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Article Overview:

The article is a news piece based on the Hotel OMI press release

Lixto launches Hotel Online Market Intelligence

28th March 2008

By Sheetal Vyas

Lixto Software, a provider of web intelligence services, has released its Hotel Online Market Intelligence (Homi) service to help travel companies enhance their efficiency.

Lixto Homi has been designed to give online travel companies a detailed picture of the market and its trends. Lixto says that this information is sourced from various online channels that distribute hotel rooms on the internet. Data pertaining to the market is derived from aggregated information available on select websites.

The collected information is further consolidated and visualised in an enterprise-grade analytic application framework. The preconfigured dashboards provided with the application enable the yield managers to quickly identify important market changes and trends and collect information, which is then turned into insight and action.

According to the company, the application, which is based on Lixto's web data extraction technology, has been designed for use by revenue and pricing managers at online travel companies and helps them increase the company's revenue and profits through higher average daily rates and occupancy levels.

It can access, augment and deliver content and data from dynamic web applications that utilise client-side processing techniques such as JavaScript, AJAX and dynamic HTML.

The system is capable of detecting events such as competitor sell-outs or oversupply conditions with great ease and increasingly less manual efforts.

Jason Houle, vice president of travel solutions department at Lixto, said: "Lixto Hotel Online Market Intelligence empowers our customers to better understand their online markets and competitive offerings, getting product information on the most granular level including product attributes such as property name, star rating, occupancy scenarios, room type, rate type, room rate, arrival and departure dates, meal plans, taxes, service fees and even cancellation policies. This allows for accurate comparison across the peer group and ultimately leads to better pricing decisions."

