

Tech and AI in revenue management: Key trends for 2024

A survey report by Lighthouse



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Introduction



AI has taken the world by storm and now the global hospitality industry is on the cusp of its own AI-driven revolution.

Historically, the hospitality industry has relied on traditional methods for guest service and operational management. However, it is currently undergoing a significant technological transformation. This metamorphosis, driven by advancements in technology and artificial intelligence, is fundamentally redefining how hotels interact with guests, streamline their operations, generate revenue, and envision the future of travel.

The recent surge in accessible data and advanced tool sets have reshaped revenue management. Hotels have made substantial technology investments, prompting industry professionals to develop new skills and workflows. Simultaneously, reduced human capital has necessitated smarter, more efficient methods for managing complex data and driving revenue.

For revenue teams, these advancements are not just enhancing operational efficiency - they're expediting processes, inspiring new strategies, and building a culture that values efficiency and data accuracy. In the midst of this AI-powered evolution, at a time when data complexity is increasing exponentially, the role of technology and AI in the hospitality industry has never been more pivotal.

However, leveraging technology effectively goes beyond merely implementing new tools.

Hospitality professionals need a tech ecosystem that simplifies rather than complicates—one that translates vast amounts of data into actionable strategies.

Yet, despite these advancements, challenges persist:

- There's a mismatch between technology investments and actual needs
- There's also an overwhelming volume of data but a lack of effective tools to manage it efficiently
- AI and automation promise significant improvements, but the adoption and implementation vary widely across the industry.

Given all these changes and challenges, are hotels truly equipped to turn data into dollars? Let's find out.



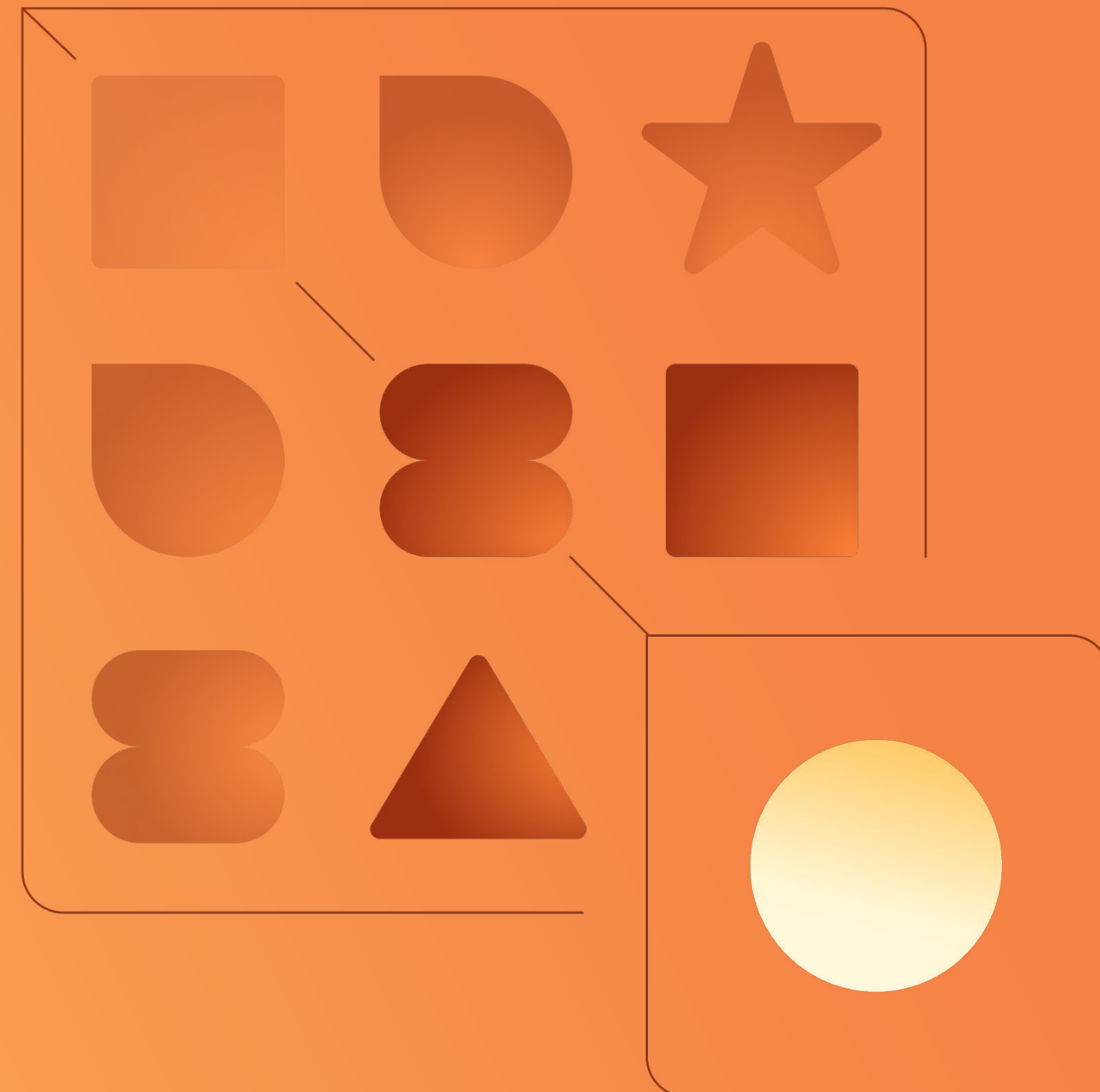


Lighthouse's unique perspective

At Lighthouse, our partnership with over 65,000 hotels worldwide provides us with unparalleled insights into the data trends shaping the hospitality industry. The primary objective of this report is to explore how data is being used in the industry and the impact of technology investment on revenue management professionals. Through this comprehensive analysis, we aim to equip hospitality professionals like you with the knowledge and strategies needed to turn data into a powerful driver of revenue growth

Key objectives include:

- **Evaluating data use:** Understanding how revenue managers use data in their daily operations.
- **Identifying challenges:** Highlighting the major pain points and obstacles in data management and analysis
- **Assessing technology investments:** Investigating whether current technological investments meet the needs of revenue-generating teams
- **Exploring AI adoption in the industry:** Examining the rate of AI adoption and its impact on efficiency and decision-making in revenue management
- **Any recommendations:** Offering recommendations to help hospitality businesses better align their technology investments with their strategic revenue management goals.



Methodology

A global perspective on hospitality tech

To gather comprehensive data for this report, we conducted a detailed online survey, targeting professionals in various roles and regions to ensure diverse perspectives.

The responses from nearly 1,300 hospitality professionals globally represent a broad spectrum of the hospitality industry, including revenue managers, sales and marketing professionals, general managers, and operations leaders from global chains, regional chains, management companies, and independent properties.

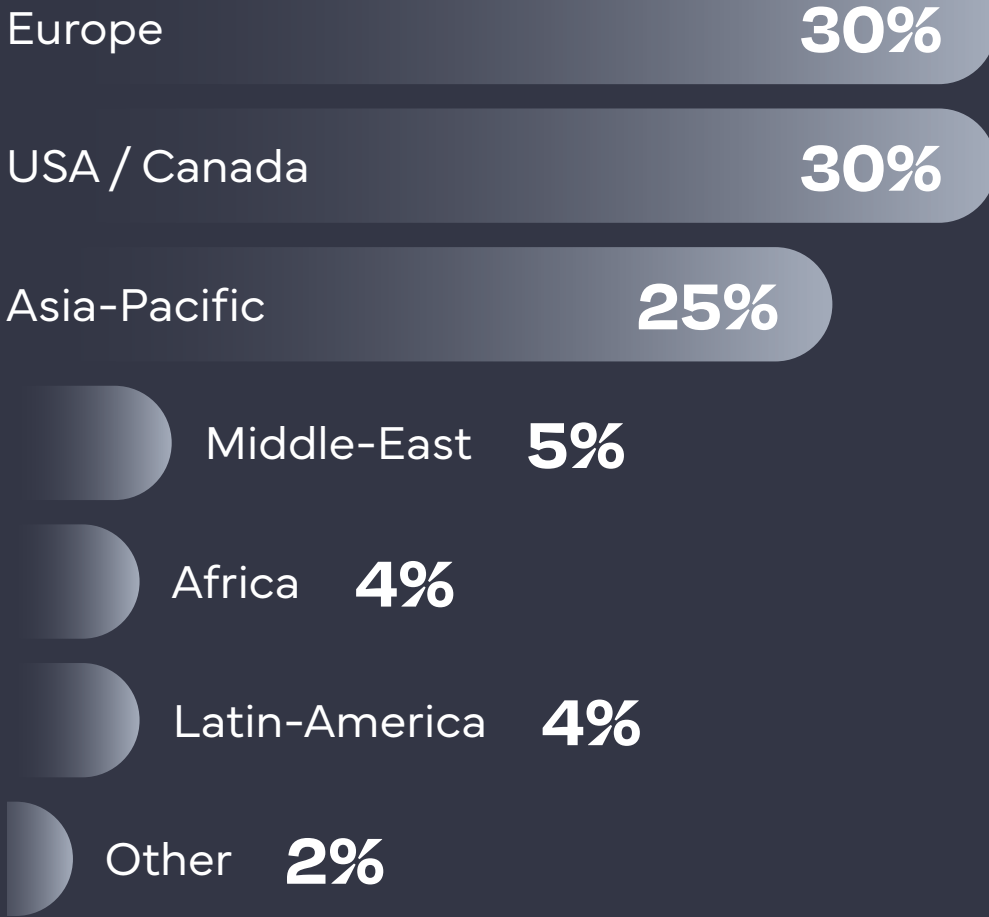
The survey focused on several critical areas, including the use of data by revenue managers, the complexity and challenges of data management, satisfaction with current technology investments, and perspectives on AI adoption.

The insights gleaned from this extensive survey form the foundation of this report, providing a clear picture of the state of revenue management in the hospitality industry and the impact of emerging technologies.

