



Data quality that drives decisions:

How Lighthouse Data Solutions
empowers travel and hospitality leaders



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A new era of travel and hospitality data

At Lighthouse, data is at the heart of everything we do. Our mission since 2012 has been clear: empower the travel and hospitality industry with actionable, trustworthy data that drives tangible results for our clients.

Today, over 70,000 customers across 185 countries rely on our solutions to simplify complexity, identify market opportunities and make data-driven decisions. With over twelve years of innovation, Lighthouse has become the trusted leader in delivering high-quality commercial insights tailored for the travel and hospitality industry.

Rather than relying on fragmented, inconsistent datasets from multiple providers, industry leaders can turn to Lighthouse Data Solutions, a single integrated solution that delivers the most complete and reliable data available.

Our Data Solutions offering delivers strategic insights for travel and hospitality professionals. We provide comprehensive data encompassing historical trends, forward-looking projections and granular analysis of short-term rentals and hotels - covering supply, demand, pricing and performance data.

Tailored to your specific needs, these insights are delivered via your preferred method, empowering data-driven decision-making.





Turn uncertainty into opportunity with data you can trust

Whether for Destination Marketing Organizations (DMOs), Online Travel Agencies (OTAs), global hotel chains or investors, Lighthouse offers unmatched scale, accuracy, and granularity.

In today's rapidly evolving travel market, delayed decisions mean missed opportunities. Your success hinges on one critical factor: data quality.

Poor data doesn't just cloud judgment - it actively damages your bottom line. That's why industry leaders choose Lighthouse's comprehensive, validated insights to power their most important strategic initiatives.

This paper reveals how our commitment to data integrity will strengthen your market position and drive measurable results.

"In today's travel landscape, the difference between good and exceptional performance comes down to data quality. At Lighthouse, we transform complex information into clear strategic advantage."



Nir Dupler,
Senior Vice President Enterprise and Data Services at Lighthouse

"Our Data Solutions don't just inform decisions; they illuminate opportunities that others miss. We believe travel and hospitality leaders deserve data they can trust completely, so they can move with both speed and confidence in a rapidly changing market."



Nir Dupler,
Senior Vice President Enterprise and Data Services at Lighthouse

The Lighthouse data ecosystem: Exactly what you need, when you need it



Our Data Solutions offering delivers hospitality and travel datasets, addressing the broadest possible spectrum of data requirements.

We transform complex industry data into actionable intelligence that integrates directly into your decision-making process, enabling faster, more confident execution.

Custom-built for your specific needs, our comprehensive data spans historical trends, forward-looking projections and detailed metrics across both short-term rentals and hotels - including supply, demand, occupancy, pricing and performance data.

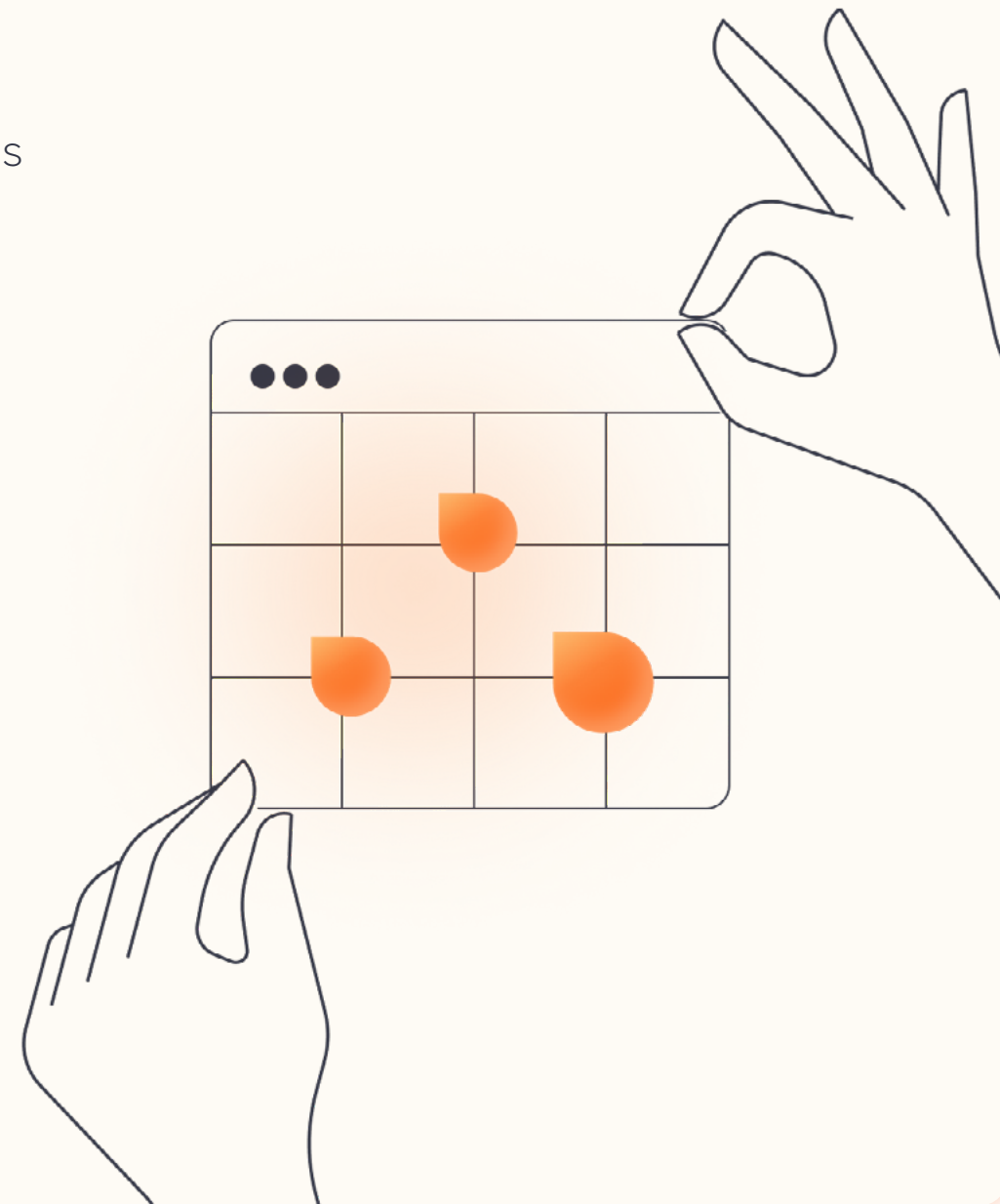
With Lighthouse Data Solutions, you gain immediate access to:

