

Predictive market intelligence for the hotel industry

How leveraging forward-looking data ensures effective demand forecasting

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An introduction to forward-looking search data and Market Insight

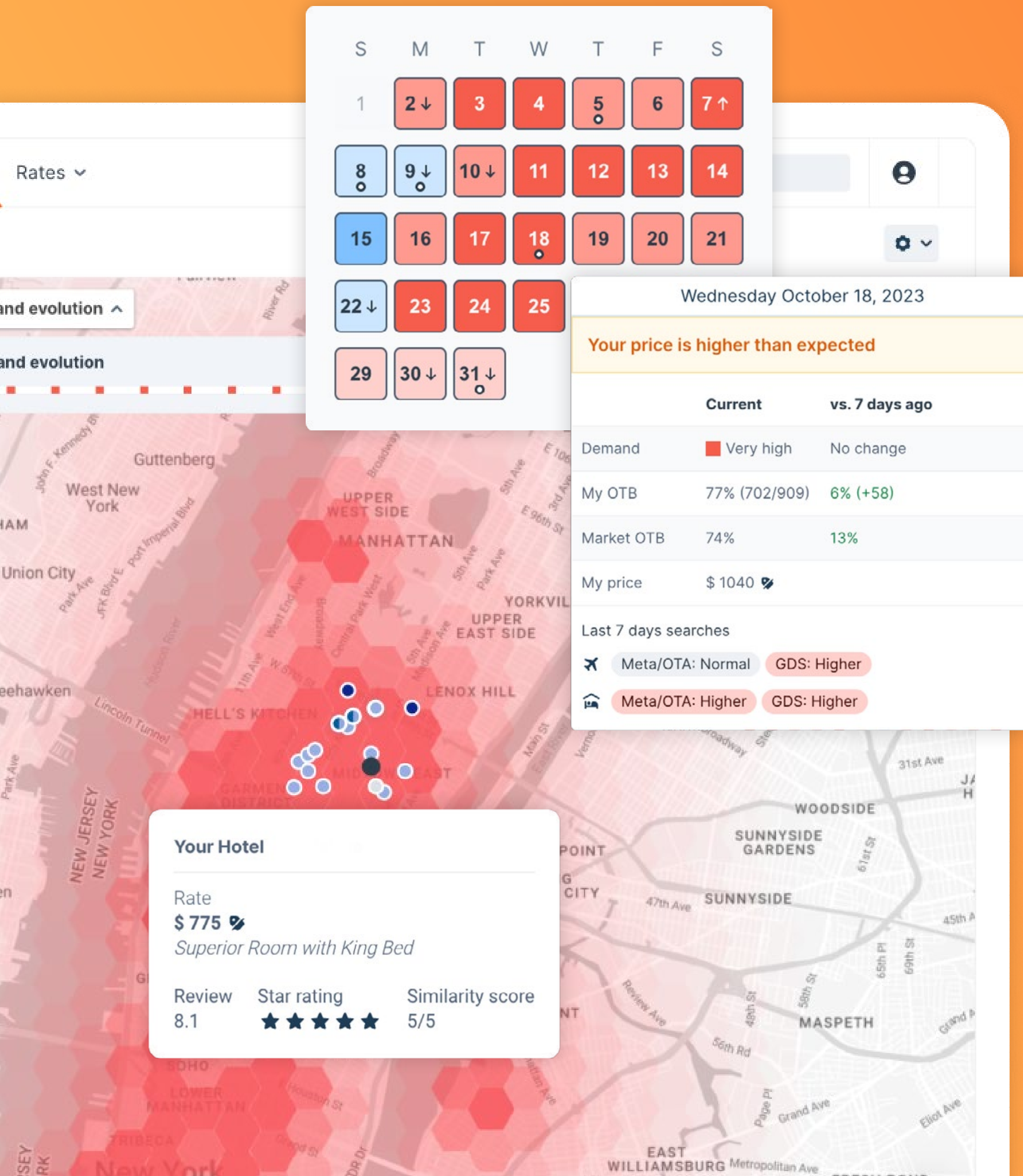
The COVID-19 pandemic arrived in the hotelier's lobby without historic precedent and with devastating consequences.