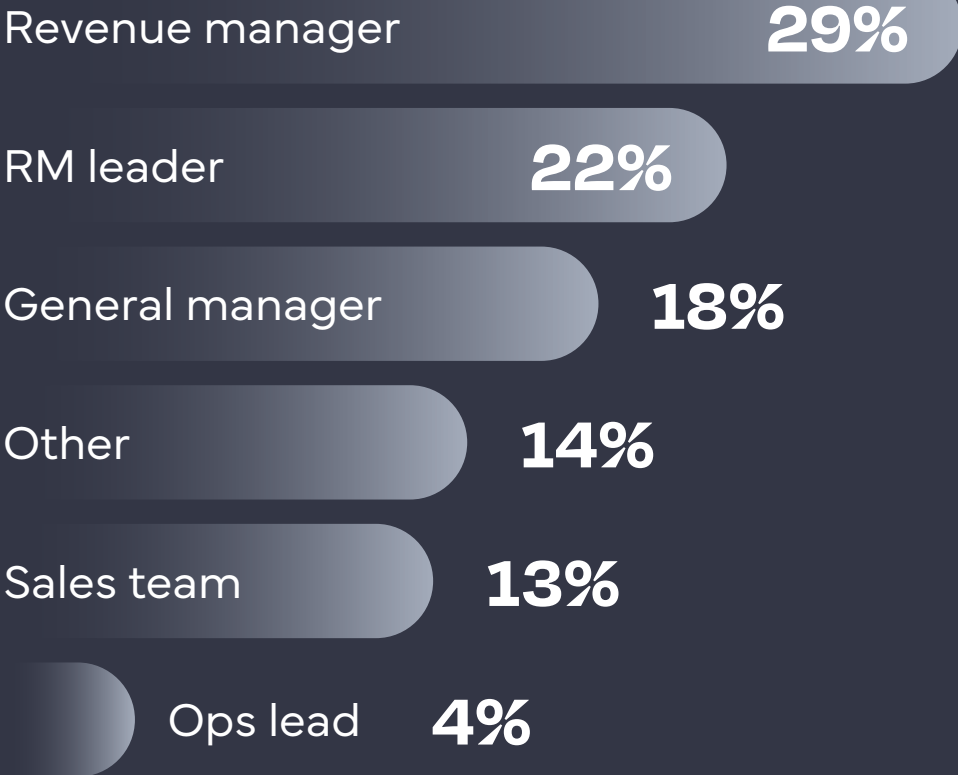


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responses

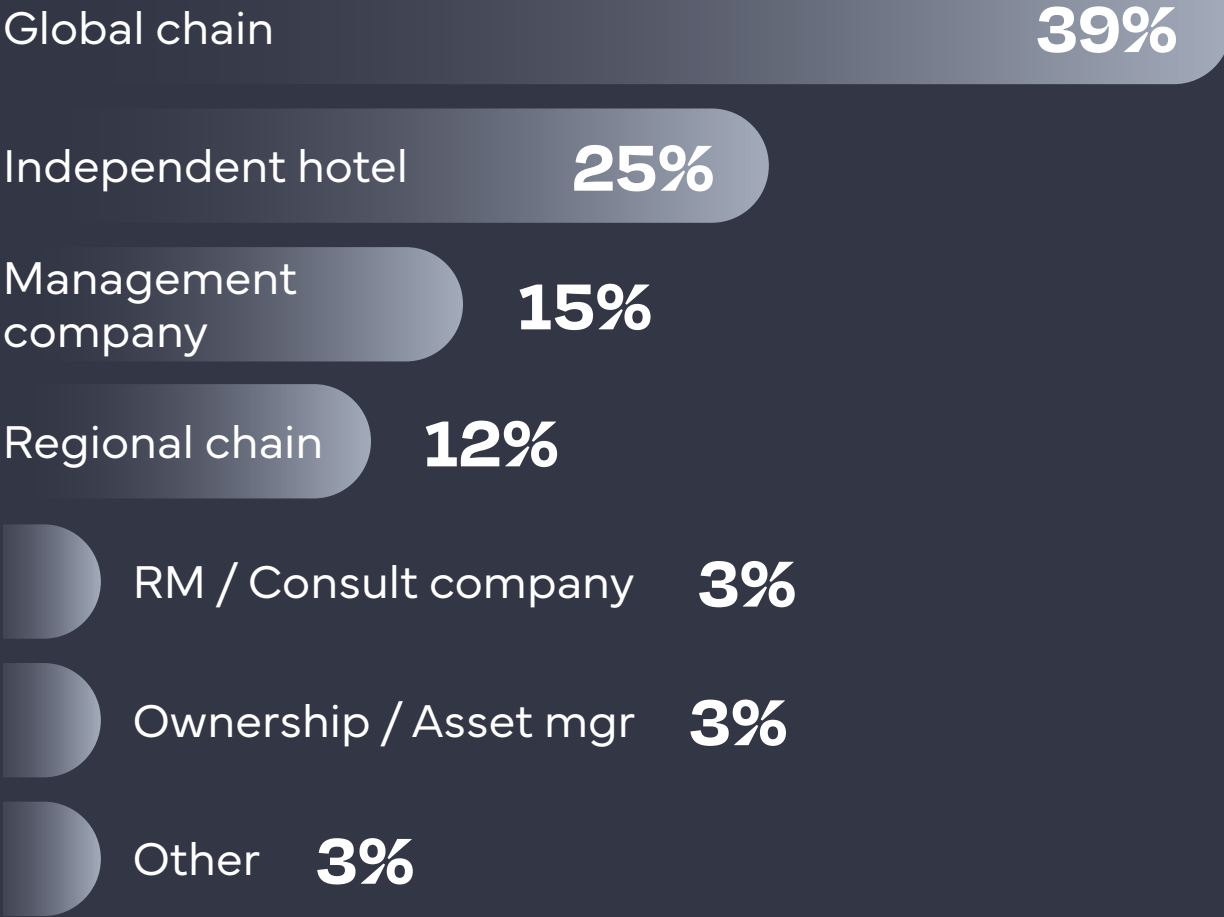
By region



By role



By business type



Executive summary



- **Increased technology investment**

In recent years, hotels have invested heavily in technology to counter reduced human capital; however, its complexity poses significant challenges for hoteliers.

- **Mismatch between tech investments and revenue management needs**

There is often a misalignment between technology investments and the actual needs of revenue managers, with many feeling they lack the necessary tools to effectively manage data and make informed decisions.

- **Time management struggles**

Due to reduced staffing, hoteliers and revenue managers are increasingly overwhelmed by heavier workloads, and often spending a substantial part of their day on less strategic activities like data entry and data processing, which reduces their capacity to focus on data analysis and revenue-driving tasks.

- **AI adoption and benefits**

Early adopters of AI, especially those managing smaller portfolios, stand to reap substantial benefits in terms of time savings and productivity gains. Major hotel chains are already pioneering AI adoption and are demonstrating remarkable efficiency gains when managing a larger number of properties per head.

- **Effective AI implementation requires communication**

There is a widespread expectation across revenue managers that AI will greatly influence their work in the next five years. To maximize AI benefits, teams should communicate openly about AI goals and engage in continuous testing and learning.





Navigating the complex hospitality tech landscape

The hospitality industry faces several significant challenges, impacting how hotels operate day-to-day. These challenges are shaping the current state of hospitality technology while also driving its adoption:

- **Staffing challenges**

Faced with reduced staffing levels, revenue professionals are grappling with more tasks and limited time and resources to complete them. The departure of skilled personnel from the industry has placed additional strain on the existing staff, and made it difficult to find, train and retain adequate replacements. Existing staff are also having to learn new skills to contribute effectively.

- **Financial and operational pressures**

Rising costs due to inflation are squeezing budgets, making efficient resource allocation crucial. Consumers are also feeling the pinch, and looking for ways to make their limited budgets go further. This requires more nimble and more effective revenue management strategies to ensure properties are well-positioned to capture their fair share of demand.

- **Increased data complexity**

At the same time, hotels are inundated with a wealth of data, which, while crucial for decision-making, has added to the complexity of data management and analysis as it takes a longer time to extract insights and arrive at a decision. Advancements in AI and automation are offering tools to help navigate this data complexity, yet integration and effective use remain a challenge.

- **Elevated market complexity**

- Compared to 2019, the frequency of price changes has increased significantly. In North America, the frequency has increased by 50%, and worldwide by 20%.
- The number of rate codes used has also increased, with North America seeing a 150% rise and worldwide a 130% rise since 2019, likely due to increasingly complex sell-strategies, packages and discounts.
- The impact of short-term rentals is growing, with their presence in Booking.com's top 10 rankings increasing by 10.5% worldwide and 36.7% in North America compared to 2023, meaning the competitive landscape is not as straightforward as it once was.
- Historical data alone is no longer sufficient to predict demand accurately. Innovative pricing strategies and effective analytics are necessary to adapt to less predictable demand patterns.

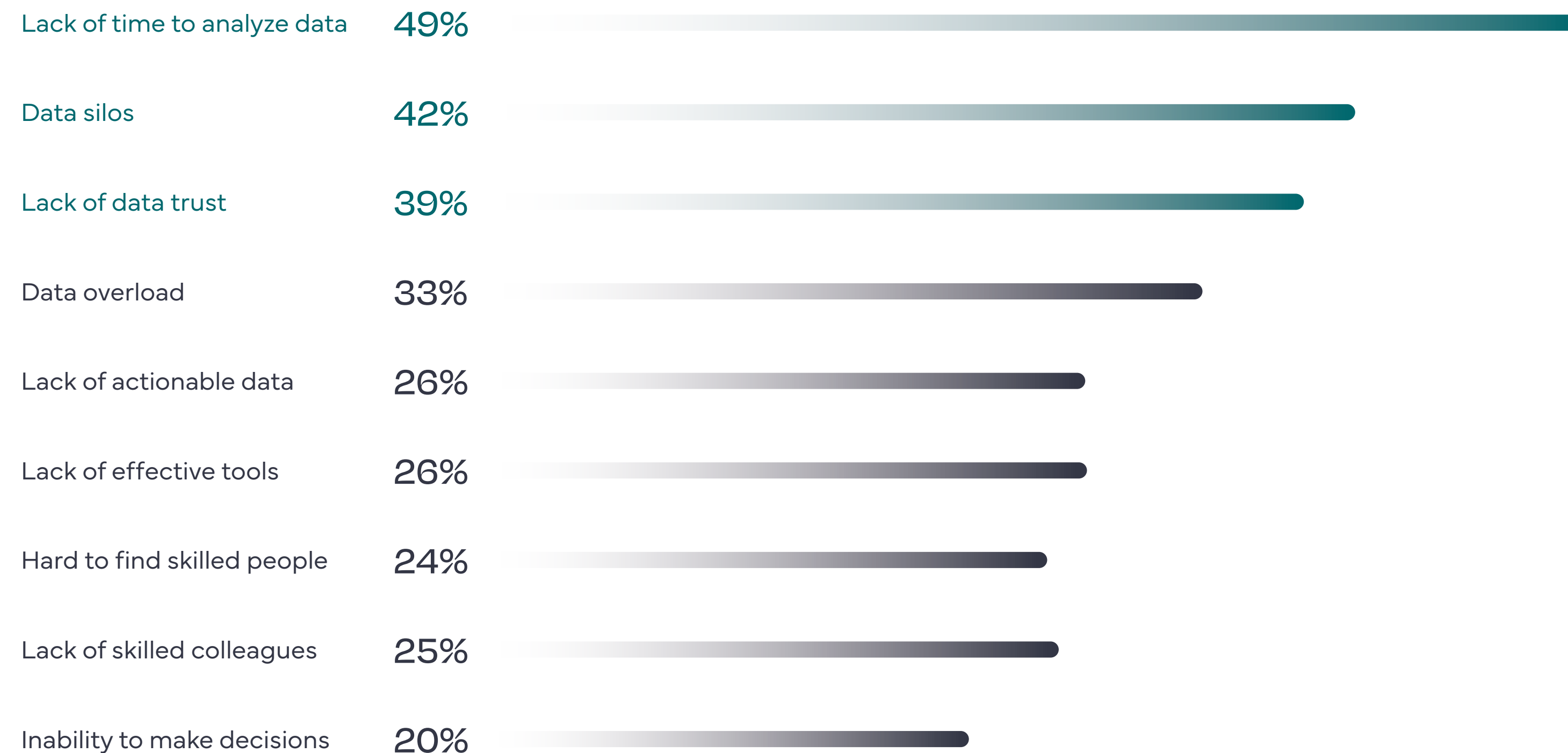
These macro-level issues have direct implications for how revenue managers operate on a daily basis. As the industry evolves, commercial teams find themselves at the intersection of these challenges, where the demand for efficient data management and strategic decision-making becomes critical.

71% of survey respondents agree that the complexity of data analysis and revenue strategy has increased in the last five years.

The biggest challenges facing revenue managers

The hospitality industry is facing a data deluge. As information volumes swell and the pace of change accelerates, revenue professionals must rethink their approach to daily tasks and technology investments. This change is particularly vital as they confront unique organizational and operational hurdles that impact their ability to efficiently drive revenue.