- Near real-time hotel and short-term rental data to track availability and occupancy
- Competitive pricing insights to optimize market positioning
- Supply insights to refine acquisition strategies and ensure you are getting your fair share of it
- Pre-booking traveler intent data to enhance positioning and optimize marketing strategies
- Reservation level and OTB (On-the-Books) data for revenue forecasting
- Comprehensive benchmarking and market intelligence to enhance decision-making



Lighthouse Data Solutions unmatched scale and coverage

- 1.8 billion hotel rates monitored daily
- 1 million new hotel reservations collected daily
- 200 million+ sites crawled daily
- 7.6 million local events profiled
- 17.7 million hotels and short-term rentals profiled daily
- 506 cities with live demand tracking
- 1.3 billion daily flight and hotel searches
- 820TB of data processed daily
- Aggregated data from over 30,000 markets worldwide



What makes Lighthouse data unique in the industry?

Beyond scale, Lighthouse stands out through:

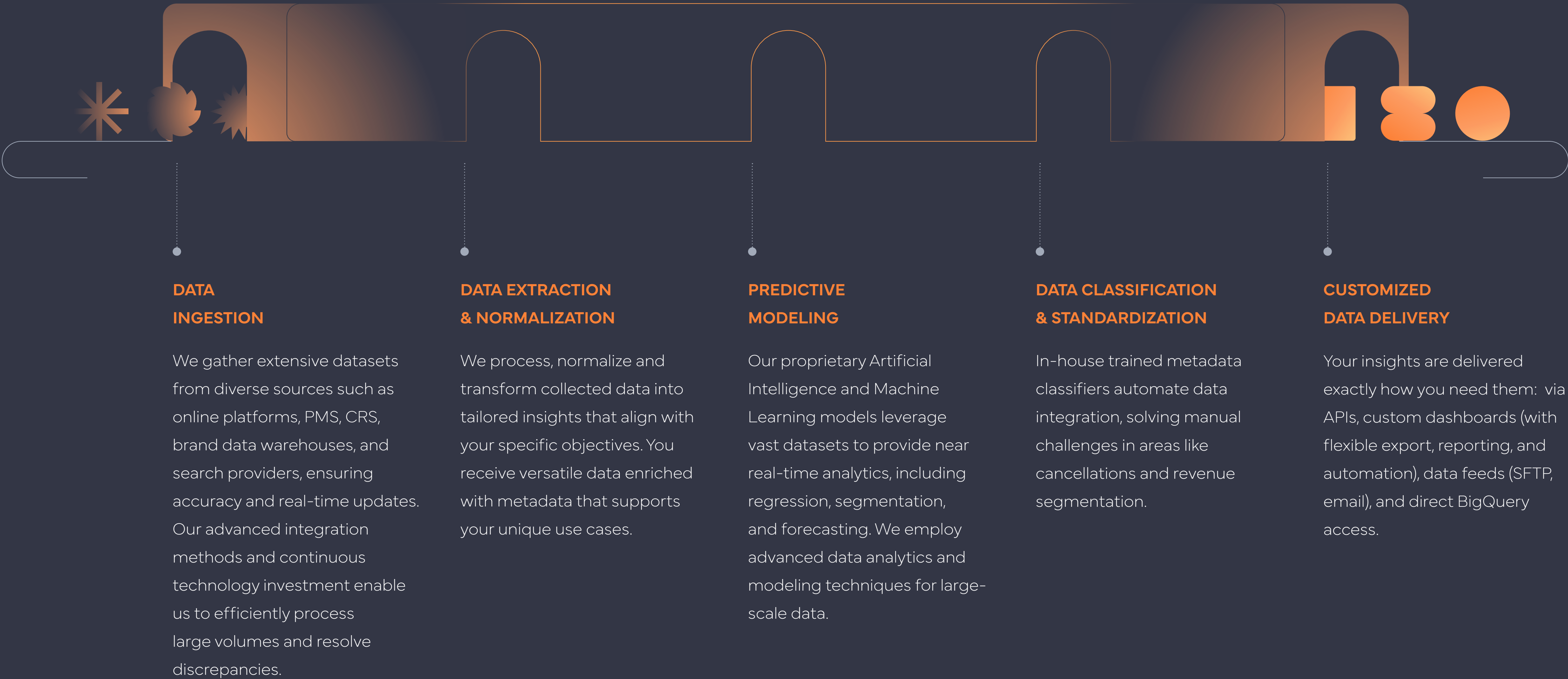
- Most complete data set for the hospitality industry combining hotel and short-term rental data
- Unparalleled competitive intelligence - tracking all major OTAs, metasearch platforms, and direct channels
- Predictive AI and machine learning for real-time market insights
- Ability to precisely forecast market trends and traveler behavior patterns with forward looking search data
- Reliable, secure integrations with flexible data delivery based on your needs via API, real-time feeds, dashboards, and custom exports
- Data granularity and accuracy that drives confident, strategic decisions

