DETAILED & ACCURATE MONITORING OF THE COMPETITIVE ONLINE HOTEL MARKET
Complete and precise daily market picture for accurate comparison of products on all relevant hotel booking online channels with Lixto Price Intelligence Suite for Travel & Transport
Detailed & Accurate Monitoring of the Online Hotel Market

CHALLENGES IN THE ONLINE HOTEL MARKET

Most hotel room offers show significant price discrepancies across distribution channels. Vast amounts of product offers are published daily on the internet and prices and availabilities change frequently and considerably. Consumers are aware of this and compare the various distribution channels to identify such price differences. They are consequently no more patronizing a designated product supplier or service provider but rather switching between alternatives to find the most suitable offers. Not offering the right products and rates can thus have a negative impact on both revenue generation and profitability.

Revenue and pricing managers need to identify market opportunities faster and more reliably than with existing rate reports or through manually inspection of competitor websites. An effective price optimization strategy using accurate market data for in-depth market knowledge is therefore essential and only possible with a consolidated overview of all distribution channels used by competitors. Ongoing analytic evaluation of the own offerings versus the market competition is crucial to stay competitive and to make informed pricing decisions.

“Companies need to respond quickly to changes in competitor offerings but traditional market research methods cannot meet the speed and data coverage requirements of the online world.”

Buttler Group, Technology Audit Lixto Online Market Intelligence
“Comparing prices creates market transparency – not only for consumers. Travel suppliers integrating price comparisons in their sales distribution and marketing process workflows are a step ahead on the market.”
Dr. Wolfgang Martin, White Paper Web Intelligence

DETAILED & ACCURATE MONITORING OF THE ONLINE HOTEL MARKET WITH THE LIXTO PRICE INTELLIGENCE SUITE FOR TRAVEL & TRANSPORT

The Lixto Price Intelligence Suite for Travel & Transport delivers a precise and complete daily market picture for accurate comparison of products on all relevant online channels. The solution provides full transparency across all product attributes at the most granular level using worldwide market data from online channels. The reporting infrastructure reflects the complete product structure including property name, star rating, occupancy, room type, room rate, rate type, arrival and departure dates, meal plans (e.g. breakfast), taxes and service fees, and even cancellation policies.

The solution offered by Lixto allows for:

- Optimization of the pricing strategy execution to achieve demand and revenue gain
- Ongoing analytic evaluation of the own offerings versus the market competition
- Effective identification of market events and market opportunities leading to better decisions
- Stringent execution of pricing strategy due to better observation of all distribution channel
- Creating informed pricing decisions due to availability of all relevant offers from important online distribution channels
LIXTO PRICE INTELLIGENCE SUITE FOR TRAVEL & TRANSPORT – DASHBOARDS & REPORTS

Lixto delivers **up-to-date and accurate data** from all competitive online channels **coupled with effective analysis and workflow tools**. The Lixto Price Intelligence Suite is composed of a set of predefined and easily customizable reports and dashboards providing an analytical overview of pricing trends.

- **Individual sorting, filtering, and report configuration for all available product criteria** empower efficient decision support by optimal data presentation for each individual use case.
- **Competitor price comparison** showing the own offer price compared to the price for the same or a comparable offer on the monitored competitive channels. The information is especially useful as a basis for pricing refinements.
- **Exception reports provide insight into the offer competitiveness** showing price deviations of the own minimum price against the cheapest comparable offer by a competitor.
LIXTO PRICE INTELLIGENCE SUITE FOR TRAVEL & TRANSPORT – DASHBOARDS & REPORTS

- **Various aggregation levels** can be accessed with **drill down functionality** helping the user to view market details and drilling up to broaden the view on the competitive landscape.

- **Configurable alert notifications** via emails if e.g. competitor’s prices drop below a certain level or new competing offers appear.

- **Reports with time series analysis** allow recognizing price trends for comparable offers across competitors.

- **Meet Beat Ratios** allow to quickly identify the **percentage of competitiveness** showing how many percent of the own offers are equal or better compared to each of the competitors.

- **Supporting Hotel Rate Parity Control.** For many hotel distribution channels hoteliers must provide a best rate guarantee. The Lixto Price Intelligence Suite enables to detect rate parity violations automatically. Rate parity violations can be identified as early as they occur on competitor websites.

![Image of Lixto Price Intelligence Suite](image-url)
LIXTO PRICE INTELLIGENCE SUITE – EASY CONFIGURATION OF AUTOMATED RATE SHOPPING

Operational requirements for market intelligence change regularly. For example, as special events or seasonality cause shifts in demand, market requirements will also change. The control panel allows to **flexibly schedule automated rate shopping** with the parameters required to access the product attributes for a pricing manager’s specific use case.

- Setting up schedules for fully automated navigation sequence simulating human browsing for each monitored web channel
- Flexible configuration of all retrieved product attributes that are visible to consumers on the website
- Controlling the peer group and the frequency of the rate shopping process
- Integrated automatic and manual hotel matching to ensure the comparability of offers from different competitors
THE VALUE OF LIXTO PRICE INTELLIGENCE SUITE FOR TRAVEL & TRANSPORT

With the Price Intelligence Suite provided by Lixto revenue and pricing managers can identify market opportunities faster and more reliably than through manual inspection of competitor websites. Through early recognition of market movements users can act strategically to optimize prices. The user effort to aggregate the relevant offers from all important online distribution channels is minimized. Product and revenue manager can thus concentrate on their core competence and make well-founded pricing decisions based on reliable competitive data.

CUSTOMER BRIEFS

hotel.de AG operates a worldwide hotel reservation service through several internet domains, allowing business and private customers to book hotels of all categories throughout the world at preferred rates.

hotel.de uses Lixto Price Intelligence Suite to monitor the prices of hotel partners on competitive travel and hotel websites and identify rate violations. Aggregation and analyses of this data is provided on a daily basis to the company’s rate control team.

IBEROSTAR Hotels & Resorts, the hotel division of Iberostar Group, is one of the most renowned Spanish hotel chains at the global level, providing outstanding service and personal assistance to ensure full guest satisfaction.

The Lixto Price Intelligence Suite provides Iberostar Hotels & Resorts with the capability to monitor external websites. The product management team of Ibersostar Hotels & Resorts uses the Lixto solution for their daily comparison of hotel rates for specific product segments with sophisticated dashboards and reports in an analytic application.
Lixto Software empowers better decisions through extraction of specific and precise data from the web to drive operational performance and real-time competitive price visibility for travel and transport, consumer products and automotive supply chain clients. Lixto solutions have been adopted by companies throughout the world, including Fujitsu Technology Solutions, Hama, hotel.de, Iberostar Hotels, shopping.com, SAP, and ZF Friedrichshafen.

For further information visit: www.lixto.com