Here's how these challenges manifest in their day-to-day operations. When asked what the top 3 data related challenges are, respondents cited the following:



49% lack of time

Time crunch: 49% of revenue managers cited a lack of time as their primary challenge. Sorting through the sheer volume of data leaves little time for strategic analysis.

42% data silos

Data fragmentation: 42% pointed to data silos as a major hurdle. Information scattered across various systems hinders comprehensive analysis and decision-making.

39% lack of trust

Trust deficit: 39% reported a lack of trust in their data. Concerns about accuracy and reliability undermine confidence in strategic decisions.





79%

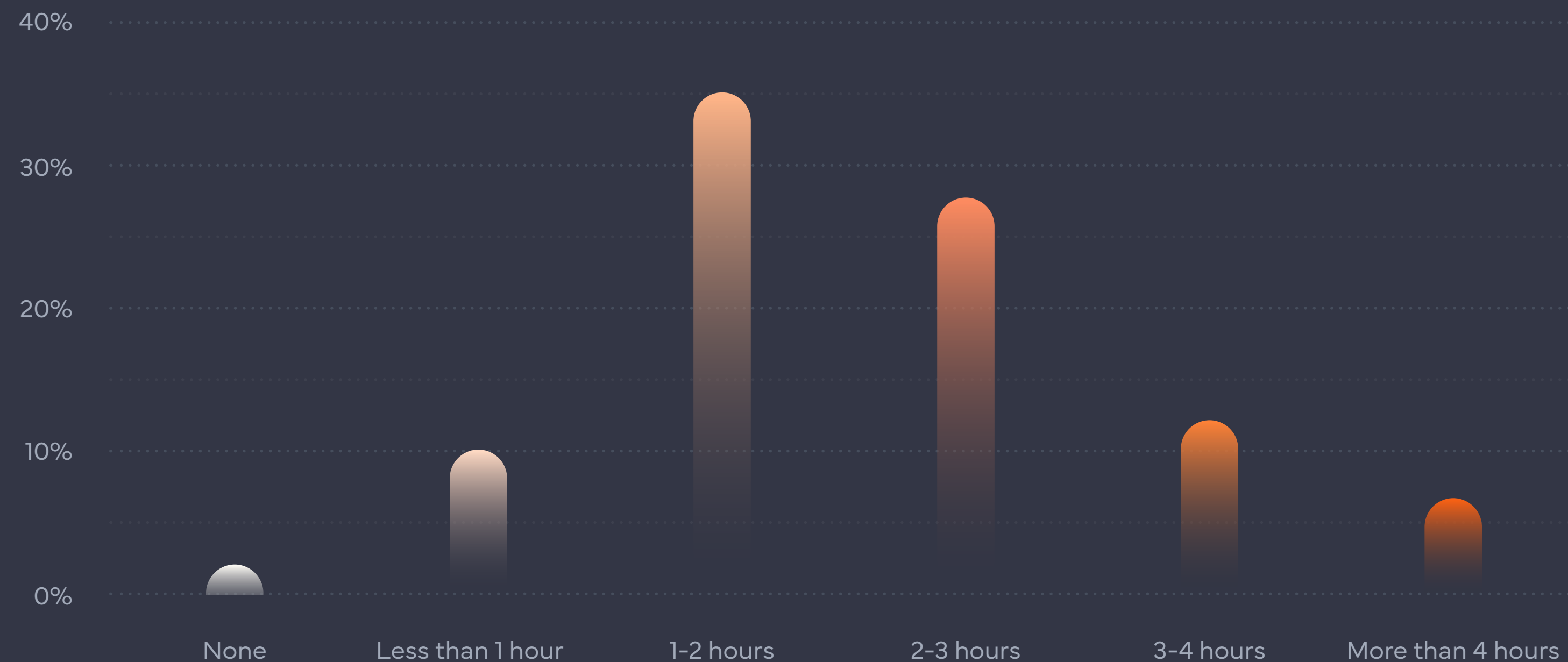
of revenue managers
are spending less than
3 hours a day on analyzing
data on any given day.

While this may seem like a good thing, in that it appears that tools have made analysis more efficient, the reality is more complex.

When nearly half of revenue professionals say they don't have enough time to analyze data thoroughly and a quarter report lack of access to actionable data and the tools to extract it, it highlights a clear gap in technology solutions that address revenue management needs.

Revenue managers want and need more time to think strategically, to jump into the data and quickly extract the right insights crucial for making commercial decisions effectively. Instead, they are spending a disproportionate amount of time on menial tasks, such as creating reports and gathering data across silos.

On average, how many hours per day do you spend on data analysis?



54.6% of revenue managers handling 1-5 properties
say they spend less than two hours daily on data analysis.

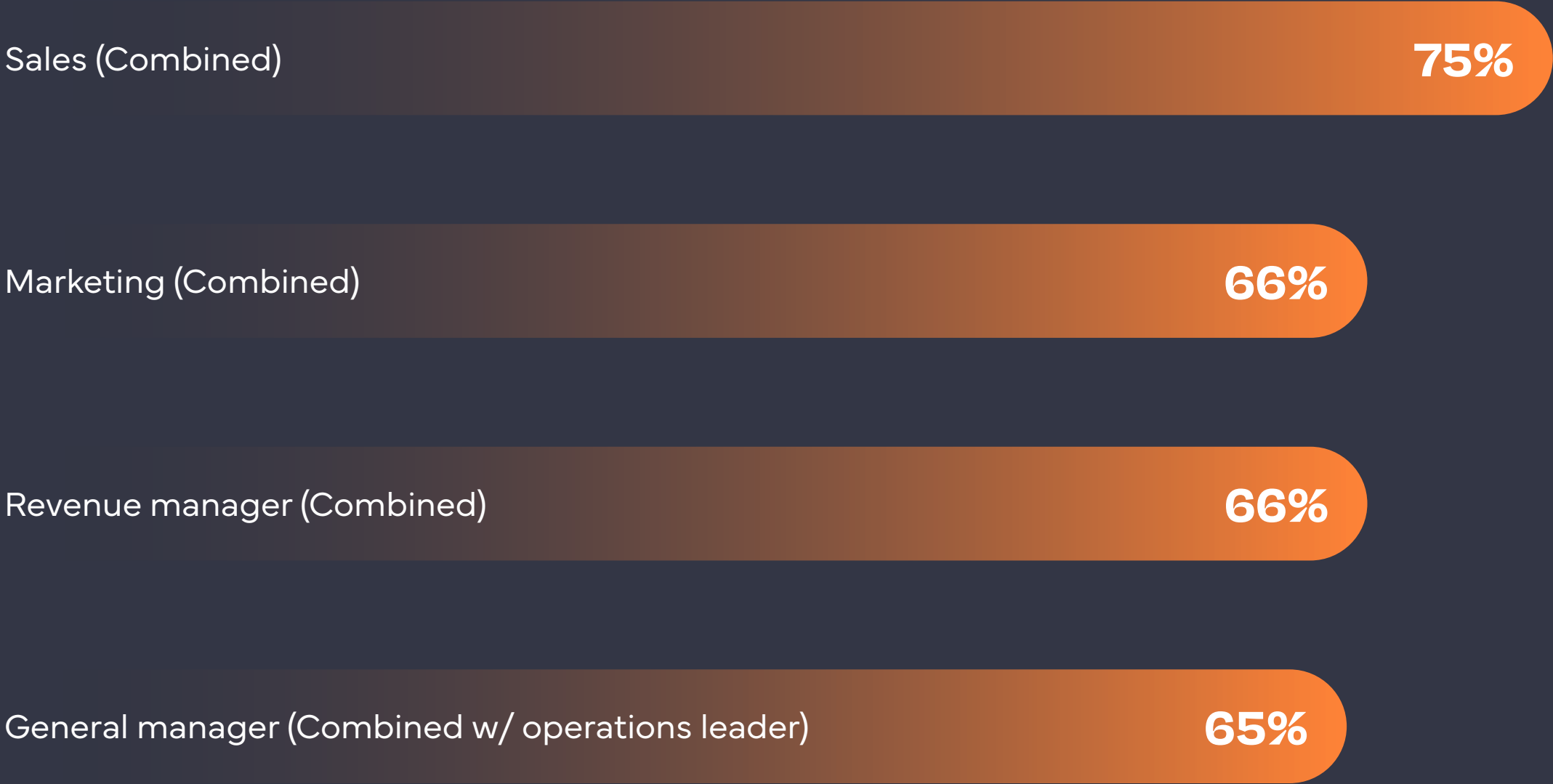
35.2% of revenue managers handling 11+ properties
say they spend less than two hours daily on data analysis.

The evolving skill set of hospitality professionals



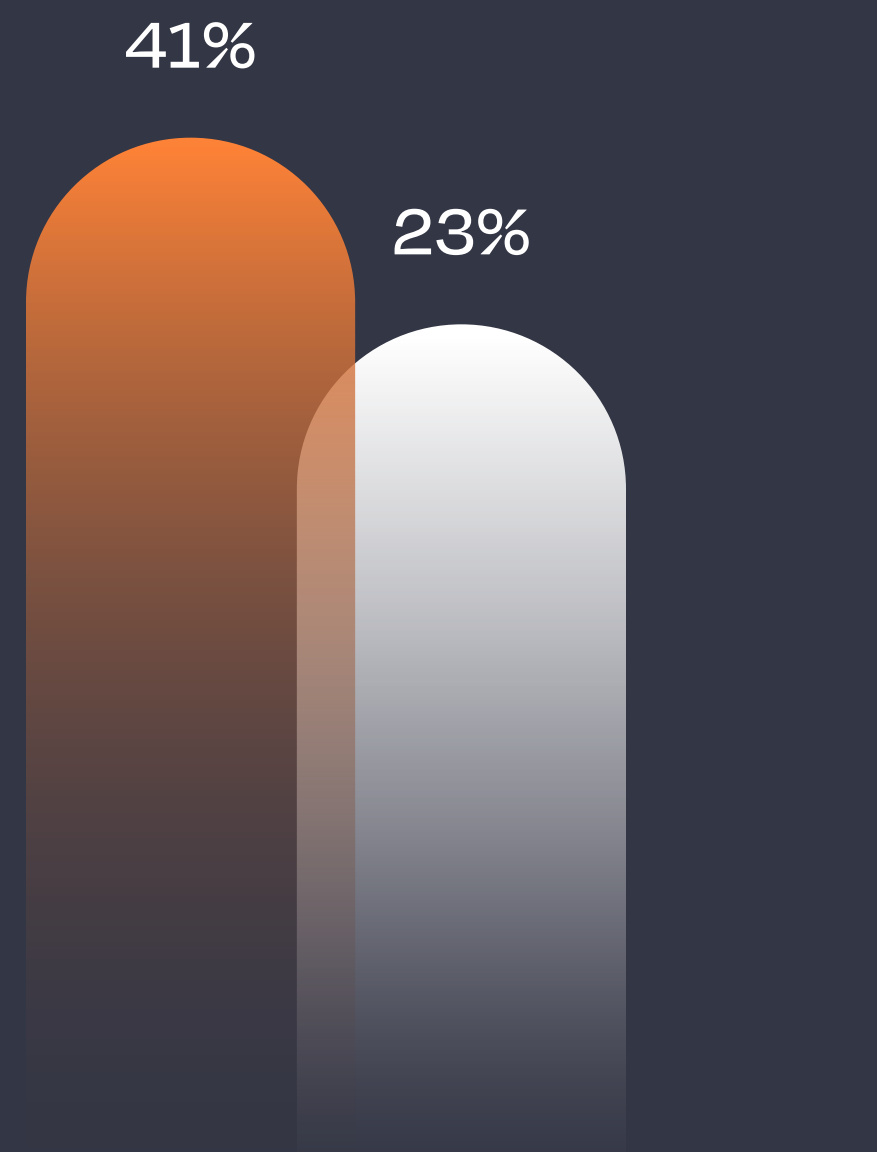
In the face of staffing shortages, hospitality professionals are often thrust into roles outside their expertise. Many find themselves tackling revenue management tasks without formal training in the field. This shift underscores a need for intuitive solutions that make complex insights easily accessible to all, regardless of their background. It's here that technology can bridge the gap, enabling both seasoned revenue managers and those new to the field to focus on strategic decisions rather than administrative tasks.