By unifying historical insights, real-time analytics and predictive forecasting into one powerful solution, Lighthouse empowers you to streamline operations without sacrificing quality, maximize revenue by spotting opportunities others miss and make confident decisions backed by the industry's most trusted data.

How Lighthouse Data Solutions transforms your business



Lighthouse delivers actionable insights by transforming complex data through an advanced pipeline.

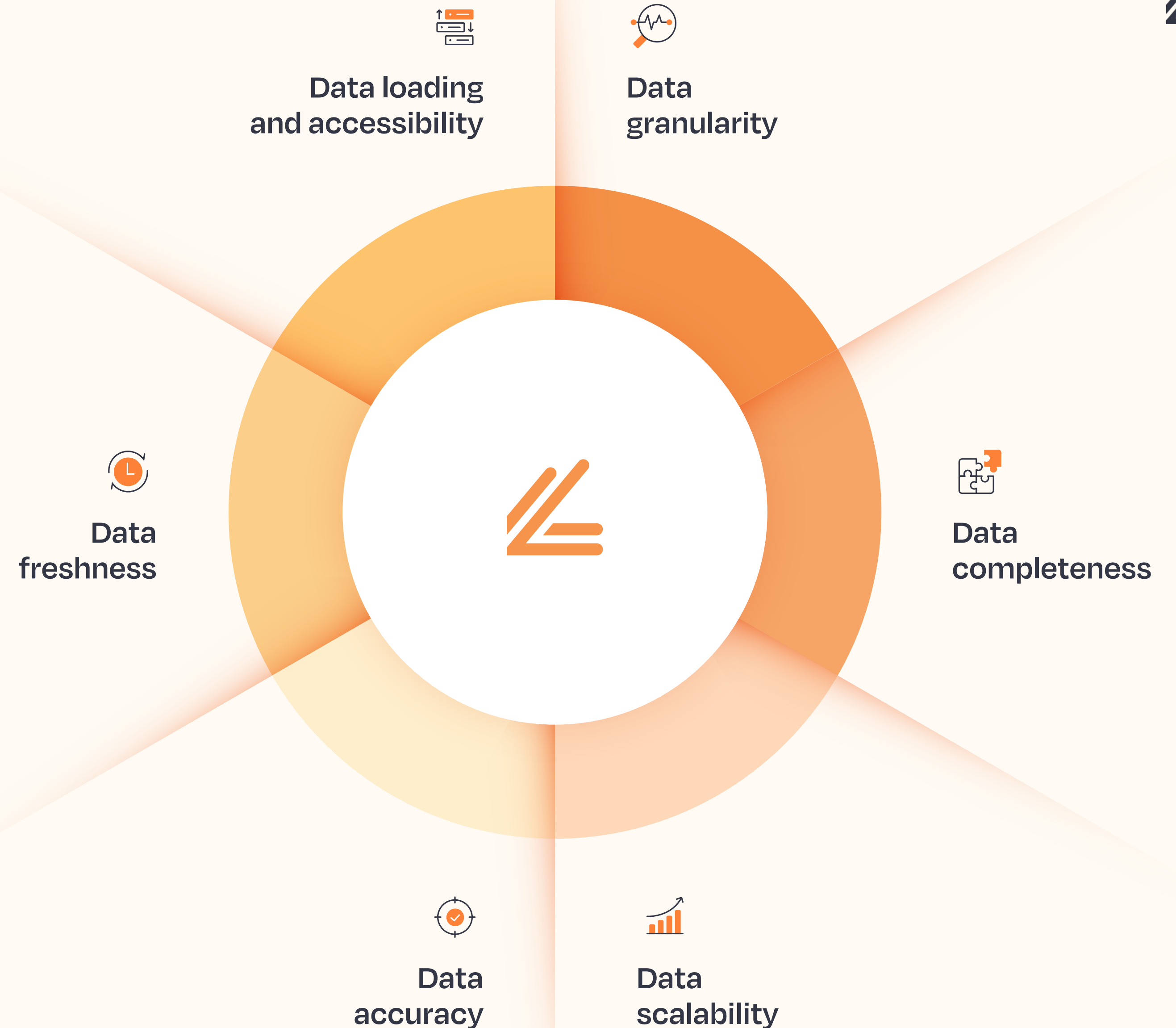




The Lighthouse model for data quality advantage: Built specifically for travel and hospitality leaders

Lighthouse ensures the highest quality data through a rigorous, multi-layered approach, guaranteeing completeness, accuracy, and usability.

Our advanced processes deliver near real-time analytics, regression, segmentation, forecasting and more - all designed specifically for your industry challenges.



Our model for data quality stands on six fundamental pillars



Data granularity

Our data provides insights at the most detailed level, helping you uncover hidden opportunities and strengthen your competitive advantage, including:

- Comprehensive pricing intelligence by rate type (e.g. BAR, Lowest and Best-Flex), source of booking (e.g. desktop, mobile web and mobile app) and booking channel (e.g. brand.com, Booking, Expedia, Airbnb, Vrbo...), stay length and time period
- Forward-looking insights on occupancy, Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR)
- Segmented traveler search behavior to track shifting trends
- Comprehensive overview of hotel and short-term rental supply including number of hotels/properties, room count, hotel class, reviews, ratings and more
- Neighborhood-level segmentation for short-term rentals



Data completeness

- Most complete and accurate data set for the hospitality industry combining hotel and short-term rental data
- Automated internal monitoring system resolves issues proactively
- End-to-end coverage across OTAs, metasearch, direct channels
