

OTA Insight Named Best Rate Shopping & Market Intelligence Solution in the 2020 HotelTechAwards

London & Dallas, January 8, 2020 - [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry, is excited to share that its [Rate Insight](#) product has been named [2020's #1 Rate Shopping & Market Intelligence Solution by Hotel Tech Report](#).

Each month, more than 65,000 hotel industry professionals use HotelTechReport.com to make informed purchasing decisions. The HotelTechAwards are based on customer feedback and have never been influenced by analyst opinion or status as a Hotel Tech Report customer. (To learn more about the HotelTechAwards ranking, check out the HotelTechAwards [scoring criteria breakdown](#).)



Reviews from verified users of OTA Insight's Rate Insight tool highlight features like its data accuracy, user friendly interface, with consistent product developments providing users instant access to information on market demand and pricing to ensure they get ahead and stay ahead of the competition. Customers also universally praised the firm for its industry leading customer support and service.

A small selection of what users think about OTA Insight's solutions in their own words (all available on [this HotelTechReport page](#)):

- "Extremely easy to use, quick and efficient. OTA Insight is doing my job 100 times easier. The current market is constantly changing and the previous rate shopping company I was using was not accurate and the data was outdated most of the time. OTA Insight provides the best data in the market and keeps adding features to analyse the market conditions (historical graphs), our own performance against the comp set, rankings across the major OTAs, etc. all in one place. The main reason why I love OTA Insight is its design, very simple and intuitive, it reminds me a lot of Google, where everything is thought for the end client, with simple buttons and options." – Cluster Revenue Manager, Branded Hotel, London (UK)
- "Anytime I have a question, need a hotel added to my group of properties or anything the team respond very fast - almost instantly and it's much easier to get support than other companies, as you don't need to sign into a separate system you can simply get help directly from the regular website. If I could give them 6 stars I would." – Area Director of Sales, Branded Hotel, Macao

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- “Reliability, ease of use and support by friendly humans make this a smooth experience that allows you to keep your focus on optimizing rates and parity.” – Senior Director of Channel Strategy, Branded Hotel, Mission Viejo (US)

“This award is a great validation of the exciting products and service that OTA Insight works hard to deliver,” said Sean Fitzpatrick, CEO of OTA Insight. “Our customers are at the centre of everything we do, so the fact that this award is based on their feedback gives us confidence that we’re on the right path. We would like to say a big ‘thank you’ to our customers who took the time to share their reviews on Hotel Tech Report.”

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 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 and follow us on Twitter ([@otainsight](https://twitter.com/otainsight)) and LinkedIn (<https://www.linkedin.com/company/ota-insight>).

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