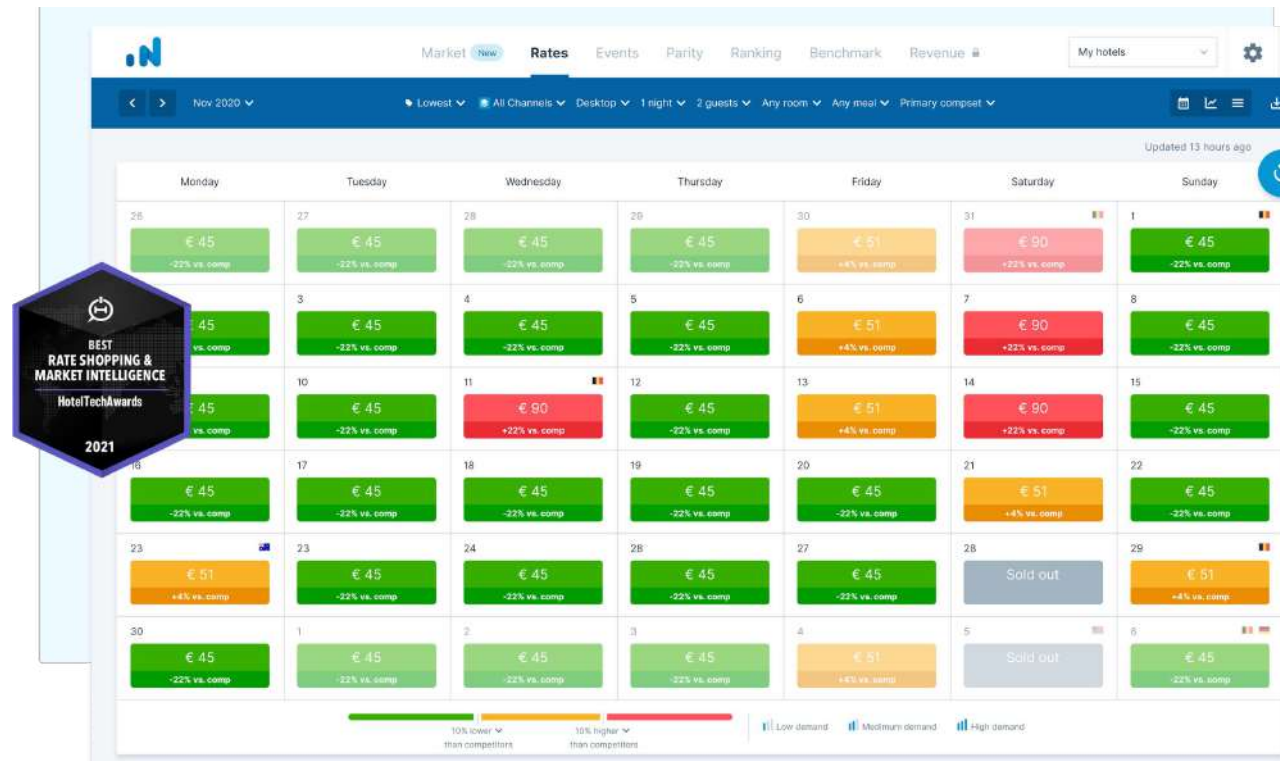
# Rate Insight



## Make smarter pricing decisions

Rate Insight provides real-time rate intelligence information on your competitors' complete pricing strategy by uniquely delivering granular insights on competitors' rates, ranking, reputation, and OTB occupancy, to power hotel partners with relevant datasets.

Combine **Rate Insight**, **Parity Insight**, **Market insight** and **Revenue Insight** to make smarter revenue and distribution decisions.





# What makes Rate Insight unique



## Gain competitor intelligence

See your competitors' current, past and future rates with the most real-time data available anywhere - all in multiple, user-friendly dashboards.



