

OTA Insight Announces Geo Point-of-Sale Innovation for its Market-Leading Rate Insight Solution

Hoteliers to benefit from enhanced rate intelligence with the ability to analyse parity information on their selected source markets on the Rate Insight platform ahead of ITB Berlin

Dallas and London, Feb. 28, 2019 – [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, today announced an important **new add-on to Rate Insight**, its industry-leading rate and market intelligence platform. The **Parity Point-of-Sale (POS)** add-on will allow hoteliers to investigate rate disparity in different geo-specific source markets. The OTA Insight team will be showcasing this key product update at [ITB Berlin](#) from **March 6-10 at 112b (Hall 10.1)**.

As a hotelier, it's vital to have a dynamic, real-time view of pricing on different points-of-sale across distribution channels. This update has been built in direct response to this growing industry-wide need for more than one geo-specific vantage point.

For strategic reasons, Brand.com and OTAs often display prices that change according to the country-level information in a user's IP address. But what happens when disparity arises between the rates shown on a hotel's booking engine and a third-party channel for such source markets?

With unlimited live-shopping, this new add-on helps identify these geographic discrepancies. Tapping into select source markets in North America, Europe and Asia - it offers actionable proof of disparity for revenue and distribution managers, helping minimize revenue loss and maximize profit.

"As distribution strategies become more sophisticated based on geographic and demographic targeting, it's critical our users have access to the data and tools to make effective decisions," says **Sean Fitzpatrick, CEO at OTA Insight**. "Offering this unique geo point-of-sale feature ensures our users have the most comprehensive market intelligence available to drive actionable insights that really inform their revenue strategy."

OTA Insight serves single properties and multi-property groups, allowing clients to make smarter pricing and distribution decisions, working with more than 40,000 properties globally it continues to innovate its suite of revenue management solutions in line with changing customer needs and trends.

During the conference on March 6th and March 7th, OTA Insight and Travel Tripper are hosting a series of ITB Tech Talks, where industry representatives will participate in 18 discussions on a



wide array of trending topics such as revenue management, hospitality tech, data science, guest experience and much more. Click [here to reserve your spot today](#) at stand 112.

To book a meeting with the OTA Insight team during ITB Berlin, please visit this [link](#).

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 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 and follow us on Twitter [@otainsight](#).

OTA Insight

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