

## OTA Insight accelerates growth in Latin America

*Industry-leading hotel data intelligence platform progresses expansion throughout focus region*

**Dallas and London, March 28, 2019** – [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, is excited to report accelerating uptake and engagement in Latin America, an increasingly important region for the company.

OTA Insight's growing list of high-profile partners in Brazil, Mexico and the wider Latam region includes Intercity, Slaviero, Bourbon, Deville, RCD Hotels, Playa Resorts and Casa Andina, as well as global chains with a strong Latam presence, such as Melia and NH Hotels. Fully committed to this vibrant market, OTA Insight is expanding its team to support the growing customer base.

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, more hoteliers in Latin America will have access to OTA Insight's suite of business intelligence solutions to help manage rates, parity and revenue opportunities.

"With an annual GDP contribution approaching US\$180 billion, Latin America has emerged as a hugely important region for hospitality," said Dave Collier, General Manager for the Americas at OTA Insight. "We'll continue to invest in this region to bring tools to the market that allow hoteliers to manage their growth and tackle their unique revenue and distribution challenges, as we've done with over 40,000 hotels globally. What's clear is that as the Latam region continues to grow and become more complex, simple-to-use and reliable business intelligence solutions are must-have technology moving forward."

OTA Insight will commence an extensive roadshow through the region with appearances at WTM Latin America and ILTM Sao Paulo 2019. Over the next few months, OTA Insight will also be present at Tianguis Mexico and Expotur Costa Rica to go over the topics of distribution management. These events will give hoteliers at all levels a chance to interact with OTA Insight's growing team of experts.

Other key highlights for OTA Insight include:

- [A guest speaker](#) at WTM Latam on trends and highlights on "The Changing Distribution Landscape" at the Travel Forward Theatre at 13:00 on April 3rd.
- Our team will be available to discuss and showcase the exclusive new research [The Real Rate Parity Problem No One is Talking About](#), the findings outline key root issues surrounding rate parity for hotels.
- Visitors can [book a meeting](#) and personalised demo with the team at **booth I114**, where they can learn about OTA Insight's solutions.
- We will unveil our latest enhancement designed with a Latam audience in mind, which will help hoteliers better assess their competitors' rates in Expedia Packages, the area of Expedia's booking platform that allows users to search for rooms and flights at the same

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Head Office (UK) | 30 Stamford Street, London, SE1 9LQ  
[www.otainsight.com](http://www.otainsight.com) | Email: [pr@otainsight.com](mailto:pr@otainsight.com)



time. Are they setting their discounts at the right level? By tracking and comparing their rates against their competitors', the new tool will help hoteliers answer this question and respond to the evidence.

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

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