

## Accor and OTA Insight expand Revenue Insight partnership, making best in-class business intelligence tool available to all properties worldwide

Following successful pilot, all Accor properties will now be able to start making smarter revenue decisions

London, Singapore and Denver, Nov 1, 2020 - [OTA Insight](#), the cloud-based data intelligence platform, today announces that [Revenue Insight](#), the world's number one business intelligence tool for the hospitality industry, is expanding its partnership as the preferred rate intelligence partner, which currently serves more than 2,500 Accor Hotels.

[Revenue Insight](#) will now be available to all Accor properties worldwide as a tab in the OTA Insight user interface, creating an industry-first view of crucial internal and external insights paired alongside each other.

Featuring a user-friendly dashboard that tracks and analyses key factors for revenue management that converts into actionable business intelligence, [Revenue Insight](#) delivers dynamic hotel level analytics that helps to optimise channel mix and drives revenue.

First launched late 2018, the powerful [Revenue Insight](#) business intelligence platform is trusted by other leading hoteliers – and now also allows any of the Accor properties, spanning 5,100 hotels in 110 countries, to access granular insights and create winning revenue strategies across its 39 brands.

Neiryck Nele, VP RM Strategy, Pricing & Systems of Accor, said: “Following the success of the [Revenue Insight](#) pilot program, we're excited to make it available to Accor properties on a global scale. An incredibly easy tool that can be used by the RM, GM or sales teams, [Revenue Insight](#) allows us to spot which segments are recovering first, and which channels they use to book our hotels.”

Responding to the challenging conditions faced by teams stretched thin by the COVID-19 crisis, [Revenue Insight](#)'s most recent development: Multi-Property and same-day Cancellation features, empowers users to easily access data and review performance for portfolio all in one place, and provides an overview of cancellation information alongside OTB numbers.

“The [Revenue Insight](#) Accor pilot program was a real success,” said Sean Fitzpatrick, CEO of OTA Insight. “Now, as market conditions remain challenging, we're excited to see more and more Accor properties leverage the power of [Revenue Insight](#) to get the detailed and actionable insights needed to adjust their strategy. We will continue to develop new features for [Revenue Insight](#) users to help guide them through the current crisis and beyond.”

Media enquiries: For further press information please contact us at [pr@otainsight.com](mailto:pr@otainsight.com).

**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 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 and Best Rate Shopping & Market Intelligence Solution in the 2020 HotelTechAwards, 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)) and LinkedIn

### **About Accor**

Accor is a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 300,000 team members worldwide. Over 65 million members benefit from the company's comprehensive loyalty program ALL - Accor Live Limitless - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRYF) in the United States. For more information visit [group.accor.com](http://group.accor.com) or follow Accor on [Twitter](https://twitter.com/accor), [Facebook](https://www.facebook.com/accor), [LinkedIn](https://www.linkedin.com/company/accor) and [Instagram](https://www.instagram.com/accor).