- Fully traceable data pipeline where continuous quality checks capture and alert on any deviations in data quality, acquisition rate, and data freshness
- Extensive error-checking mechanisms to validate datasets before delivery



Data scalability

- Processes 3 billion+ new data points daily
- Globally tracking traveler demand across more than 500 destinations
- Ability to scale with enterprise needs and custom reporting
- Continuous data pipeline optimization to support large-scale deployments
- Built-in redundancy systems to ensure uninterrupted data flow





Data accuracy

- 'Apples to apples' comparison as classifiers for rate, room types and restrictions, fine-tuned to effortlessly compare same product across hotels
- True-to-market data that mirrors what travelers see when booking
- Normalized hotel and short-term rental prices to account for all taxes and fees, ensuring accurate comparisons across locations
- Real-time validation and categorization processes
- Proprietary AI-driven anomaly detection
- Benchmarking against competitors to ensure valuable contextual analysis
- Historical accuracy validation to maintain long-term consistency
- Advanced detection mechanisms to eliminate unreliable data



Data freshness

- Daily updates for all Lighthouse data sets
- Proactive refreshes when market conditions shift
- Custom scheduling for tailored data updates
- Event-based tracking to analyze fluctuations during peak demand periods
- Real-time data refresh on demand for high-priority decision-making
- Integrations that allow businesses to access data instantly as changes occur



Data loading and accessibility

- Data sets exported via APIs, custom dashboards, and automated feeds
- Seamless integration with existing tech stacks for minimal disruption
- Advanced API capabilities for custom data extraction
- Secure SFTP and BigQuery access for large-scale data processing
- Highly configurable dashboards to enable user-specific insights