The travel and hospitality sectors became entirely dependent on government policy and enforced lockdown regulations. Closures, furloughs, and redundancies followed, while global travel demand hit rock bottom, and stayed that way for some time.

As a result, the revenue management playbook was torn apart. Traditional forecasting methods relied heavily on historical analysis, such as identifying established demand drivers, year-over-year (YOY) trends and on-the-books (OTB) data. These became unreliable almost immediately - using 2019's data to forecast 2020 and 2021's demand didn't make sense.

Without historical data, how can you best predict the return of demand in your market, so you can apply optimal pricing, promotion and marketing strategies?

Enter forward-looking search data.



What is forward-looking search data for the hotel industry?



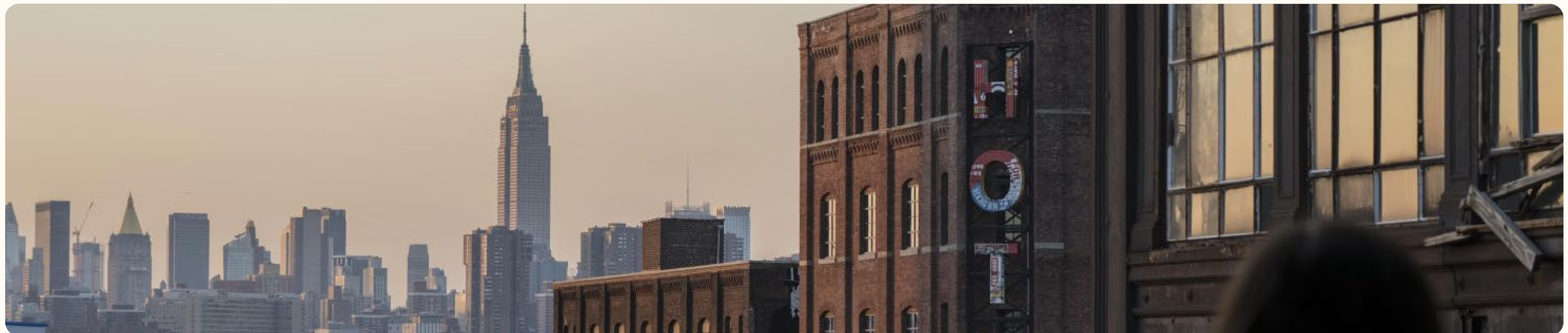
The pandemic will likely be reflected upon as a landmark event for the hotel industry, in which technological innovation and adoption accelerated at a pace unlike any time before - with forward-looking search data at the forefront of this.

With the typical hotel demand pattern flipped on its head, it became critical for hoteliers to utilize predictive intelligence that can discover new and changing patterns of customer behavior.

Hoteliers have long struggled to fully understand the guest journey before booking, particularly in the research and dreaming phases. Now, forward-looking data is available to give a clearer picture of unconstrained demand, helping hoteliers understand traveller decisions earlier in their booking journey.

Forward-looking search data, describes top-of-funnel information that helps you anticipate future market behavior. Key examples of these higher-funnel data sets are hotel and flight search patterns, which provide a good understanding of booking intent. Instead of waiting until guests have booked a room and using the data from a property management system (PMS) to inform forecasting and pricing strategies, hoteliers can now utilize these new future-facing data sets to make commercial decisions.

These new data points are easy to understand but impossible for a hotelier to manually find, collate and analyze. That is why a predictive market intelligence solution, like [Market Insight](#), is needed to do the heavy lifting for you, turning forward-looking search data into actionable insights.





Harnessing forward-looking search data with Market Insight

Market Insight is the industry's first predictive market intelligence solution that captures hotel booking intent in real time to uncover new revenue opportunities.

