

RateGain launches Navigator to meet the evolving needs of commercial teams with actionable insights

New Delhi, 22nd February 2024: RateGain Travel Technologies Limited (RateGain), a global provider of SaaS solutions for travel and hospitality, today announced the launch of their unified rate insights platform Navigator that would help commercial teams track demand, monitor competition, and fix parity issues in a single window making it easy to maximize RevPAR and reduce manual efforts.

Today, commercial teams in hotels are getting smaller, with overlapping responsibilities across revenue management, distribution, and marketing. With increased responsibilities, the amount of data to process has increased significantly with team members combining data from different sources to get the right insights.

Navigator will help commercial teams eliminate extra effort, bringing everything on one screen helping revenue management, marketing, and distribution rely on a single source of truth and act faster on insights.

With the traveler today doing extensive online research spanning various devices, and multiple sites to hunt for offers and discounts, the way travel is booked has fundamentally changed. This shift generates a wealth of data, offering opportunities and challenges for revenue teams. While this data is invaluable, it complicates their daily tasks, prompting a need for solutions that efficiently analyses and distil this information into actionable insights.

Traditional rate shopping tools have provided a one-dimensional view of rates, with inconsistent data from limited sources, leading to extra effort and missed RevPAR targets. Most hotels, use website and social media data to track intent and manually manage parity in their systems making the entire process extremely labor intensive and unproductive.

Navigator addresses the challenges faced by revenue managers providing them insights needed by every team member to stay ahead of the competition and achieve their revenue targets by tracking **150 Bn+ Searches & 60 Mn+ Bookings** data across **1100+** sources and **700+** global and regional OTAs, Meta Sites, and Partner Sites.

It transcends traditional rate shopping by offering a robust suite leveraging advanced analytics and AI capabilities, empowering commercial teams with three capabilities:

- Demand Navigator: Predict accurate demand, identify source markets, and analyze date-level demand trends.
- Rate Navigator: Analyze rate trends over time, identify optimal pricing strategies, and gain insights into the competitive landscape.
- Parity Navigator: Monitor rate parity, receive discrepancy alerts, and track everyday violations across channels.

"With Navigator, we're providing the revenue team managers with a holistic solution that addresses their evolving needs," said **Bhanu Chopra, Founder and Managing Director, RateGain Travel Technologies**. "We understand that they require more than just rates to achieve increased RevPAR. Navigator bridges this gap by offering unparalleled intel and helping them navigate through complex market dynamics."

"Navigator isn't just a tool; it's a strategic ally for revenue management teams," added Mayank Rastogi, SVP & GM at RateGain. "We've crafted it to be the ultimate solution, addressing every facet of their evolving needs. From demand forecasting to rate optimization, Navigator equips revenue teams with the insights and clarity needed to navigate the complexities of today's hospitality landscape with confidence.

For more information about Navigator and how it can revolutionize your revenue management strategies, visit www.rategain.com/hotels/rate-intelligence/.

About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business. Founded in 2004 and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 4 of the Top 5 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day.

Forward-Looking Statements

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential, and target dates for project-related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

Media Contact

Ankit Chaturvedi
ankit.chaturvedi@rategain.com
Global Head-Marketing