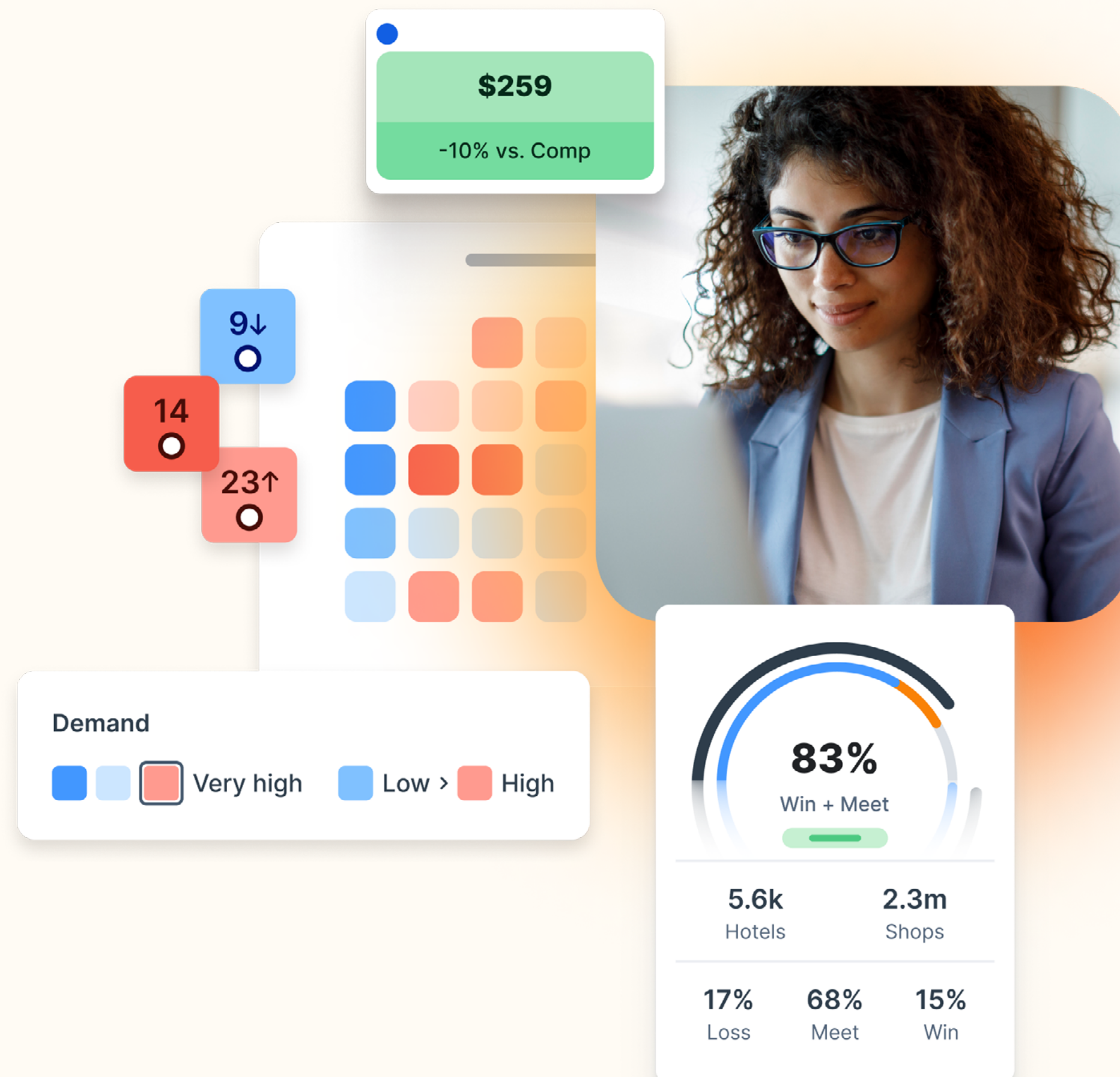
How Lighthouse Data Solutions delivers real results for hospitality and travel leaders

Real-world application is where Lighthouse Data Solutions truly shines.

The following examples demonstrate how our data solutions solve actual industry challenges and deliver measurable value to clients across the travel and hospitality sector.

Ready to see similar results for your business?

Contact our team to discover how our data can help you achieve your specific goals.



Destination Marketing Organizations: Optimizing marketing spend and campaign effectiveness



Challenge

A city DMO aimed to optimize year-round visitor attraction, but lacked reliable short-term rental data.

They needed to understand visitor demographics, demand patterns, and competitor performance to effectively plan marketing campaigns and attract off-peak travelers.



Solution

Lighthouse delivered a comprehensive solution, including custom dashboards and data exports, providing a 365-day view of market demand.

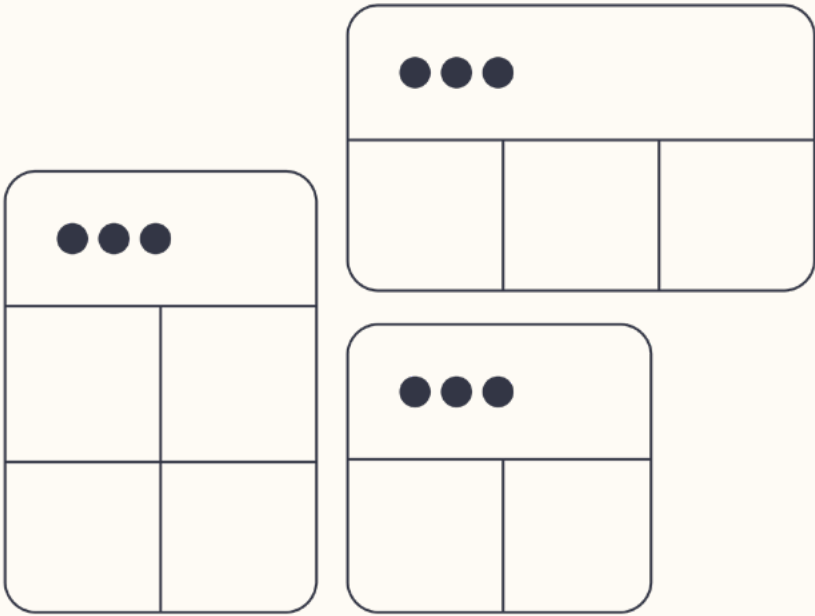
This encompassed traveler origin, hotel and flight search data, and forward-looking insights on ADR, occupancy, and RevPAR. This allowed the DMO to identify demand trends, tailor marketing strategies to specific traveler segments, and proactively manage seasonality.



