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Lixto to Launch Online Competitive Pricing Tool for Hotels

Lixto Software, the Web intelligence company, recently announced that it will launch the latest version of its Hotel Online Market Intelligence (OMI) solution at the Eyefortravel Revenue Management and Pricing in Travel Conference Europe 2009 event in Amsterdam on 24th and 25th November. This latest version of Hotel OMI can manage data extraction for up to 100 specific online hotel websites with preconfigured online reports and dashboards designed to be used by revenue managers of hotel chains and their hotel managers.

This new solution is currently being used by Spain's Iberostar international hotel chain. According to Miguel Gonzalez, Vice Director of Sales Online at Iberostar; "With Lixto Travel OMI we will be able to manage the competitiveness of our global hotel offering from our central office in Mallorca. The Lixto Travel Online Market Intelligence solution delivers one single view to relevant market data, enabling us to make better and faster decisions to help improve our business performance"

In addition to the launch of its new solution, Lixto's VP of Travel Solutions, Jason Houle, will be taking part in panel discussions at the Eyefortravel event. Houle said: "We are very excited about launching our new Hotel OMI solution at this leading industry event. In the current market it has never been more important for hotels to maintain a competitive price advantage. We look forward to meeting our customers, colleagues and prospects at the event and to help them find out more about how our Hotel OMI solution can help their businesses as we move towards the 2010 holiday bookings period."

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