I have had to build new professional skills in order to effectively contribute across other functions.



New skills hospitality professionals need to embrace

When it comes to what new skills commercial professionals feel they need to embrace, respondents cited:



● Data analytics ● Revenue management

Across all roles and functions, hospitality professionals feel pressured to develop new skills to keep up with the evolving demands of their roles. More than two-thirds of respondents emphasized the critical need to acquire new skills to contribute across different functional areas.

Sales, marketing, operations, market analysis, strategic pricing, benchmarking, revenue management and data analytics were consistently highlighted as areas where hospitality employees feel they need to upskill in order to more effectively contribute beyond their current role.

Revenue management professionals face particular pressure to adapt, given the rapid evolution of technologies and methodologies in their field. This reflects a broader trend across the industry, where staying competitive increasingly requires a diverse skill set that can be applied across various functional areas.



"I've become more adaptable to change, quickly learning and adapting to new tools, technologies, and methodologies used in marketing, sales, and operations to stay relevant and effective in a dynamic environment.

By building these skills, I can contribute more effectively across various functions, fostering collaboration, driving alignment, and helping the organization achieve its strategic goals."

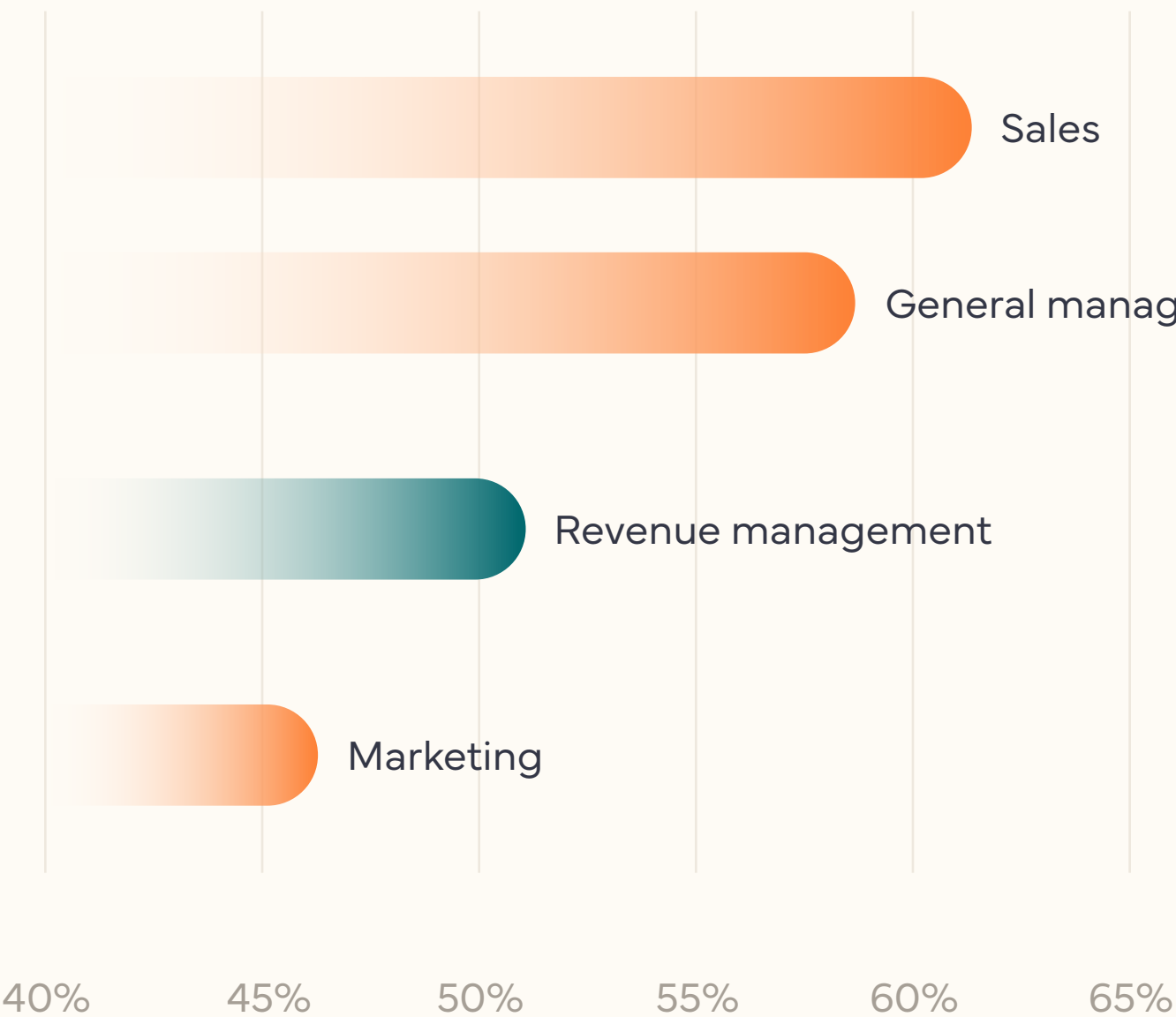
Survey respondent, independent hotel

Leveraging technology for success



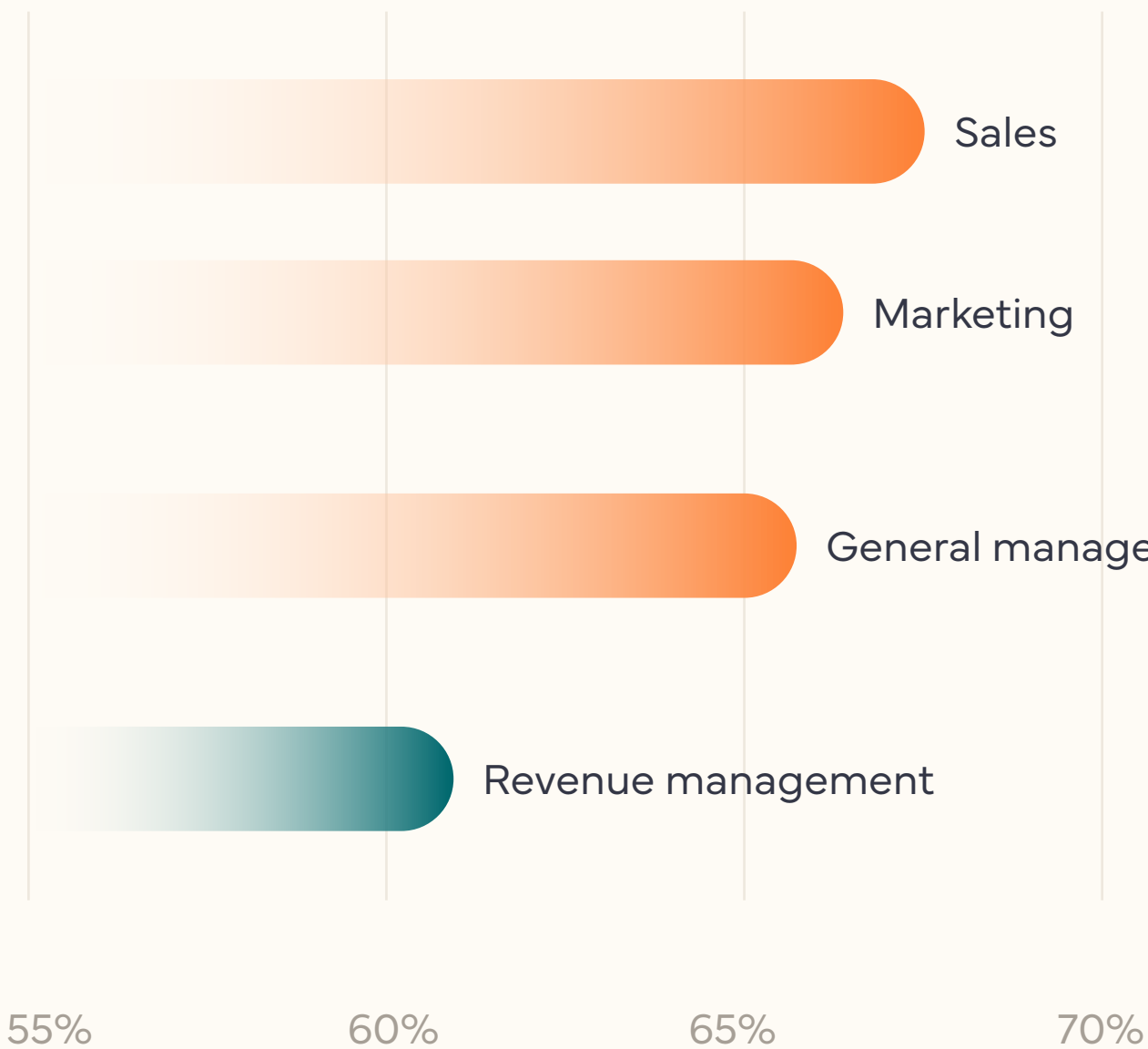
Many revenue professionals feel that their company’s technology investments do not align with their needs, leading to inefficiencies in data management and decision-making.

I have all of the tools I need to effectively analyze data for my job.