Outcome

The DMO achieved significant improvements:

- Accurate forecasting and measurement of marketing campaign effectiveness
- Optimized budget allocation for targeted campaigns based on data-driven insights
- Detailed competitive benchmarking across occupancy, ADR, booking windows, and stay length
- Early identification and response to emerging competitive trends, enhancing their market agility



Online Travel Agencies: Gaining the competitive advantage



Challenge

OTAs operate in a highly competitive landscape, where travelers can easily compare prices across multiple platforms.

To capture bookings, OTAs must ensure they offer the right price, for the right hotel, at the right time—or risk losing customers to competing OTAs.

Without access to real-time competitive pricing insights, OTAs struggle to make data-driven pricing decisions, leading to lost revenue and reduced market share.



Solution

Lighthouse provides OTAs with comprehensive competitive pricing data, enabling them to track real-time market rates, identify pricing gaps, and optimize their strategies to increase their overall win rate against other OTAs.

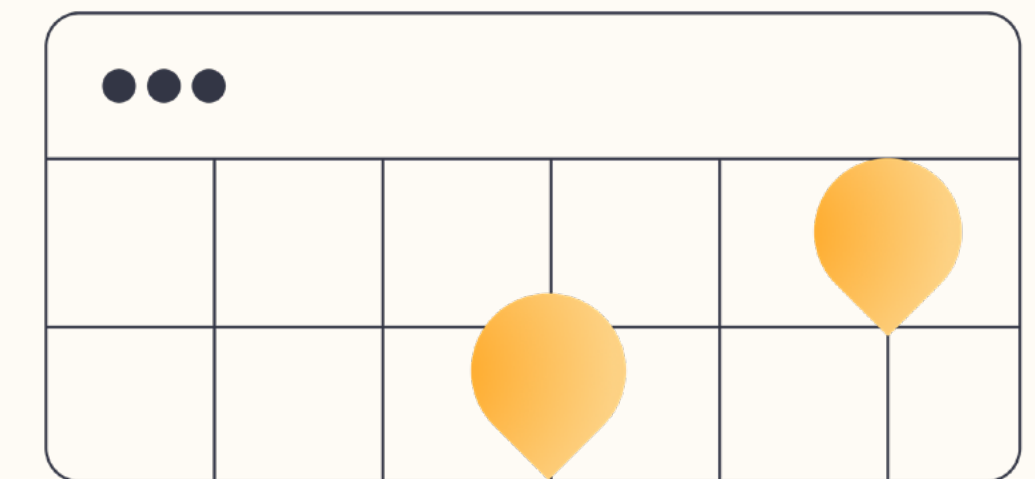
By leveraging accurate, up-to-date intelligence, OTAs can adjust their prices dynamically, ensuring they remain competitive and maximize conversions (look to book).



Outcome

By leveraging Lighthouse's Data Solutions, our customer was able to:

- Increase market share and overall booking conversion through optimised price competitiveness
- Improve their win rate, and reduce their overall loss rate vs other OTAs
- Optimise revenue strategy and maximise margins without underpricing
- Take action faster through automated alerts and competitor monitoring, allowing their market managers to focus on strategy rather than data gathering



Hotel chains and property management companies: Maximize revenue across your entire portfolio



Challenge

A hotel chain needed a unified approach to portfolio strategy, requiring comprehensive market insights to maximize revenue potential and gain a competitive edge.

They wanted to strategize based on entire markets, not just individual properties, and leverage forward-looking demand analytics.



Solution

Lighthouse provided a centralized data solution, delivering comprehensive market intelligence and forward-looking demand analytics.

This included portfolio-wide performance dashboards, competitive benchmarking, and detailed market trend analysis.

