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OTA Insight Gains Momentum Heading into NoVacancy Expo

Data intelligence platform expands rapidly into Australia-New Zealand-Pacific region

New York and London, July 12, 2018 – [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, has announced a series of key partnerships in the Australia-New Zealand-Pacific region, as it continues to be a target growth market for the company. With recent signings including **Staywell Hospitality, Punthill Apartment Hotels, Ovolo Hotels, Doma Hotels and Reflections Holiday Parks**. OTA Insight's focus on the region will allow even more hotel partners to directly benefit from its suite of revenue intelligence solutions. To accommodate the region's growing demand for OTA Insight's services, the company has invested in expanding its staffing and support efforts. This exciting growth announcement precedes OTA Insight's invitation to speak at the [NoVacancy Accommodation Business Expo](#) in Sydney, Australia from July 17 – 18.

OTA Insight provides solutions that empower hoteliers to make smarter pricing and distribution decisions, and enables them to manage and track all the relevant factors that can affect demand and profitability. As the company continues to grow, more hoteliers in the region will have access to OTA Insight's suite of business intelligence solutions to help manage rates, parity and revenue.

"The company's continued momentum speaks to the significant market opportunity and demand for better, more actionable business intelligence solutions for hotels. As our customer footprint continues to expand in the Australia, New Zealand and Pacific region, the NoVacancy Expo is an industry event we are thrilled to participate in," **Gino Engels, Chief Commercial Officer and co-founder of OTA Insight**. "We look forward to sharing our insights on best practices for hoteliers to achieve their revenue management objectives with all event guests."

OTA Insight's **Commercial Director for North America, LATAM, ANZ & Pacific, Joris Beerten**, will be speaking on the topic of ["Navigating the changing distribution landscape"](#) from **1:30pm – 2:00pm on Wednesday, July 18 at Seminar Theatre C**, covering topics including:

- Which online booking sites you should partner with
- How to harness and draw insight from your data to increase revenue
- The most effective way to optimise your direct bookings channel

Additionally, **Amit Peshawaria, Director of Business Development for Australia, New Zealand & Pacific** at OTA Insight, will be moderating a panel titled ["Hotelier Discussion: Rate Parity"](#) from **3:30pm – 4:10pm on Wednesday, July 18 at Seminar Theatre B**, where he will discuss with prominent local hoteliers:

- Current issues hotels are facing with parity
- The disconnect many hotels face when trying to manage parity
- How to optimize channels to manage parity
- What the future of rate parity for hoteliers, OTAs and metasearch is

Building on the momentum the company has achieved in the past few months, which includes reaching the major **milestone of serving 30,000 hotels worldwide**, the launch of its [Parity Insight](#) solution and its first [Hotel Parity Report](#), OTA Insight is in an ideal position to achieve continued growth and expansion throughout the Australia-New Zealand-Pacific region.

OTA Insight will be exhibiting at
NoVacancy Accommodation Business Expo
Sydney, Australia from July 17 – 18
Stand E20

For more information, please visit: www.otainsight.com.

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About OTA Insight

OTA Insight empowers hoteliers to make smarter revenue and distribution decisions through its market-leading suite of cloud-based business intelligence solutions including Rate Insight, Parity Insight and Revenue Insight. With live updates, 24/7 support from our customer success team, and a highly-intuitive and customizable dashboard, the OTA Insight platform integrates with other industry tools including hotel property management systems, leading RMS solutions and data benchmarking providers. OTA Insight's team of international experts are based all over the world, including the US, UK, France, Germany, Belgium, Spain, Italy, Peru, Mexico, Singapore, Australia and India, and supports over 30,000 properties in 140 countries. For more information, visit www.otainsight.com and follow us on Twitter [@otainsight](https://twitter.com/otainsight).