## Price with confidence

Align or adjust your pricing based on factors such as rate shopping, customisable room-type mapping and parity monitoring in one comprehensive dataset



## Understand market trends

Access event, holiday calendars and online reputation data that influence rates in your market. Easily spot trends, identify rival pricing strategies and adjust pricing accordingly.



## Get a clear view on rate evolution

Monitor pace and rates to spot trends at your property and compset. Identify rival pricing strategies to optimise your rate strategy

# Rate Insight



I cannot imagine doing revenue management without OTA Insight. **At the click of a button, I have live rates and reports.**



**Harris Ratnawardana, Director of Revenue**  
Amora Hotel Jamison Sydney

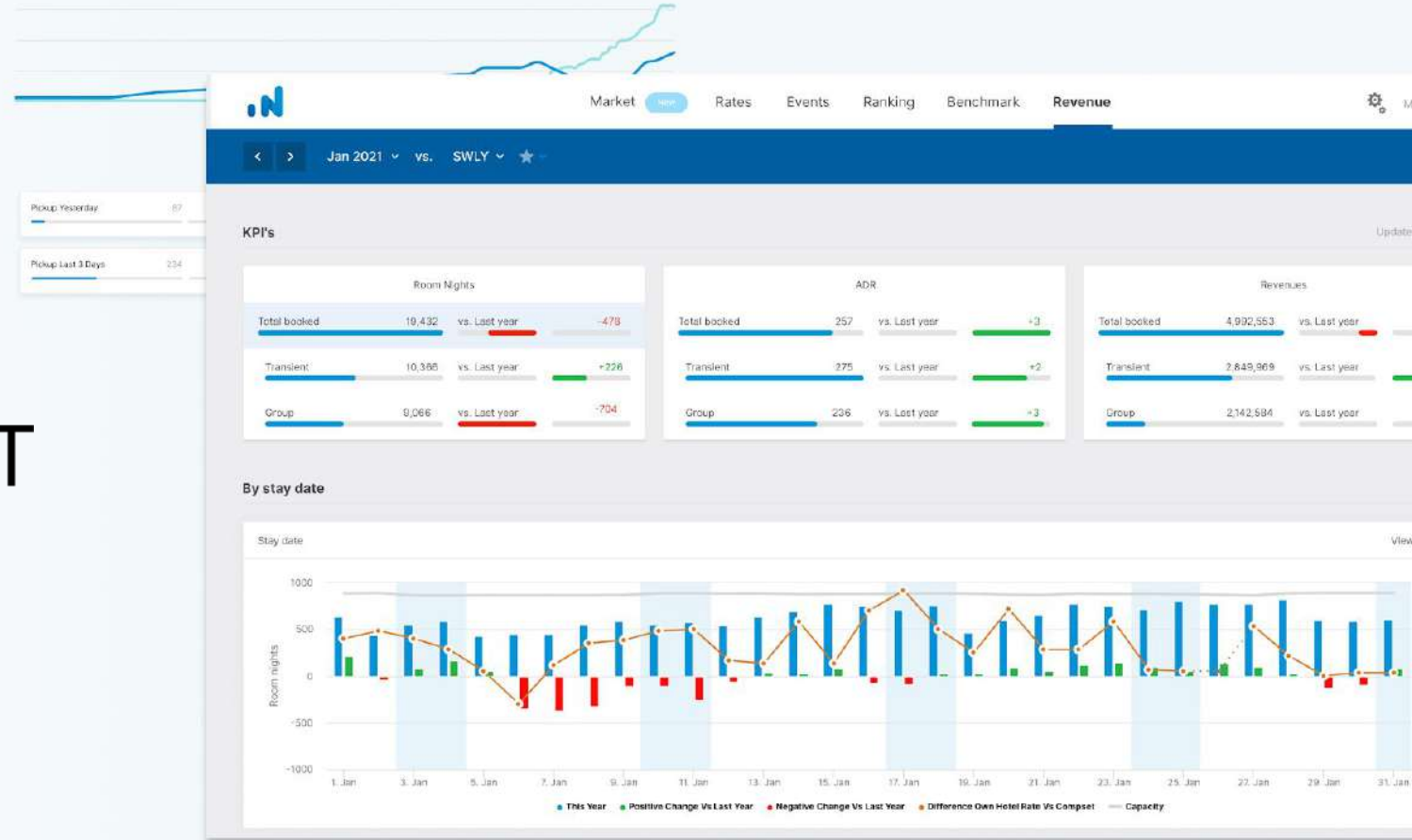
Since using Rate Insight, our revenue and reservations team have drastically improved their efficiency, **completing tasks an estimated 60% faster.**