It features a combination of forward-looking data sources that aggregate the most frequently updated and accurate search data from: OTAs, meta searches, global distribution system (GDS) searches, online reviews, ranking, flight search data, events, holidays and alternative lodging inventory data.

The solution is powered by unique AI demand segmentation technology that turns billions of these forward-looking data points per destination into real-time demand levels broken down by sub-location, stay pattern, and hotel types.

Real-time streaming data sources generate immediate alerts on demand changes before anyone else can pick it up. This enables hoteliers to quickly grasp pre-booking market demand and take advantage of potential revenue opportunities as demand shifts.

Once you better understand booking intent, you can build correlations to demand trends at your property. You can see whether you're capturing your fair share of market demand and develop pricing strategies and targeted marketing campaigns based on the predictive insights.

In practice: Rajdeep Roy

Director of Revenue at Radisson Dubai DAMAC Hills

"Market Insight is **helping hotels understand market trends**, and the new behavior of travellers after the pandemic."





How does Market Insight offer a competitive advantage?

It is said that necessity is the mother of invention, and while [Market Insight](#) was born out of the fire of the pandemic, it is as indispensable now as it was then.

Travel demand has now returned to some semblance of normality for the vast majority of destinations around the world. But competition for bookings has also returned with a vengeance, and in many cases intensified. Being able to forecast demand effectively in this environment is essential. Having future market demand signals available to you with the click of a button can give you the edge over your compset.

You can perform above the market as you can quickly and easily grasp demand shifts, hotel availability and pricing in your market. While other hoteliers are spending time trying to make sense of historical data sets, you have already reacted to changes in demand by targeting the right traveller, at the right time, with the right price.

Armed with insights on the stay pattern and demand origin means you can also create marketing campaigns that target precise dates, LOS and source country, when guests are still in the inspiration phase of the customer journey. Ultimately, you are able to identify and seize more revenue opportunities with hotel and flight search data, than your competitors.

This is of particular significance when looking at events. From festivals and conferences, to city marathons and the FIFA World Cup, events are once again flourishing. Capitalizing on events is a key revenue driver for hoteliers but you are up against fierce competition when bookings start rolling in. All of your compset are looking to maximize revenue on these dates.

Market Insight keeps your finger on the pulse with early demand signals up to 365 days in advance. With the ability to identify demand patterns across flights and hotel searches on certain dates ahead of the booking curve, you can tailor commercial strategies to events, before your competition.

In practice: Sam Allen

Cluster Revenue Manager at [Roseate Hotels and Resorts](#)

| “With Market Insight we can see **how demand evolves in real time.**

When an event is announced in London, the tool shows how this impacts different areas in the city and we can react to that immediately. This gives us a competitive edge because we see demand shifts early on and can make the most of the opportunities they bring.”



As we can see, the outlook for the hotel industry is considerably more positive than 2021. Travel demand is hovering close to levels seen in 2019 but to say everything is rosy for the hotel industry would be painting in broad strokes. Predicting demand has become far more complicated.

Traditional high and low seasons are not what they used to be, booking windows have altered, domestic travel has risen, corporate travel has fallen, and the short term rental market has grown emphatically. Only with the help of insightful, forward-looking search data will you be able to point out these new demand trends.

It is also essential that we do not overlook the fact that although the pandemic is now largely behind us, the world is ever changing and unpredictable by nature. This is typified by Russia's recent invasion of Ukraine, inflationary pressures, and the prospect of economic recession. External shocks like these create market volatility and all have an impact on travel demand in some capacity.

While there is no crystal ball to foresee events such as these and their influence on demand, the closest thing we do have is predictive demand intelligence. Real-time, forward-looking search data that can forecast shifting demand, gives you the best opportunity to capture bookings during periods of instability and help to drive revenue.

In theory, this sounds like the ideal method for forecasting market demand. And it is. But, with that in mind, several questions may arise, such as:

- **How reliable is forward-looking search data?**
- **How early can forward-looking search data identify signs of demand?**
- **What actions can I take based on this search data to drive revenue at my hotel?**

The remainder of this whitepaper will go about answering these questions and validating the claims regarding forward-looking search data with examples, demonstrating that [Market Insight](#) should be the first step in developing a highly successful commercial strategy at your hotel.