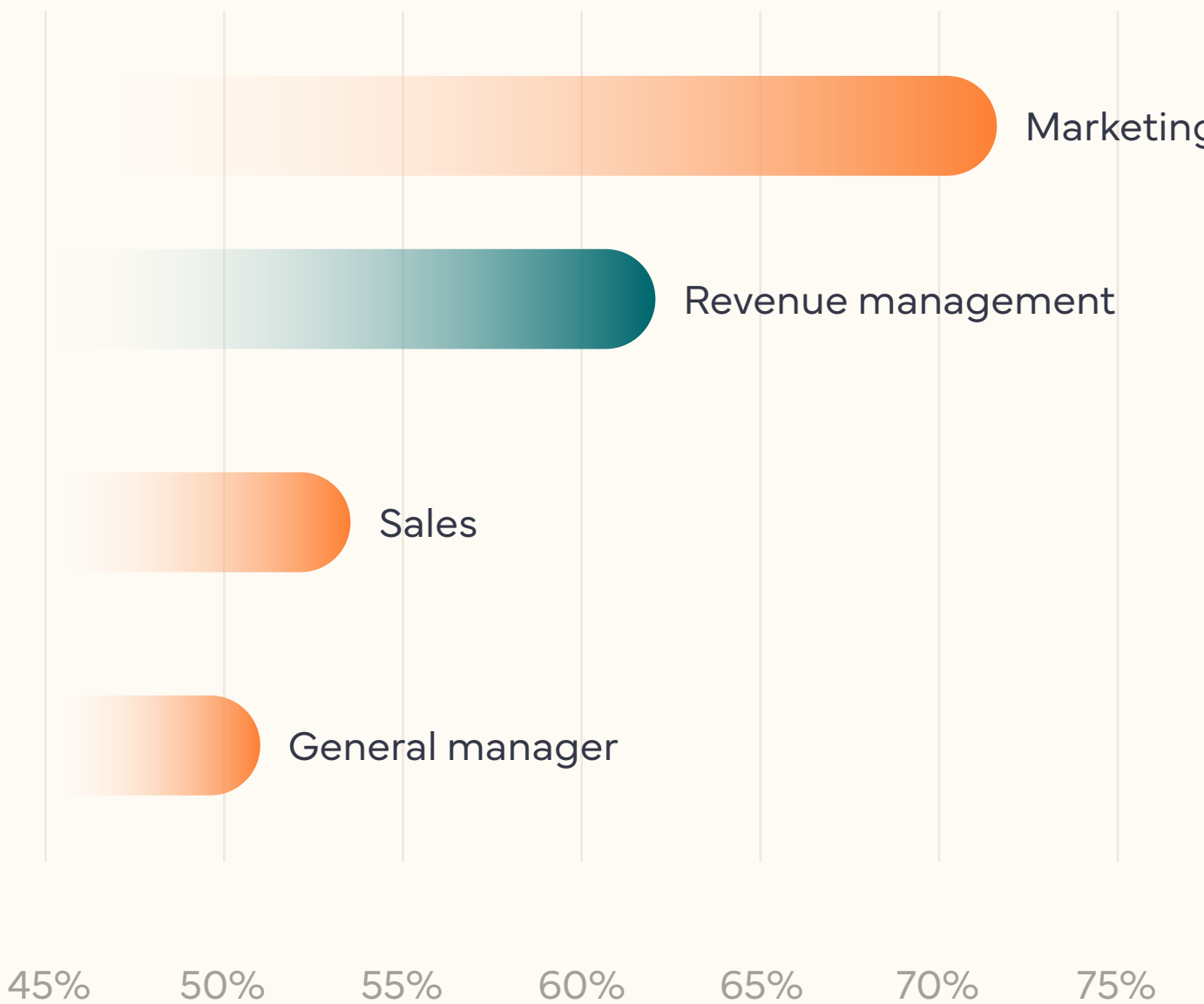
Only 50% of **revenue managers** feel they have the tools they need.

The technology investments my company is making with regard to revenue management align with my needs.



Revenue managers feel the least aligned with their company’s technology investments.

My company should invest more in data analysis tools.



Revenue managers: Second only to marketing in advocating for tech investment.

From data deluge to strategic insights

Empowering revenue teams



I have all of the tools I need to effectively analyze data for my job.



Too much time is spent on routine tasks, leaving little room for the strategic analysis crucial for revenue growth.

Revenue managers are keenly aware of the need to bolster their data analytics capabilities, yet they continue to face the challenges of inadequate tools and misaligned technology strategies. Bridging this gap requires a reevaluation of technology investments to ensure the specific needs of revenue management teams are satisfied.

With an average rating of 3.4 out of 5, revenue managers show a tepid response to their alignment with technology investments. This desire for more tools and resources is particularly strong among those managing larger portfolios. Managers with more than 20 properties rated the need for investment in data analysis tools at 4 out of 5, indicating a strong agreement.

- Respondents from the US and Canada have the highest weighted average (3.9), indicating they feel most aligned with the technology investments being made by their companies.
- Despite US/Canada respondents feeling the most aligned, they have the lowest percentage of “5” (strongly agree) responses, which means they are generally satisfied but not overwhelmingly so.
- Respondents from Africa have the lowest weighted average (3.4), suggesting they feel the least alignment with the technology investments being made by their companies.
- When asked if companies should invest more in data analysis tools, respondents from Africa showed the highest agreement, suggesting a perceived lack of investment in these tools in their region.

AI in hospitality

Threat or opportunity?

Amid these challenges, the emergence of artificial intelligence (AI) presents both opportunities and threats, with the power to either enhance or potentially disrupt current revenue management practices.

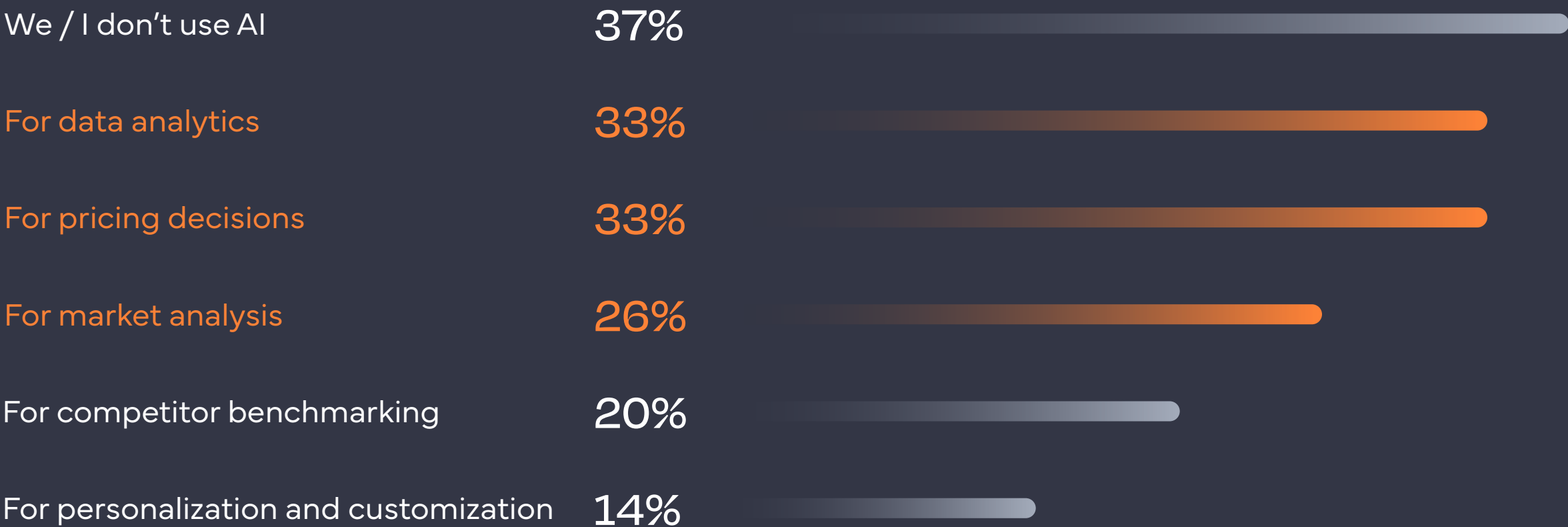
This raises the question: how does the industry perceive AI’s impact?

AI is transforming revenue management by providing powerful tools for large-scale data analysis, market trend prediction, and guest experience personalization. While these advancements promise increased efficiency, they also challenge traditional roles and processes.

Understanding the industry’s perception and adoption of these innovations is critical. It will determine whether AI becomes a catalyst for growth or a disruptive force in hospitality. The way businesses navigate this technological shift will shape the future of revenue management.



How does your company currently use AI for revenue management?



Common applications for AI include data analytics (33%), pricing decisions (33%), market analysis (26%), and competitor benchmarking (20%), highlighting AI’s perceived versatility in handling complex tasks that require rapid large-scale data processing and analysis.

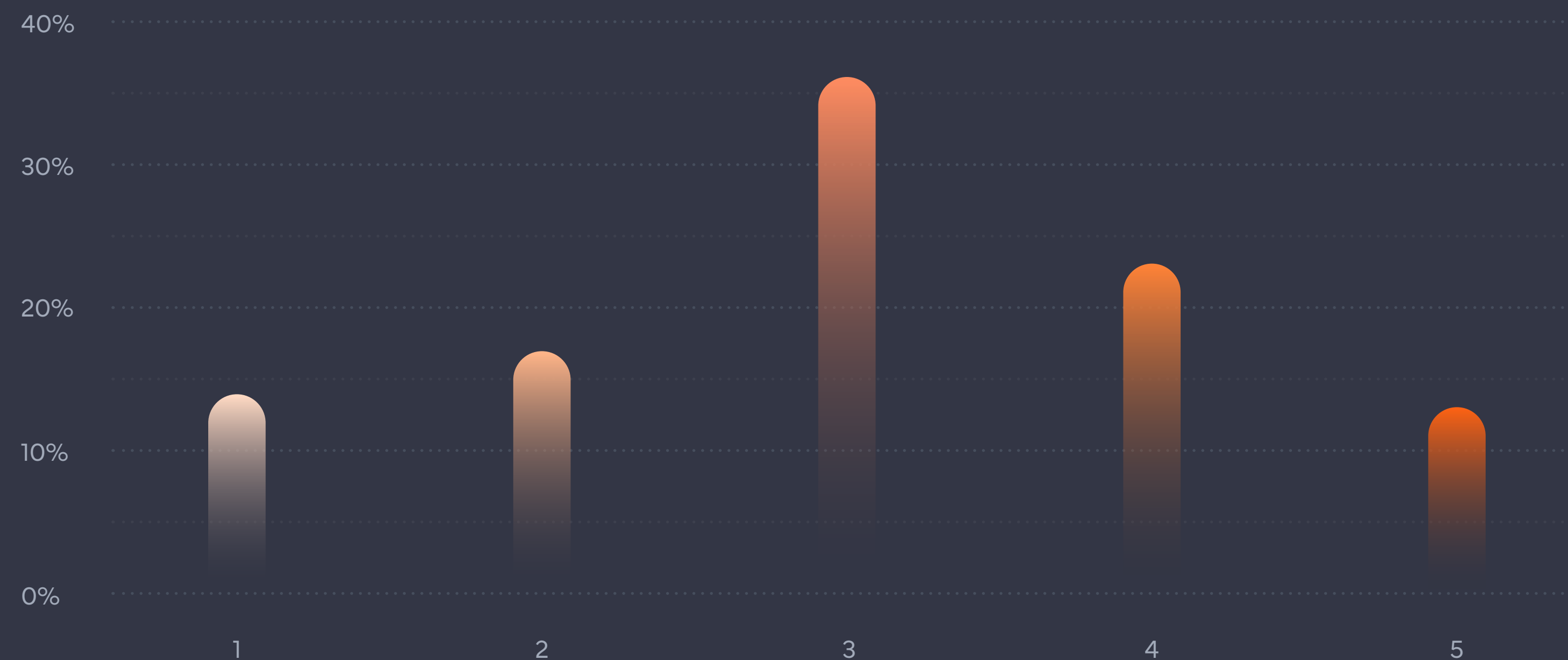
63%
use AI

A majority of people surveyed (63%) said their companies use AI in some capacity for managing revenue, demonstrating that AI is, at least to some extent, broadly used. This usage underscores AI’s growing role as a cornerstone of modern revenue strategies.

AI in revenue management

Early days, moderate impact

How much of an impact does AI have on your company's current revenue management strategy?



AI is still in its early stage of adoption, with the largest pool of respondents selecting a moderate '3' to measure the degree of impactfulness that AI has on their company's current revenue management strategy.

"I believe the hotel industry will adopt AI faster than other technology based on availability, cost of use, and need due to the shortage of skilled workforce."

