Customer Spotlight
Hotel Co 51 & OTA Insight

“You see what’s on the books (OTB), you see what the prices are in the market, and you have all the information upfront to make quotations. It is super helpful.”

Maik Burghardt, Group Revenue Manager for Hotel Co 51 on OTA Insight’s OTB data

Hotel Co 51 is a hotel operator based in Amsterdam managing 30+ hotels across 8 countries in Europe, with service-select brands like Moxy, Courtyard, and Residence Inn.

Hotel Co 51’s challenge

“Looking into the property management system (PMS) of each hotel can be quite complicated and time consuming.

I don’t always have time to access each of the hotels individually.

With Rate Insight, you can easily switch back and forth between the hotels and understand what’s going on almost instantly.”
How Hotel Co 51 uses OTA Insight’s OTB data to make more informed decisions

“First off, we use OTA Insight’s OTB feature to see what is going on at our hotels in terms of occupancy. You can then use the feature to see the difference between transient and group bookings, which is obviously helpful for decision making.

Our Group Reservations department are the key users of this information. They use this data to provide group booking quotes for the hotel.

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When it comes to group decisions and setting booking restrictions, this is where OTB data really comes into play.”

Discover how Rate Insight and OTB data can help you make smarter pricing decisions. Click here to speak to one of our team.

Visit our Customer Stories page to see all the ways customers succeed with OTA Insight.