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Lixto to launch its new tool at Eyefortravel's RM and Pricing in Travel Conference

Web intelligence company Lixto Software will be launching the latest version of its Hotel Online Market Intelligence (OMI) solution at the Eyefortravel Revenue Management and Pricing in Travel Conference Europe 2009 event to be held in Amsterdam next week (24-25 November).

[Lixto's VP of Travel Solutions, Jason Houle](#), who is scheduled to speak at [EyeforTravel's conference in Amsterdam](#), said that in the current market it has never been more important for hotels to maintain a competitive price advantage.

This latest version of Hotel OMI can manage data extraction for up to 100 specific online hotel websites.

The solution also features preconfigured online reports and dashboards designed to be used by revenue managers of hotel chains and their hotel managers.

Lixto Hotel OMI is based on Lixto's web data extraction technology that has been designed to access, augment and deliver content and data from highly dynamic web applications that utilise client-side processing techniques such as JavaScript, AJAX and dynamic HTML. This allows for fast reactions to changes in the online channels and ensures continuous service and superior data quality.

On top of the data store, Lixto uses enterprise-class reporting infrastructure to provide all necessary reports and analytics to enable an efficient identification of market opportunities that are most relevant for day-to-day business. Important market events are highlighted, and reports customised to show exactly the market data that are of most interest to individual users.

This new solution is currently being used by Spain's Iberostar international hotel chain.

A webcast about Lixto's Hotel OMI solution, featuring Spanish hotel chain Iberostar discussing its use of the solution, can be seen at:

<http://www.lixt.com/downloadform/DownloadFormMgr/action/list/frmLiID/68...>

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