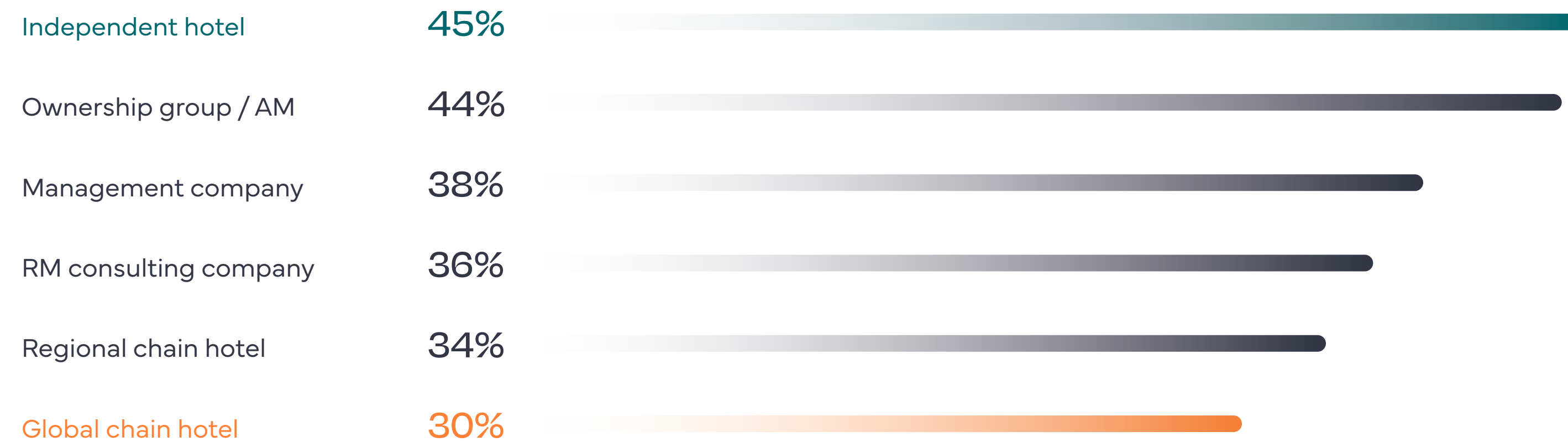
Survey respondent, independent hotel



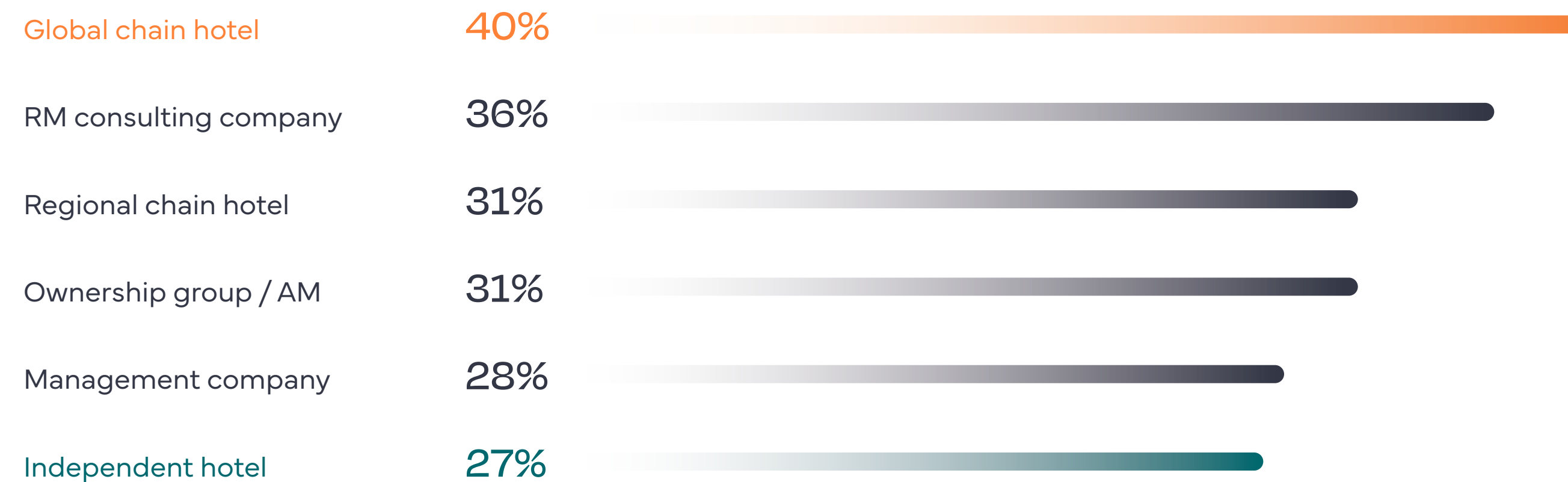
Who is using AI?



We don't use AI



We use AI for Data Analytics



The adoption of AI in the hospitality industry is creating a noticeable divide. Hotel chains are leading the charge, harnessing AI's power to efficiently manage their expansive portfolios.

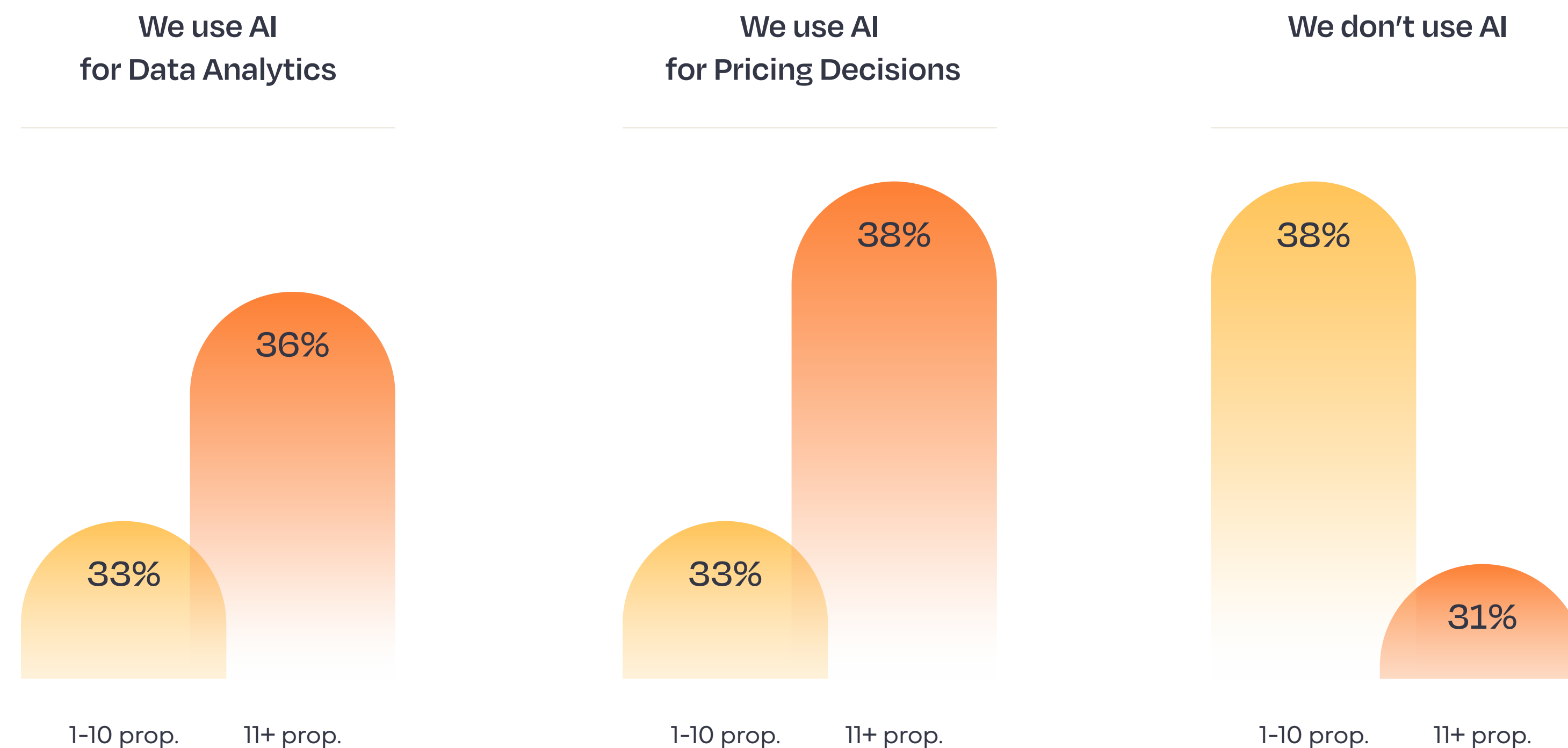
Larger global companies are more proactive in adopting AI for data analytics and pricing decisions. The disparity between those who leverage AI for data analysis and those who don't is again evident.

AI adoption trends

Portfolio size matters

Our analysis revealed a clear correlation between portfolio size and AI adoption. Revenue managers responsible for 11 or more properties are:

- Adopting AI more frequently for data analytics and pricing decisions
- Less likely to report no AI usage in their operation



"Currently most of our information is generated by a combination of data gathered from different reports and manually compiled."

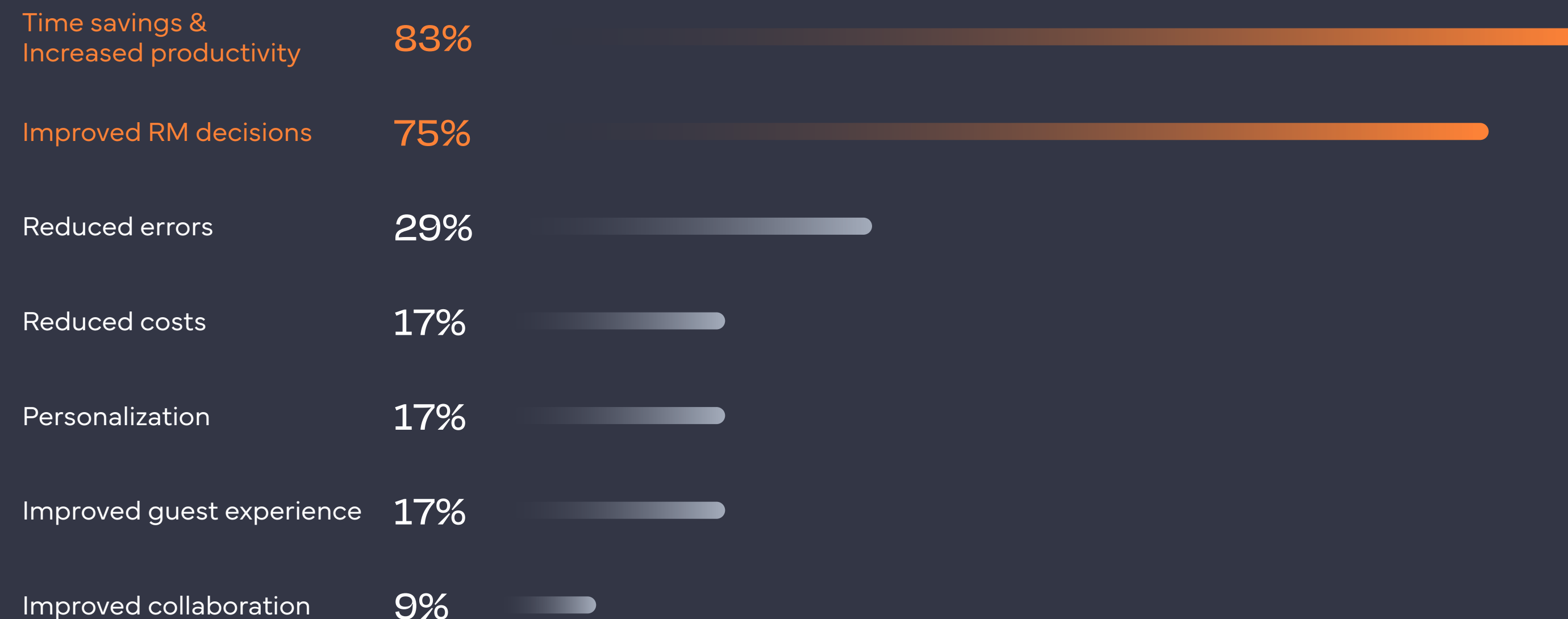
Survey respondent, independent hotel



The AI Advantage

Boosting efficiency in revenue management

As AI becomes more deeply integrated into revenue management practices, its benefits are coming into sharper focus. At the forefront is AI's ability to enhance operational efficiency and boost overall productivity.



