

OTA Insight Publishes Weekly Global Hotel Market Rate Trends Data

Developed for hoteliers who want to understand the trends and impact of COVID-19 on major markets' hotel open rates and pricing, and beyond the crisis.



London, Dallas & Singapore, May 26, 2020 - To help the hospitality industry better understand the dynamic trends and impact of COVID-19 on major markets' hotel open rates and pricing, [OTA Insight](#), the cloud-based data intelligence platform for the hospitality industry has issued its Weekly Global Hotel Market Rate Trends - a free resource to support hoteliers in their recovery efforts.

The impact of COVID-19 on the hotel industry is unprecedented. In the face of travel bans, closures and shifting consumer behaviours, hoteliers around the world are searching for strategic solutions to position their businesses now and into the future.

To succeed as demand picks back up, companies will now need new solutions, insights and data to understand what is happening, and how markets are reacting beyond their own compset. OTA Insight has data for markets across all regions and has proactively made them available to assist hoteliers. OTA Insight has developed datasets for more than 100 cities globally, tracking pricing trends across samples of 100+ 3/4/5 star properties in each of these cities, available weekly [here](#).

In many markets selling rooms will require a renewed focus, as the type of demand and customers are shifting. Faced with volatile market forces, hoteliers need rate information more than ever to understand current and future dynamics in their market.

Given the unprecedented situation, revenue management solutions will now be hard pushed to shift focus from irrelevant historical comparisons to more short term and future forward looking data. The domino effect will push hoteliers to re-invent revenue management with innovative solutions more equipped to face the future of the hospitality industry - solutions that show not only present pricing changes - but indicators of intent to travel that can be converted to demand pick-up.

“Our purpose at OTA Insight has always been to help the hospitality industry visualise and leverage data. In today’s circumstances, we wanted to support hoteliers by

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providing access to our data and insights on how the markets are behaving globally”, says Sean Fitzpatrick, CEO at OTA Insight.

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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, Number 103 in the FT/Statista list of Europe's 1000 fastest growing companies in 2020, 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 (www.linkedin.com/company/ota-insight).