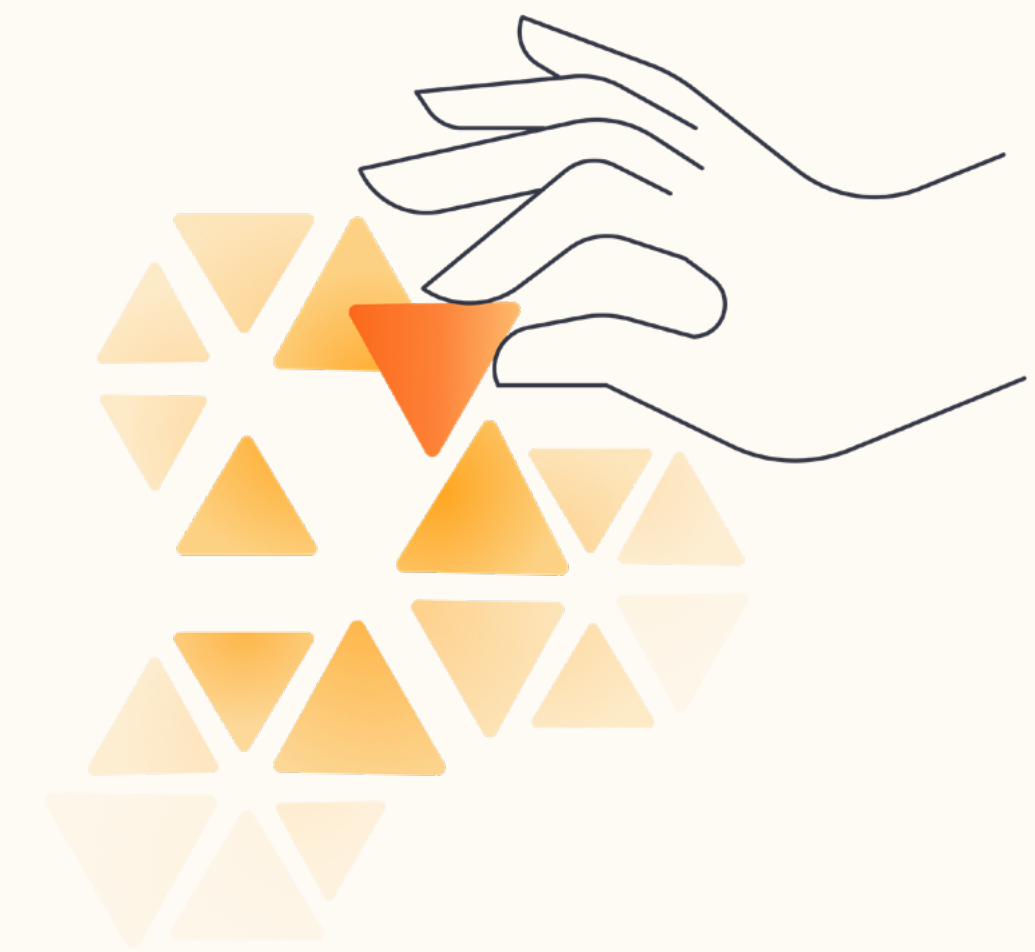
This enabled the hotel chain to unify their portfolio strategy and make data-driven decisions across all properties.



Outcome

Hotel chains and management companies achieved significant improvements:

- A centralized data solution allowed for consistent strategy implementation across the entire portfolio, optimizing business performance
- Forward-looking demand analytics enabled proactive revenue management, maximizing occupancy and ADR
- Comprehensive market insights facilitated intelligent pricing strategies, ensuring competitiveness and increased revenue potential
- Strategic decisions became based on entire market trends, not just individual property performance, leading to stronger portfolio-wide results



Investors and consultants: Reduce risk and identify high-value investment opportunities



Challenge

Investment firms, owners, and consultants require accurate and timely market data to de-risk investments and identify potential opportunities.

They need to assess market trends and conduct thorough due diligence before making high-impact commercial decisions.



Solution

Lighthouse delivered a comprehensive data solution providing historical and forward-looking market intelligence. This included detailed market trend analysis, granular data on occupancy, ADR, and RevPAR, and competitive benchmarking.

This allowed investors to conduct robust due diligence and gain a clear understanding of market dynamics.