83%

of respondents anticipate that AI will help them save time and increase productivity

75%

of respondents expect AI to help them improve their revenue management decisions

AI's ability to deliver precise, actionable insights efficiently is proving invaluable for hospitality professionals who are acquiring new skills while juggling multiple roles.

For professionals taking on expanded roles, AI provides expert-level insights, enabling even those without formal revenue management training to contribute meaningfully to strategic initiatives. Additionally, it provides a safety net for organizations concerned with consistency, reducing errors and enhancing overall decision quality.



Balancing innovation with human expertise



**Job
security**



**Lack of local
knowledge
and intuition**



**Inaccuracy and
reliability issues**



**Absence of
personal touch**



**Limited functionality
and understanding**



**Trust
and comfort**

While AI offers numerous advantages, its implementation raises concerns that must be addressed.

Key amongst those raised by the survey respondents revolve around themes such as job security, trust, and its application in an industry that prioritizes the human touch.

The introduction of AI into revenue management naturally sparks apprehension about **job security**. Automation capabilities lead to fears of job displacement, as AI systems can perform tasks traditionally handled by human revenue managers. This fear is particularly pronounced among professionals who worry that AI might replace rather than augment their roles.

However, it's essential to view AI as a tool that complements human expertise. By automating routine tasks, AI enables managers to focus on higher-value activities that require human judgment and creativity.

Trust in AI systems is another significant concern. Many revenue managers question AI's ability to replicate the nuanced understanding and intuition that humans bring to complex decision-making processes. There is skepticism about AI's capacity to fully understand local market characteristics and deliver personalized guest experiences.

To build trust, organizations must prioritize transparency in AI processes, ensuring that AI-driven insights are easily understood and accessible to users.

This means having full visibility into how AI algorithms reach their conclusions. It's not enough for an AI tool to simply deliver recommendations - you need to know what data is driving those recommendations. Transparency ensures that you're not just taking the AI's word for it; you're able to see the underlying logic and data behind every suggestion.

Control is equally important. While AI can automate many aspects of hotel management, it's essential that you retain the ability to review and adjust AI-driven actions. This ensures that the automations are established with your overall business strategy and values in mind.

Moreover, respondents expressed concerns about the technical limitations of AI, particularly regarding its **accuracy and reliability**. While AI is valued for its ability to efficiently process large datasets, there are reservations about its capacity to handle unique market circumstances that may require human intervention.

Revenue managers must carefully balance the use of AI with human oversight to ensure that decisions reflect a comprehensive understanding of the business environment in which they operate.

AI's potential in revenue management

Key benefits and opportunities

Concerns aside, survey respondents also highlighted several key benefits of AI in revenue management, including increasing efficiency, improving demand forecasting, enhanced competitive analytics, cost reduction, its continuous learning ability, and the potential for personalization.

By automating routine tasks, AI systems free up revenue managers to concentrate on strategic decision-making and high-value activities. This shift enables professionals to drive growth and innovation, enhancing their overall productivity.

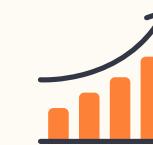
It has huge potential to improve demand forecasting and pricing, quickly analyzing vast amounts of data. This allows hotels to swiftly respond to market changes, ensuring they remain competitive and can maximize their revenue.

One of the major perceived benefits of AI is its ability to enhance competitive analytics. Access to real-time competitive intelligence keeps revenue teams informed about market trends and competitor strategies. This proactive approach reduces the time to decision, equipping them to make informed decisions sooner and ensuring they maintain their competitive edge.

In terms of cost reduction, AI empowers revenue managers to oversee more properties and do more with reduced staffing levels without compromising efficiency. Additionally, AI helps minimize human error, leading to more accurate and reliable outcomes that enhance an organization's overall health.

AI systems are renowned for their capacity for continuous learning and adaptation. They improve their decision-making capabilities over time, becoming more accurate and effective with each iteration.

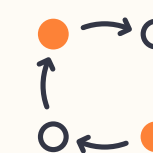
Finally, survey respondents feel that AI provides options for more personalized pricing and marketing. By analyzing customer data and behavior, AI can offer tailored pricing and promotions, boosting customer satisfaction and conversion rates. This capability extends to marketing campaigns, allowing for enhanced targeting and more effective outreach.



Increased efficiency



Improved demand forecasting and pricing



Learning and adaptation



Enhanced competitive analytics



Cost reduction



Personalized pricing and marketing

The future of AI in revenue management



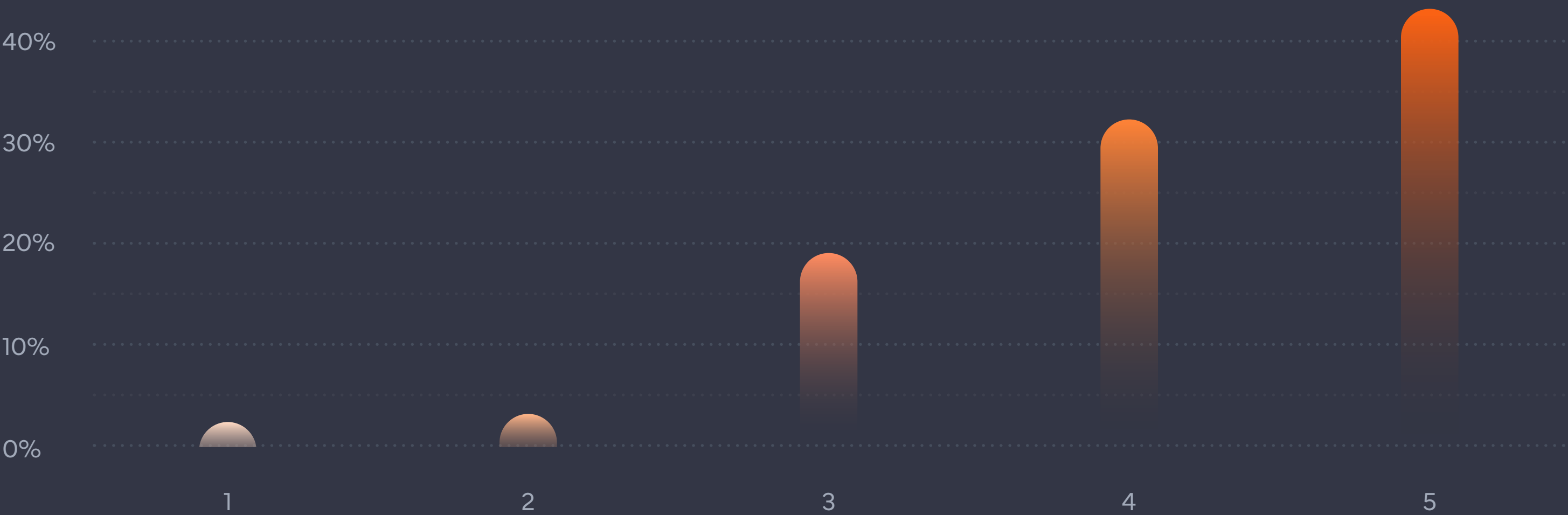
Despite some reservations, the overall sentiment towards AI in the hospitality industry leans towards optimism, tempered with a pragmatic approach to its current capabilities.

Our survey sought to quantify the anticipated impact of AI on revenue management over the next five years.

The results are compelling:

- 75% of respondents rated AI's future impact as either a 4 or 5 on a 5-point scale
- The weighted average score reached 4.1 out of 5

On a scale of 1-5, how much of an impact will AI have on your company's revenue management strategy in the next 5 years?



"AI will enhance revenue management by providing deeper insights, automating tasks, and empowering revenue managers to make better decisions. The future holds exciting possibilities for revenue optimization"

Survey respondent, independent hotel

Navigating AI adoption

Balancing experience and innovation



Our survey revealed a nuanced landscape of AI sentiment across the industry.

- **Regional variations:** US and Canadian respondents showed the lowest enthusiasm for AI, with a weighted average of 3.5, indicating more skepticism in these regions compared to others.
- **Experience and portfolio size:** Interestingly, experienced revenue managers overseeing larger portfolios expressed less positivity about AI. This could be attributed to an 'if it ain't broke, don't fix it' mentality. These professionals may be more hesitant to embrace new technologies that could disrupt their established methods.
- **Openness among newer professionals:** In contrast, revenue managers handling single properties or smaller portfolios, often those earlier in their careers, showed more openness to adopting new AI methods. This willingness could stem from their familiarity with emerging technologies and a desire to leverage innovative tools to stand out in their roles.

These mixed sentiments highlight a crucial challenge for the industry: while AI has clear potential to revolutionize revenue management, its successful implementation hinges on addressing the concerns of experienced professionals while harnessing the enthusiasm of new joiners.

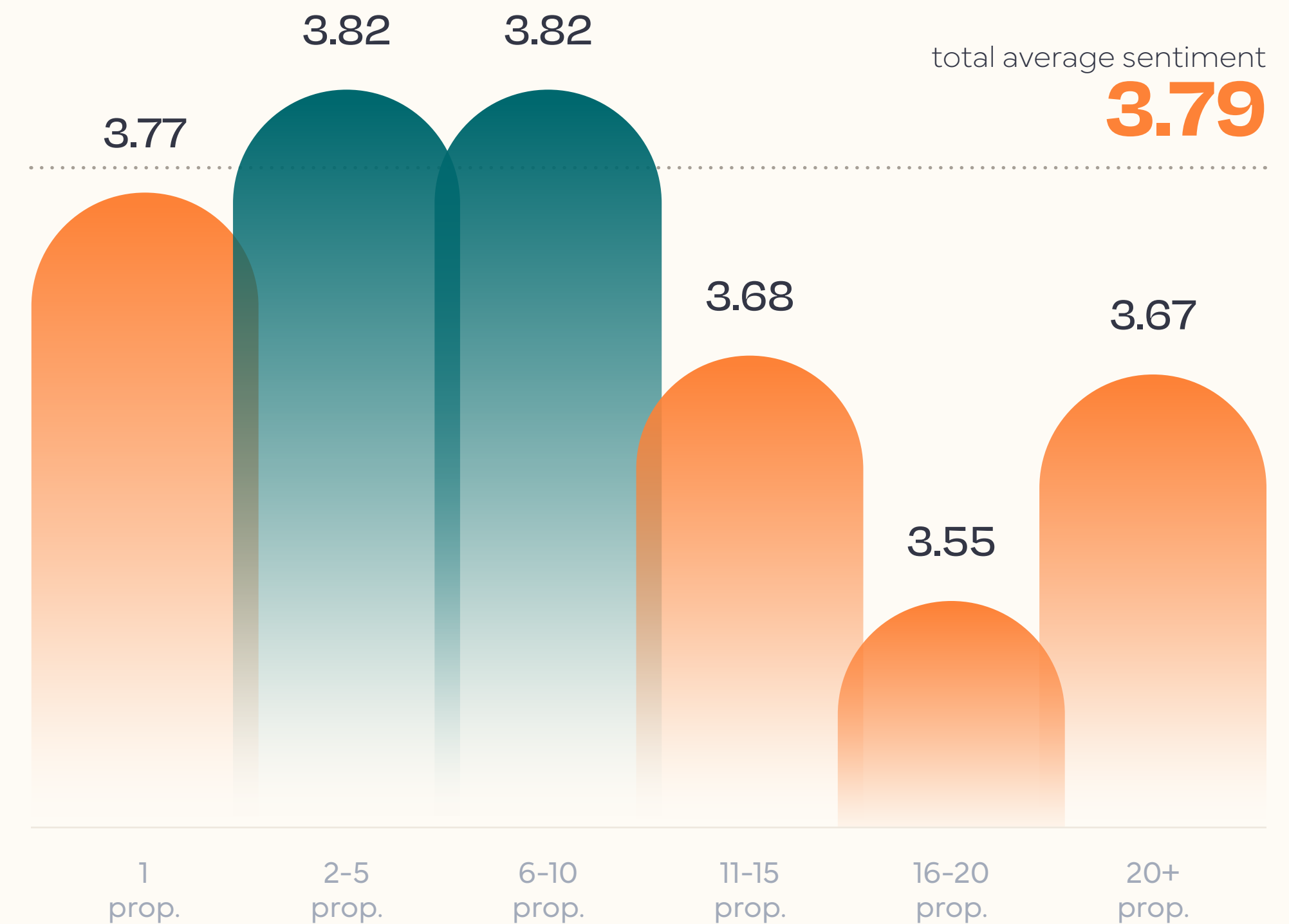
The key lies in striking a balance – demonstrating AI's value in enhancing, rather than replacing, human expertise, and ensuring its implementation aligns strategically with the diverse needs across the industry.

