

Continued Customer Growth at OTA Insight Prompts Asia-Pacific Expansion

A groundswell of high-profile new partners across the APAC region sees increased investment in regional business development and support teams

LONDON, August 13, 2019 – [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, has reached a tipping point of activity in the increasingly important Asia-Pacific region ahead of the upcoming [APAC Revenue Management Summit](#) in Melbourne, Australia.

Since opening a regional hub in Singapore in late 2017, a new office in Australia last year and appointing additional representatives across the Philippines, Indonesia and India earlier this year, the number of hotel partners that OTA Insight works with in the region has grown from just over 1,000 properties at the end of 2017 to a projected 6,000 properties by the end of 2019. This represents a significant average growth rate of over 100% year-on-year for the past two years.

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

"Demand for the cutting-edge technology and highly accurate data we provide has risen sharply in the past couple of years," said Amit Peshawaria, Head of Sales for Asia Pacific and Oceania at OTA Insight. "Hoteliers in many parts of the region are keen adopters of the simple-to-use rate intelligence solution we provide, and we found that we had reached the point where we needed to put more feet on the ground, to support the continued growing demand" he added, noting that: "APAC growth in travel remains strong, currently averaging 5.5% per annum, with annual arrivals in 2023 set to reach 900 million."

The company's presence has experienced particularly substantial growth across Australia and New Zealand, where a diverse range of recent adopters across holiday parks, resorts, three, four and five-star properties include Ingenia Holidays, Discovery Holiday Parks, ULTIQA, Millennium & Copthorne, NRMA, Dreamtime Resorts, Majestic, Scenic Hotels, Metro Hotels, NRMA Parks, MINOR Hotels, StayWell Hospitality Group and Quest Apartment Hotels.

Additionally, and elsewhere in the region, uptake has been growing significantly in Thailand, Singapore, South Korea, Indonesia, Vietnam, Malaysia, Japan and China, with customers including Onyx Hospitality, Como Hospitality, Pan Pacific, BHMA, Plataran, Indonesia Hospitality Group, Ascott and Lotte.

These hoteliers join longer-established customers in APAC, including Kanwarpreet Kanwar, Group Revenue & Distribution Director at Hong Kong-based Ovolo Hotels, who said that, "Thanks to OTA Insight's reliable and accurate information, we can be confident that we are making the right decisions. Previously we felt like we were in the dark as our data was never up-to-date."



Alongside the recent growth in the region, OTA Insight has also published a number of in-depth studies into APAC including a [length-of-stay discounting strategy report into the region](#) as well as an [on-demand webinar](#) deep-diving into trends and topics affecting revenue managers in the APAC region, featuring Peshawaria and some of the industry's leading and most respected hospitality minds.

[Request a demo](#) of OTA Insight's various products or book a meeting with Peshawaria and the team at the [APAC Revenue Management Summit](#).

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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 customisable 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 UK, US, France, Germany, Belgium, Spain, Italy, Brazil, Mexico, Singapore, Australia and India, and supports more than 40,000 properties in 168 countries. Ranked one of 10 "Ones to Watch" in the Sunday Times Tech Track 100, OTA Insight is widely recognised as a leader in hospitality business intelligence.

For more information, visit www.otainsight.com and follow us on Twitter [@otainsight](https://twitter.com/otainsight).

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