

## OTA Insight Expands Partnership with NH Hotel Group

*Spanish-based hotel chain to utilise state-of-the-art Parity Insight tool across its global portfolio*

**New York and London, January 9, 2019** – One of the world’s leading hotel chains is unlocking the power of data intelligence to deliver higher RevPAR. [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, today announced an expanded global partnership with NH Hotel Group across 330 of its hotels throughout Europe, America and Africa. In today’s competitive landscape, NH Hotel Group will have an edge with the adoption Parity Insight in addition to its current reliance on Rate Insight.

Parity Insight is OTA Insight’s most recently launched product that provides an instantaneous snapshot into parity performance across hotel portfolios, with the added ability to drill down into hotel-level parity issues in real-time. Through an easy-to-use and consolidated dashboard, the innovative tool monitors whether room rates are in parity, cheaper or more expensive across major OTAs and wholesaler OTAs, and allows the users to take instant action to fix the issue.

NH Hotel Group will also be utilising OTA Insight’s technology to help uncover wholesalers who may be involved in the onward distribution of packaged rates by using the chain-level Parity Manager solution.

“With the addition of Parity Insight to the suite of tools we currently work with will give us a real competitive edge,” said Maite Aguilar, VP Distribution. “Through this expanded partnership, we will be able to leverage OTA Insight’s market leading expertise in data intelligence to help define well-informed distribution strategies and enable a more profitable channel mix across our portfolio of properties”

OTA Insight provides the tools to make smarter pricing and distribution decisions and enables hoteliers to manage and track all the relevant factors that can impact demand and revenue. Through the partnership, NH Hotel Group will have access to OTA Insight’s next generation parity management solution to help manage and track parity across the NH Hotel Group portfolio to effectively control distribution. This will be in addition to the current capabilities of Rate Insight dashboard whereby all individual NH Hotels have the ability to access all relevant factors impacting demand for their hotel rooms.

"NH Hotel Group is a longstanding OTA Insight partner and advocate" **says Gino Engels, Co-founder and CCO of OTA Insight.** "Our team is excited to expand our support with NH Hotel Group with the addition of Parity Insight in its revenue and distribution management arsenal."

News of the NH Hotel Group partnership comes on the heels of OTA Insight attaining a significant milestone of 40,000 customers worldwide benefiting from its business intelligence solutions. Additionally, the company recently launched its first [Hotel Parity Report](#), further solidifying their position as a global leader in the hospitality and analytics space.



For more information on OTA Insight, 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 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 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 recognized 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).

### **About NH Hotel Group**

[NH Hotel Group](#) is a consolidated trusted operator and one of the leading urban hotel companies in Europe's business segment with a wide presence in America. Forty years of experience position it as a reference in excellent service and customer care.

The Company operates over 350 hotels with almost 55,000 rooms in 28 countries, hosting more than 16 million guests a year across Europe, America and Africa in top destinations such as Berlin, Madrid, Amsterdam, Buenos Aires, Rome, Mexico City, Bogota, Barcelona, and New York.

#### **OTA Insight**

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