**Aashish Trivedi, Group Director of Revenue**  
Fusion Resorts



# REVENUE INSIGHT



# Revenue Insight



Our user-friendly dashboard helps you track and analyse key factors for revenue management and converts your revenue data into business intelligence by making it actionable.

- Combine a wide range of indicators such as rate codes, channels, room types and immediately understand where and how you can drive revenue
- Simpler, better and faster dynamic hotel level analytics on your Revenue Management KPIs

Combine Rate **Insight**, Parity **Insight**, Market **insight** and Revenue **Insight** to make smarter revenue and distribution decisions.





# What makes Revenue Insight unique



## **Save time every day**

No more wasted time exporting and compiling data, the platform is updated overnight



## **Monitor performance in a single click**

All the performance metrics of your hotel and/or portfolio are available at your fingertips



## **Optimise your revenue drivers**

Visual and interactive dashboard for you to spot, analyse and maximise every single opportunity



## **Empower your teams to work together**

Reporting made simple and easy for RM, E-Commerce, Distribution and Sales to align strategies

# Revenue Insight



Revenue Insight is a real game-changer for our business. In the past six months, we've seen a total revenue increase of over **\$400,000** and an **RGI increase of 7.4% YoY** by shifting business to more profitable segments.



**Alexis Warburton, Regional Director,**  
Revenue Management and Distribution at Highgate

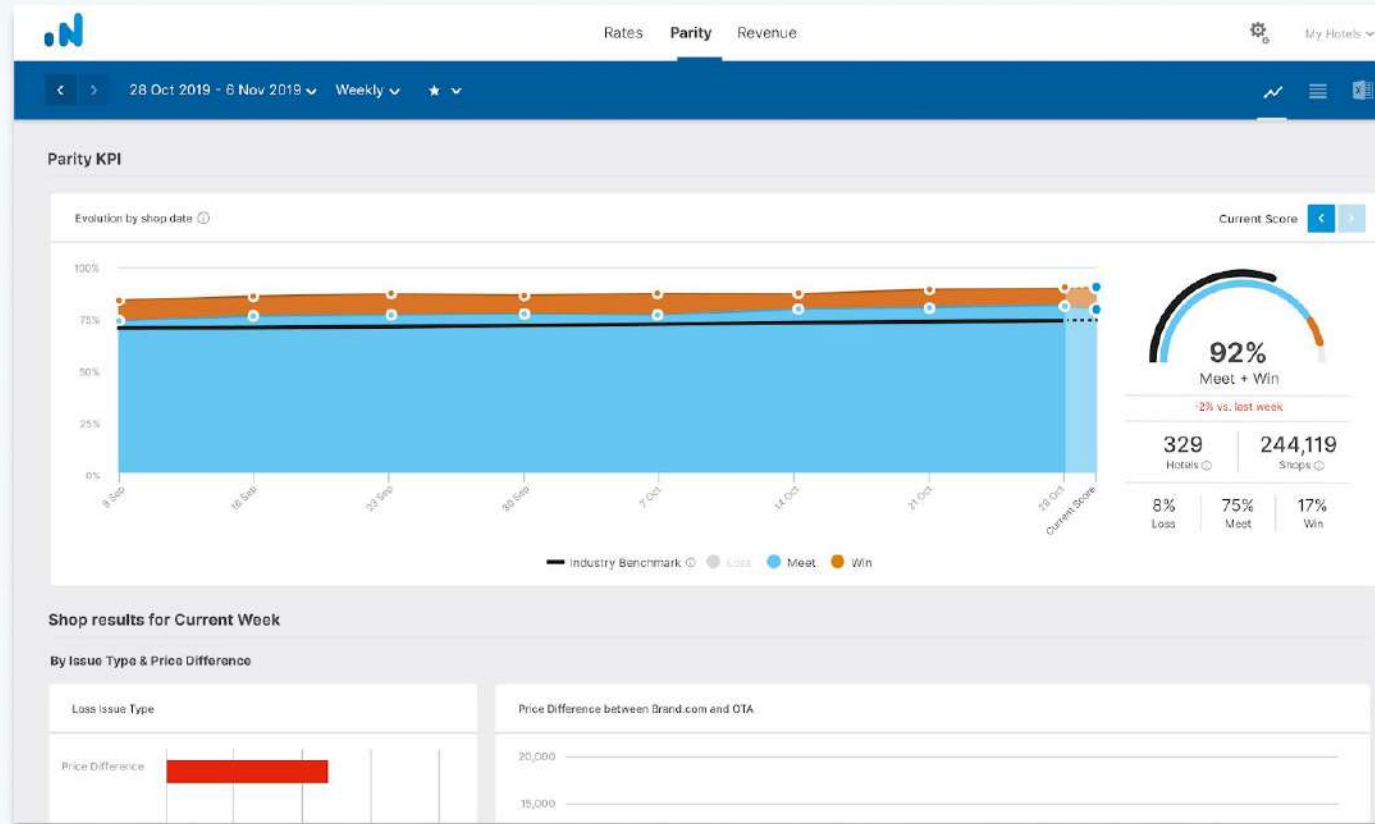
Apart from offering us actionable, accurate insights, Revenue Insight **saves us around three to five hours every week.**