Portfolio size vs. Sentiment towards AI in RM strategy

What is your sentiment towards the general use of AI in revenue management strategy?

1 – Very negative

5 – Very positive



AI in revenue management

Opportunities and challenges

Industry-wide impact

The majority consensus is clear: AI will significantly influence revenue management in the next five years. However, a growing divide is emerging between early AI adopters and those yet to embrace the technology.

Adoption trends

Global chains are leading the charge, with 40% of respondents from these organizations already using AI for data analytics, compared to only 27% in independent hotels. Revenue managers managing more than 10 properties are increasingly turning to AI to enhance efficiency. Yet, paradoxically, this group also expresses the most skepticism about AI, indicating a clear need to address the mismatch between the tools provided and their perceived value.

Potential consequences

This disparity suggests that while AI has the potential to democratize data and level the playing field across the industry, it could also widen the performance gap between those who adopt these emerging technologies and those who do not.





Data management: A double-edged sword

The complexity of data management in the hospitality industry is both an opportunity and a challenge. AI offers unprecedented capabilities to handle vast amounts of data, leading to greater productivity and more accurate demand forecasting.

However, without the right tools and training, this complexity can overwhelm revenue managers.

Persistent challenges

Time and trust issues remain significant pain points, as the sheer volume of data and the need for effective management tools become apparent. Building trust in AI systems requires transparency in processes and clear communication about how decisions are made.

Path forward

Investments in AI and training are critical to driving revenue growth, but they must align with the specific needs of revenue management teams. Misalignment can lead to frustration and underutilization of AI tools. Tailored training programs that address the unique challenges faced by revenue managers can bridge this gap, enhancing the effectiveness of AI implementation.

Productivity gains from AI and the risks of lagging behind

Larger industry players are already seeing productivity gains from AI, particularly in managing more properties per person. These early adopters provide valuable insights into the benefits of AI, demonstrating how it can streamline operations and improve decision-making. But, those lagging in AI adoption face significant risks. Without proper tools and training, they could fall behind competitively.





A strategic approach to integrating AI into revenue management

The future of revenue management is poised for transformation through AI. To harness its full potential, hotels must adopt a strategic approach that integrates AI with human expertise, invests in continuous training, and maintains open communication about AI's role in the decision-making process.

Addressing current challenges and aligning AI investments with team needs will enable the hospitality industry to turn technological advancements into powerful drivers of growth and excellence.

AI represents a significant opportunity for the hospitality industry, but its successful implementation depends on addressing concerns and aligning investments with the needs of revenue management teams.

By fostering a culture of innovation, transparency, and continuous learning, the hospitality industry can leverage AI to achieve sustained success in an increasingly competitive market.

The path forward: Is the industry ready?

Given the changes and challenges highlighted, the question remains: are hotels truly equipped to turn data into dollars? The evidence suggests that with strategic integration, training, and alignment, the potential for success is substantial.

The journey towards an AI-driven future is just beginning, and the industry must proactively adapt to realize the full benefits of this technological revolution.



Ready to elevate your revenue management with AI?

Let Lighthouse guide your journey.

Transform your data into strategic advantages with our AI-powered solutions.

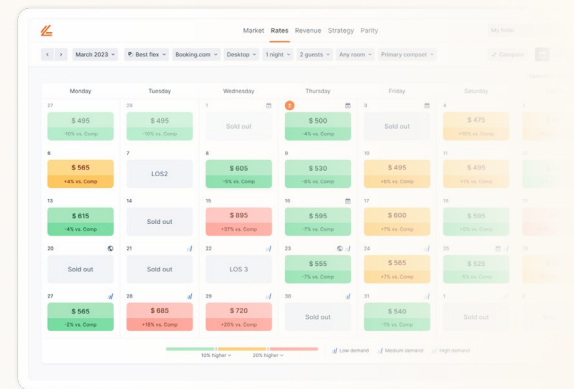
We'll help you navigate the changing landscape, whether you're an industry leader or just starting out.

[Contact sales](#)

The Lighthouse Commercial Platform



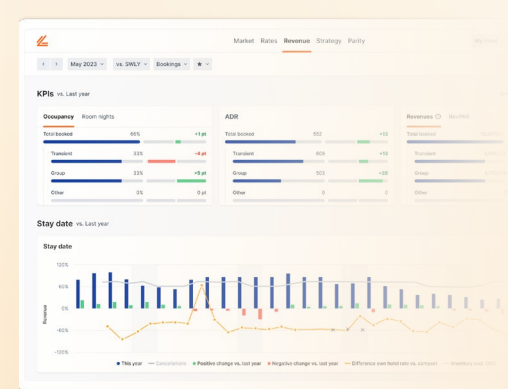
You too can access the largest source of hotel pricing and short-term rental data in the world by using our industry leading, cloud-based data intelligence platform.



Rate Insight

Track competitor pricing to maximize revenue

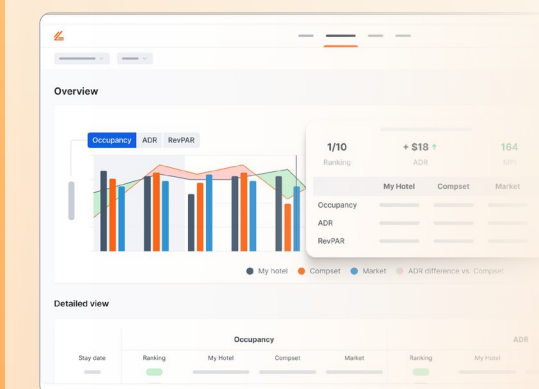
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Business Intelligence

Monitor, optimize, and report on your performance

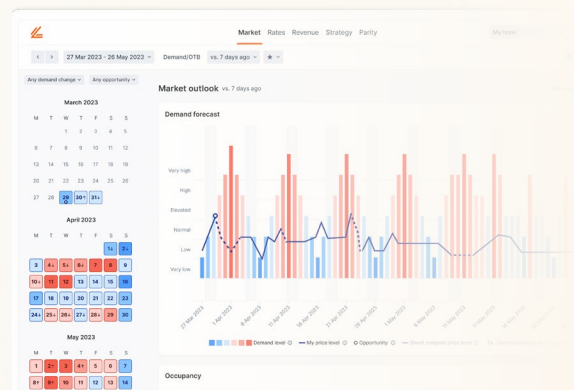
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Benchmark Insight

Effectively navigate competitive performance trends

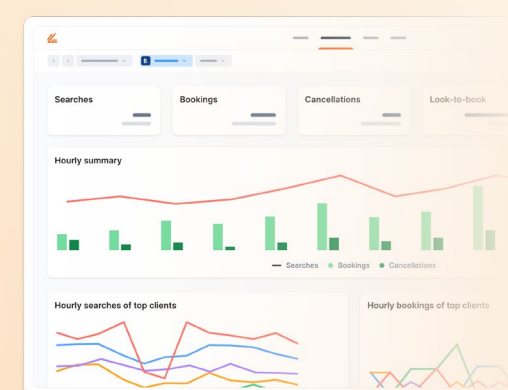
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Market Insight

Accurately predict future market demand

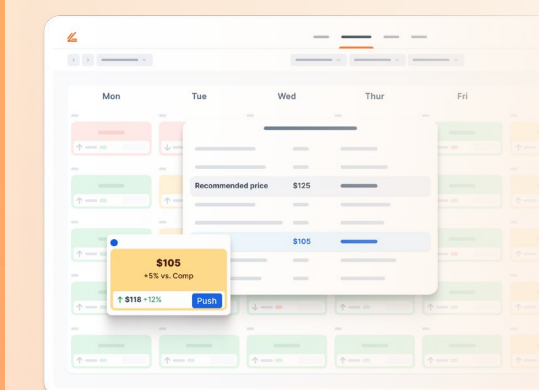
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Distribution Insight

Optimize distribution channel performance

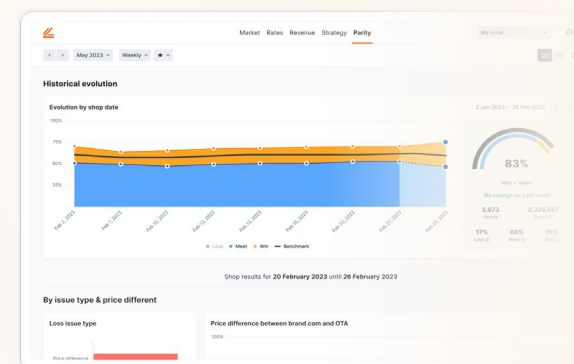
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Pricing Manager

Boost revenue with AI-driven room price recommendations

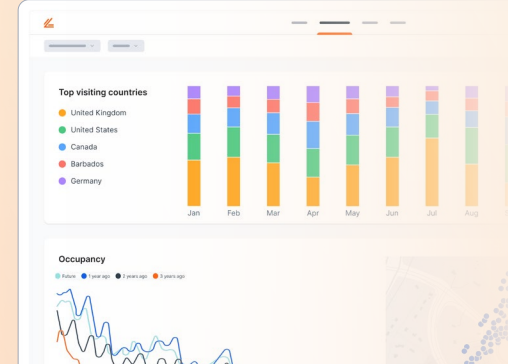
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Parity Insight

Identify and solve parity issues portfolio wide

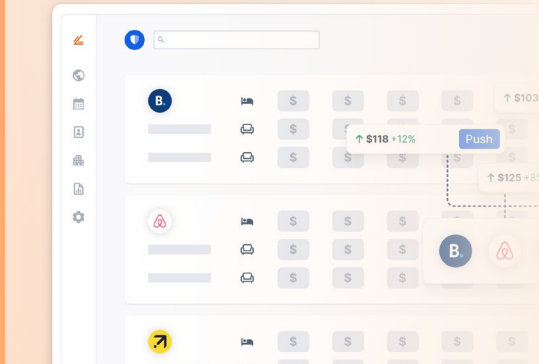
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Destination Insight

Enrich your strategy with short-term rental insights

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Channel Manager

Optimize visibility, rates and channel distribution for independent hoteliers

[Request a demo](#)



About Lighthouse

Lighthouse (formerly OTA Insight) 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 65,000 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.