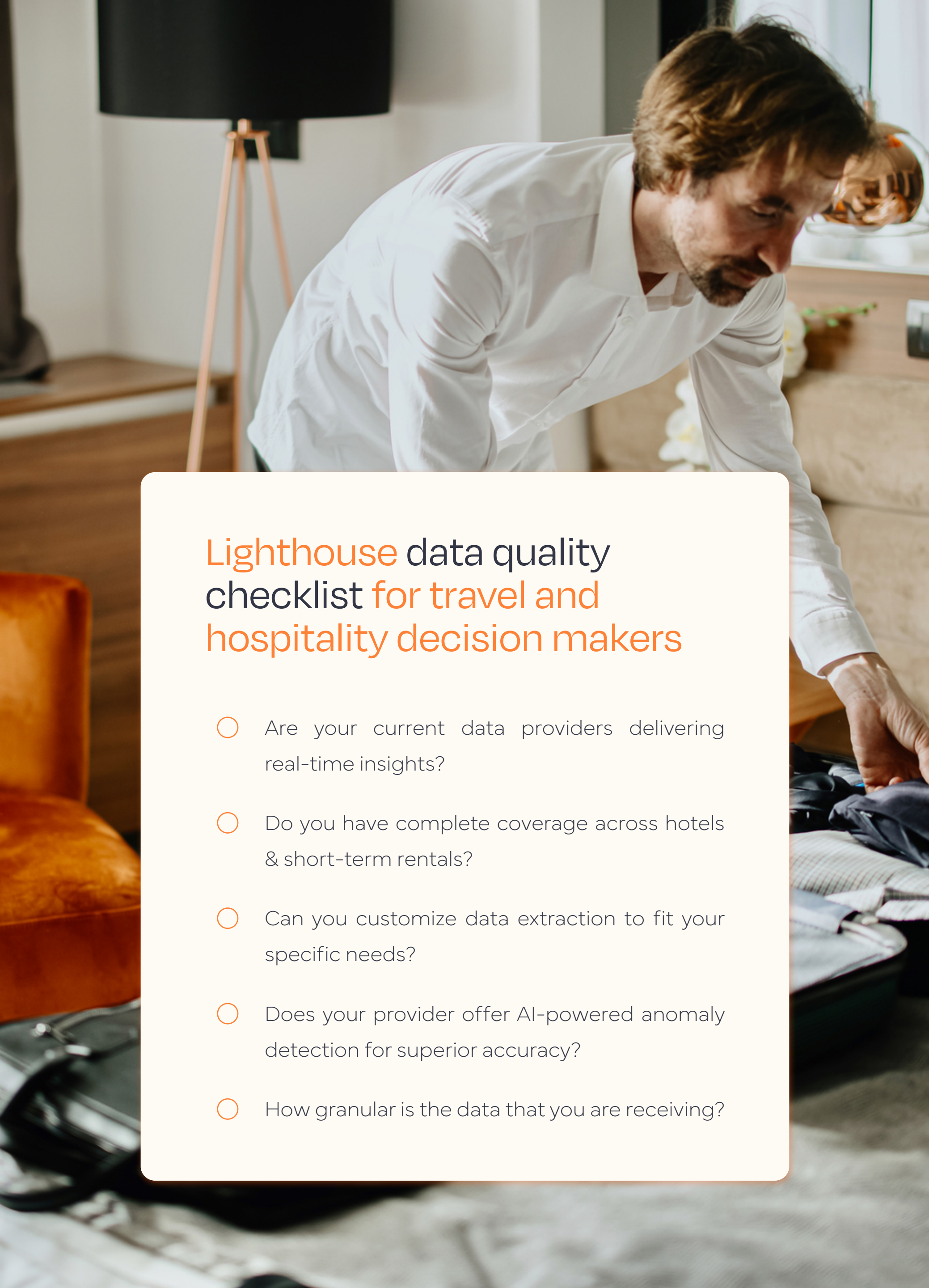


Outcome

Investors achieved significant improvements:

- Enhanced market trend analysis enabled investors to make more informed and strategic investment choices
- Robust market intelligence facilitated thorough due diligence, mitigating potential risks and increasing investment confidence
- Precise historical and forward-looking data allowed investors to pinpoint high-growth markets and capitalize on emerging investment opportunities





Lighthouse data quality checklist for travel and hospitality decision makers

- Are your current data providers delivering real-time insights?
- Do you have complete coverage across hotels & short-term rentals?
- Can you customize data extraction to fit your specific needs?
- Does your provider offer AI-powered anomaly detection for superior accuracy?
- How granular is the data that you are receiving?

Choosing the right data partner: Success depends on who you trust



Your data partner directly impacts your strategic decisions and goal attainment. Conducting thorough due diligence when assessing a data partner ensures you eliminate risk and build on a foundation of accuracy and reliability.

Industry comparison: The regular data standard and the Lighthouse benchmark

Key consideration	Industry standard	Lighthouse benchmark
Data refresh frequency	2-3x per week	Daily and on-demand
Granularity and accuracy	Basic segmentation	Detailed, true-to-life data
Coverage	Hotel or short-term rental only focus	Hotels and short-term rentals combined
Integration flexibility	Limited API access, one-size fits all dashboards	APIs, tailored dashboards, feeds
Predictive analytics	Minimal	AI-powered demand forecasting
Data time series	Historic only	Historic and forward looking



Lighthouse is trusted by 350+ customers across the globe

DMOs



OTAs



Hospitality Technology Companies



Investors, Real Estate & Consultancies



Hotels & Management Companies



Property Management Companies



For travel and hospitality data you can rely on, look to Lighthouse

The future of travel and hospitality is data-driven, and Lighthouse is the only provider offering an all-in-one solution that combines unmatched scale, real-time accuracy, and predictive intelligence.

Instead of juggling multiple data sources, hospitality leaders can now access everything they need in one place, with a provider that is investing more into data quality and coverage than anyone else in the industry.

For travel and hospitality professionals looking to stay ahead in an increasingly competitive market, the choice is clear: Look to Lighthouse.

Ready to see similar results for your business?

Contact our team to discover how our data can help you achieve your specific goals.



About Lighthouse

Lighthouse is the leading commercial platform for the travel & hospitality industry.

We transform complexity into confidence by providing actionable market insights, business intelligence, and pricing tools that maximize revenue growth.

We continually innovate to deliver the best platform for hospitality professionals to price more effectively, measure performance more efficiently, and understand the market in new ways.

Trusted by over 70,000 hotels in 185 countries, [Lighthouse](#) is the only solution that provides real-time hotel and short-term rental data in a single platform. We strive to deliver the best possible experience with unmatched customer service. We consider our clients as true partners - their success is our success.



