Navigator

RateGain

Actionable Insights
for Evolving Needs of
Hotel Commercial Teams

Evolution

Traveler Journey

The traveler's journey has evolved with most starting their search **120-180 days** in advance and **~90%** of them switch between devices and visit **~38 online sites** to look for the best deal while planning their travel.

Hotel Commercial Team

Hotel commercial teams are now leaner, with overlapping responsibilities across revenue management, distribution, and marketing. The entire team collaborates to hit revenue targets.

Current Day Challenges for Hotel Commercial Teams

This evolution in the traveler's journey creates a lot of data, all of which is not useful. With increased responsibilities and more data, commercial teams are finding it difficult to get their daily tasks done.

Why are Current Solutions Not Enough?

Current rate shopping tools fall short as they do not fully cater to the diverse needs of the commercial team, nor do they analyze essential factors like demand and parity which are vital for daily tasks.

*70%

of Hotels spend more than 2 days a week analyzing information scattered across multiple data points

*60%

of Hotels connect to more than 4 distribution channels and struggle to track changes across all the channels

*70%

of the hoteliers report that monitoring rate parity is the most manual and time-consuming activity that they do

*Source: Stateofdistribution.com by HEDNA and NYU

How Navigator Empowers the Commercial Team?

RateGain's unified rate insights platform Navigator is crafted to empower every member of the commercial team, providing tailored solutions for each role – from Revenue Managers to Marketing Managers. Navigator's user-centric interface and customizable dashboards provide access to actionable demand, rate, and parity insights, streamlining daily operations.

What Does Navigator Offer?

Demand Navigator	**150 Bn+** Searches & **60 Mn+** Bookings data across global source markets, encompassing inbound demand fueled by local events	• Identify highest demand dates for the upcoming 75 days • Identify the top 5 source markets for your Inbound and outbound travelers • Airline Travelers Forecast reports for assessment of your city's accurate demand
Rate Navigator	**1100+** sources contribute to our real-time competitive rate shopping data	• Get accurate competitive intelligence with coverage across 800+ channels • Get historical rate evolution trends to understand your competitor's strategies • Get insights on the most important focus dates to uncover untapped revenue opportunities
Parity Navigator	**700+** global and regional OTAS, Meta Sites, and Partner Sites are scoured for brand violators' data, revealing potential revenue losses	• Identify wholesalers & OTAS creating disparities via test bookings • Get insights into top 5 violating OTAS and Metas • Get personalized notifications on important rates, rank, and parity changes

A Solution Handcrafted for Every Member of the Commercial Team

Navigator is crafted for each member of the commercial team, providing tailored solutions to meet specific needs.

Revenue Manager
- **Challenges:** Inaccurate data, limited channel insights, rate parity issues
- **Benefits:** Customizable dashboard, competitor intelligence, OTA rankings, actionable demand insights

Distribution Manager
- **Challenges:** Insufficient distribution channel insights, parity issues, rate violators unidentified
- **Benefits:** Parity trend monitoring, customized parity view, channel-specific parity scores, test bookings

Marketing Manager
- **Challenges:** Missing demand insights, unknown target markets, no high-demand date identification
- **Benefits:** Source market insights, focused marketing investments, actionable parity insights for ad spend optimization

Cluster Manager/GM
- **Challenges:** No cluster property view, overwhelming data without insights, scattered attention areas
- **Benefits:** Aggregated dashboard with KPIs, geo-specific insights, competitive and availability insights

Why Navigator?

One-stop Rate Insights Platform
Rate, Demand, and Parity Insights on a single screen with 99%+ sufficiency and data accuracy

Unmatched Channel Coverage
Not limited to 5 channels, actionable insights across all connected distribution channels

Insights for the Whole Team
Actionable insights to solve the daily challenges of every member of the Commercial Team

Revenue Booster
Improves revenue through accurate insights and prevents leakages by identifying the source of rate violations

Talk to us to navigate through the chaos and boost your revenue.

Moving Ahead With Us

ACCOR · APA HOTEL · CHOICE HOTELS · Hilton · IHG HOTELS & RESORTS · Marriott INTERNATIONAL · MAGNUSON HOTEL · MELIÃ HOTELS INTERNATIONAL

MINOR HOTELS · NH HOTEL GROUP · OYO · RADISSON HOTELS · RLH CORPORATION · Scandic · WHITBREAD · WYNDHAM HOTELS & RESORTS