

COMPETITIVE RATE SHOPPING

Competitive Rate Shopping tools monitor and compare your rates with those of your competitors. Robust reports monitor the future booking horizon to evaluate price positioning across multiple channels: hotel and brand websites, Global Distribution Systems (GDS), Metasearch sites, and scores of online travel agencies.

This productivity tool provides competitive market intelligence to help in the pricing and channel management process. Preferred Travel Group has partnered with industry leading Lighthouse (formerly known as OTA Insight) and Rate360 by Amadeus Hospitality to deliver this tool.

HOW IT WORKS

The Competitive Intelligence Rate Shopping tools crawl thousands of channels and offers the following support and services:

- Rate Intelligence Rate Shopper — real-time and adjustable across rate type (including member rates), length of stay, guests, and room size
- Live rate parity (brand + OTA + Meta + GDS)
- Demand forecast
- Holiday & event calendar
- Rank and review reports (future and historical)
- Dynamic reporting — instant, adjustable functionality
- Integrated with leading industry Revenue Management Systems

Lighthouse Rate Insight

- Easy and free-of-charge PMS integration
- Seamless platform integration with Lighthouse BI & Market Insight

Rate360 by Amadeus Hospitality Key Differentiators

- GDS at no additional fee
- Integrates with other Amadeus Hospitality tools, such as Demand360
- Bundled discounts available with other Amadeus Hospitality subscriptions

COMPETITIVE RATE SHOPPING (CONTINUED)

BENEFITS

- **Intuitive dashboard interface**
Get all the information you need in real-time, on one simple online dashboard
- **Rate intelligence**
Get instant access to future and historic rates for you and your competitors
- **Rate parity**
Track where you are losing valuable revenue
- **Demand forecast**
Get in-depth insights on your performance versus your competitive set and market demand
- **Ranking and review analytics**
Track and measure your average ranking and review score for future arrival dates

SETUP AND FEES*

Lighthouse	Monthly rates start at £89, €111, US\$129
Rate360	Rates based on volume of shopping — ask for a quote. Preferred Travel Group member hotels receive an exclusive 30% discount on retail price.

*Fees are subject to change

FOR MORE INFORMATION

Lighthouse

Visit mylighthouse.com

To sign up, contact Philipp Stelzer at philipp.stelzer@mylighthouse.com and ask for the Preferred Travel Group exclusive discount.

Rate360 by Amadeus Hospitality

Visit Amadeus-hospitality.com/solutions/business-intelligence/revenuestrategy360/

To sign up, contact your Preferred Travel Group Director of Hotel Revenue Optimization.