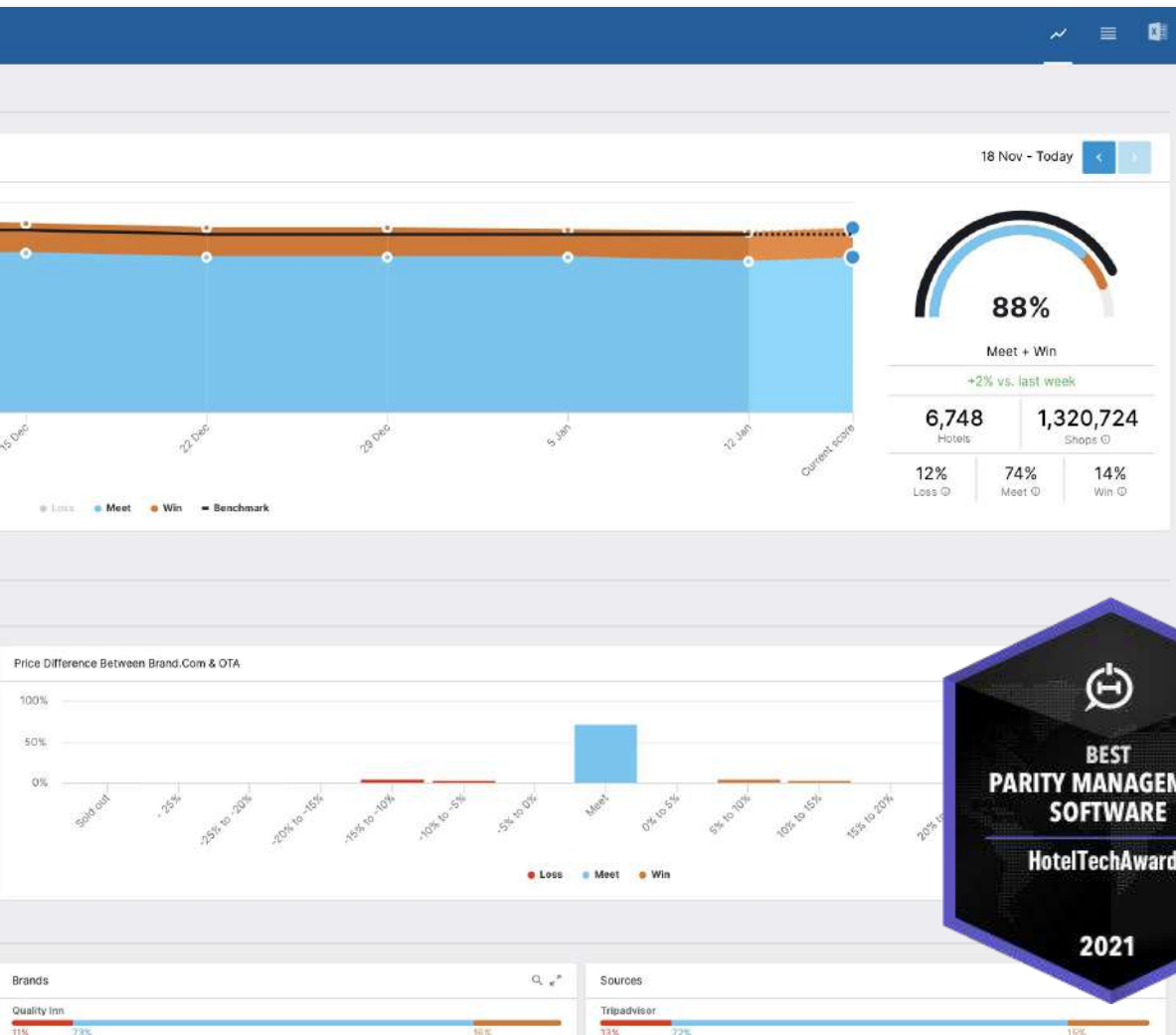
**Jeff Aldrich, Area Director of Revenue at**  
Kimpton Hotel & Restaurant Group



# PARITY INSIGHT



# One simple, consolidated, easy-to-use dashboard



- Enterprise solution that provides a snapshot on the success of your portfolio's **parity evolution**
- Monitor whether your hotel's rates are **in parity, cheaper or more expensive** across all online distribution channels: direct, major OTAs and wholesaler OTAs
- Drill down on **parity issues and opportunities** with **segmentation** including: market, brand, source, channel and price difference
- Easily **spot the worst offending hotels in your portfolio** and **identify the problems they face**: price discrepancy issues, sold-out issues, or room type issues



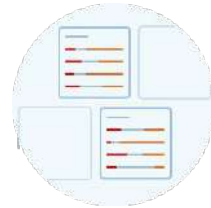


# What makes Parity Insight unique



## Save time every day

Get a real-time view on your portfolio's parity performance and let automated workflows do the work for you.



## Efficiently manage your online partnerships

Have the right conversations with the right distribution partners for overall better collaboration.



## Control your distribution

Monitor parity performance across all key distribution channels effectively using tools built for immediate action and response.



## Get a clear view on rate evolution

Monitor pace and rates to spot trends at your property and compset. Identify rival pricing strategies to optimise your rate strategy

# Parity Insight



Parity Insight gives us solid data with insights into our distribution challenges both in the OTA and wholesaler world.



**Jeff Wermager, Senior Director of Revenue Optimisation Services,**  
Radisson Hotel Group

Parity Insight offers the most accurate and relevant data we have ever seen, helping us to quickly make effective distribution and contracting decisions.



**Pelayo Pando, Director of e-Commerce Business Development**  
and Market Strategy, NH Hotel Group

# Trusted by over 60,000 customers



# Our growing partnerships

OTA Insight partners with world leading RMS, PMS & Benchmarking Systems







**Thank you for your time!**



[www.otainsight.com](http://www.otainsight.com)