

OTA Insight launches new capability to uncover hotel pricing strategies behind holiday packages

New module sheds vital light on pricing strategies of hotels' packaged business

London & Dallas, December 2, 2019 - [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, has launched its Packages Module, a new tool for hoteliers to easily compare their package pricing against their competitors. A new add-on to the industry-leading rate intelligence solution, [Rate Insight](#), this first-ever Packages Module is able to uncover the discounting practices that are hidden within competitor hotels' holiday packages, providing insights for more competitive pricing strategies across these offerings.

"This tool is a must-have for revenue managers with a large dependence on the leisure segment," said Dave Collier, General Manager for North and South America at OTA Insight. "Many hotels and resorts, particularly across Central America and the Caribbean, as well as parts of Asia-Pacific, sell a huge proportion of their rooms as part of all-inclusive packages, with many of these holidays being sold through the likes of Expedia," he added. "For a proper insight into competitors' pricing strategies, you need a meaningful view on how competitor packages are broken down so they can react accordingly; this is the first tool to offer that. We are always looking for ways to add features to our product that allow us to address business needs globally. The Packages Module is another step in that direction."

Designed to ensure hoteliers are able to maximise revenue opportunities when pricing package rates, the new module will feature:

- Report-based updates for tracking and monitoring your package offerings against those of your competitors
- Pricing breakdowns of room-only and package rates, so you can easily identify competitors' discount strategies
- Intelligent Package Discount Benchmark, so you can plot your success over time and fine-tune your strategy

OTA Insight's representatives will be happy to showcase the Packages Module, along with other tools in the company's suite of products, at all future events.

Media enquiries: For further press information please contact us at pr@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

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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 50,000 properties in 168 countries. Named the UK's 17th fastest-growing private technology company in the Sunday Times Hiscox Tech Track 100 in 2019, 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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