Managers of hotels, motels, resorts, online travel agencies and booking companies all know that a firm grasp of marketplace pricing dynamics is critical to maintain a competitive edge. They need to continually monitor the market, identify opportunities quickly, and then make informed pricing decisions based on accurate data.

The Lixto Price Intelligence Suite is a web extraction and analysis solution that allows revenue managers to access and monitor information on hundreds of products and price points across multiple websites—quickly, accurately and reliably.

Competitive intelligence at your fingertips
To stay ahead of competitors in the dynamic hotel and lodging market, revenue managers must employ effective short- and long-term price optimization strategies that rely on accurate, rapidly-updated market data for in-depth market knowledge. The SaaS-based Lixto Price Intelligence Suite enables sophisticated price and margin management by monitoring any rates on any website, anchored against each property’s own data.

The Lixto Price Intelligence Suite stands alone in the ability to monitor competitor quality ratings. Travel industry managers know that customer rankings and reviews are essential in revenue management, and serve as major factors in driving pricing. With Lixto, they can make pricing decisions on quantitative and qualitative data.

Incorporating specialist price operations, analytics and strategy modules, the Lixto Price Intelligence Suite gives managers of lodging properties, online travel agencies and booking companies the tools to make smart, informed, fast pricing decisions.

- Individual sorting, filtering and report configuration for all available product criteria
- Competitor price comparison
- Exception reports
- Details on page rank and consumer reviews
- Drill-down functionality
- Configurable alert notifications
- Time series analysis
- Meet/beat ratios
- Supporting-hotel rate parity control and automated violation resolution

Benefits
- Optimize pricing strategy
- Increase demand, revenue, occupancy rates
- Analyze how your property’s rates, packages and features compare to the competition’s
- Identify market events, opportunities and threats faster and more reliably
- Make informed pricing decisions
- Reduce process costs and eliminate possible fines due to rate parity violations
- Enhance your brand’s professional, consistent image

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LIXTO PRICE INTELLIGENCE SUITE FOR THE HOTEL INDUSTRY

Only Lixto Price Intelligence Delivers:

- Advanced price analytics
- Quality rankings and reviews
- User-friendly dashboard reports
- Easily-defined, customized reporting

Easy-to-read reporting

The Lixto Price Intelligence Suite reports on product attributes at the most granular level—with the ability to customize and choose attributes to monitor. Easy-to-read dashboard reports include:

- Property name
- Star rating
- Occupancy
- Room type
- Room rate
- Local currency support
- Rate type
- Arrival and departure dates
- Length of stay
- Meal plans
- Taxes and service fees
- Cancellation policies

Technology

The technology behind the Lixto Price Intelligence Suite is direct and sophisticated. With the Saas-based system, access is through a web browser of choice—no in-house IT installation required.

The suite easily integrates with in-house revenue management and analytical systems, with an XML-based API and set of connectors to transfer data between the data warehouse and back-end systems. Lixto accesses, augments and delivers content from dynamic web applications including JavaScript, AJAX and dynamic HTML.

Driving operational performance with competitive price visibility.

To learn more about the Lixto Price Intelligence Suite for the hotel industry, contact us today.

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Lixto Inc., is an international leader in web data extraction and analysis. Extracting specific, precise data from the web, Lixto empowers better decision-making, drives operational performance and offers competitive price visibility for pricing and revenue managers in the travel, consumer products and automotive supply chain industries.