Judging the effectiveness of forward-looking search data

The starting point for any hotelier in their commercial strategy should be to look at pre-booking, forward-looking search data, to view unconstrained demand for their market.

You can then create precise forecasts, based on real-time demand projections, for more informed commercial decisions.

When making decisions that impact your bottom line, you want to know that the insights you are basing them off are built upon the foundations of quality data.

So, how do we know that **flight and hotel search data** is a capable signifier of demand?





Flight and hotel search data: a reliable gauge of demand?

Internal research conducted by Lighthouse has found that there is a positive correlation between flight and hotel search data, and hotel occupancy.

By evaluating daily, weekly and monthly hotel performance against flight and hotel search data, we observed that high flight and hotel search volumes translate into high levels of market demand. This then results in increased hotel occupancy in the specified market.

From the following two [Market Insight](#) examples, you can ascertain that flight and hotel search data is a reliable gauge of booking intent, leading to the anticipated occupancy in both high and low demand periods.

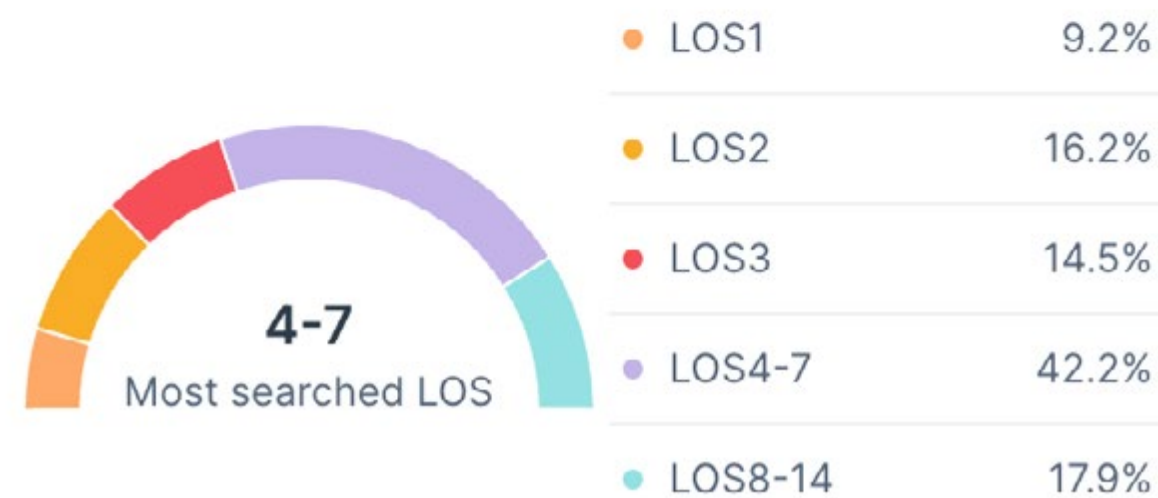
Search level

Normal

vs. usual Saturdays



Searched length-of-stay



Last 7 days searches ⓘ

See more →

✈ Flights (Meta/OTA)

Higher

3

US, GB, IL, ...

Search level Most searched LOS Top searching countries

✈ Flights (GDS)

Beta

Higher

5

US, CN, HK, ...

Search level Most searched LOS Top searching countries

🏠 Hotels (Meta/OTA)

Lower

3

US, PL, CA, ...

Search level Most searched LOS Top searching countries

🏠 Hotels (GDS)

Lower

1

Search level Most searched LOS

Top searching countries

Countries		Avg. LOS
> United States	23.0%	3.3
> United Kingdom	10.8%	5.3
> Israel	9.5%	6.8
> Germany	7.1%	6.9



Comparison of flight and hotel search volume to OTB by lead time



New York
Stay date: 15/06/22

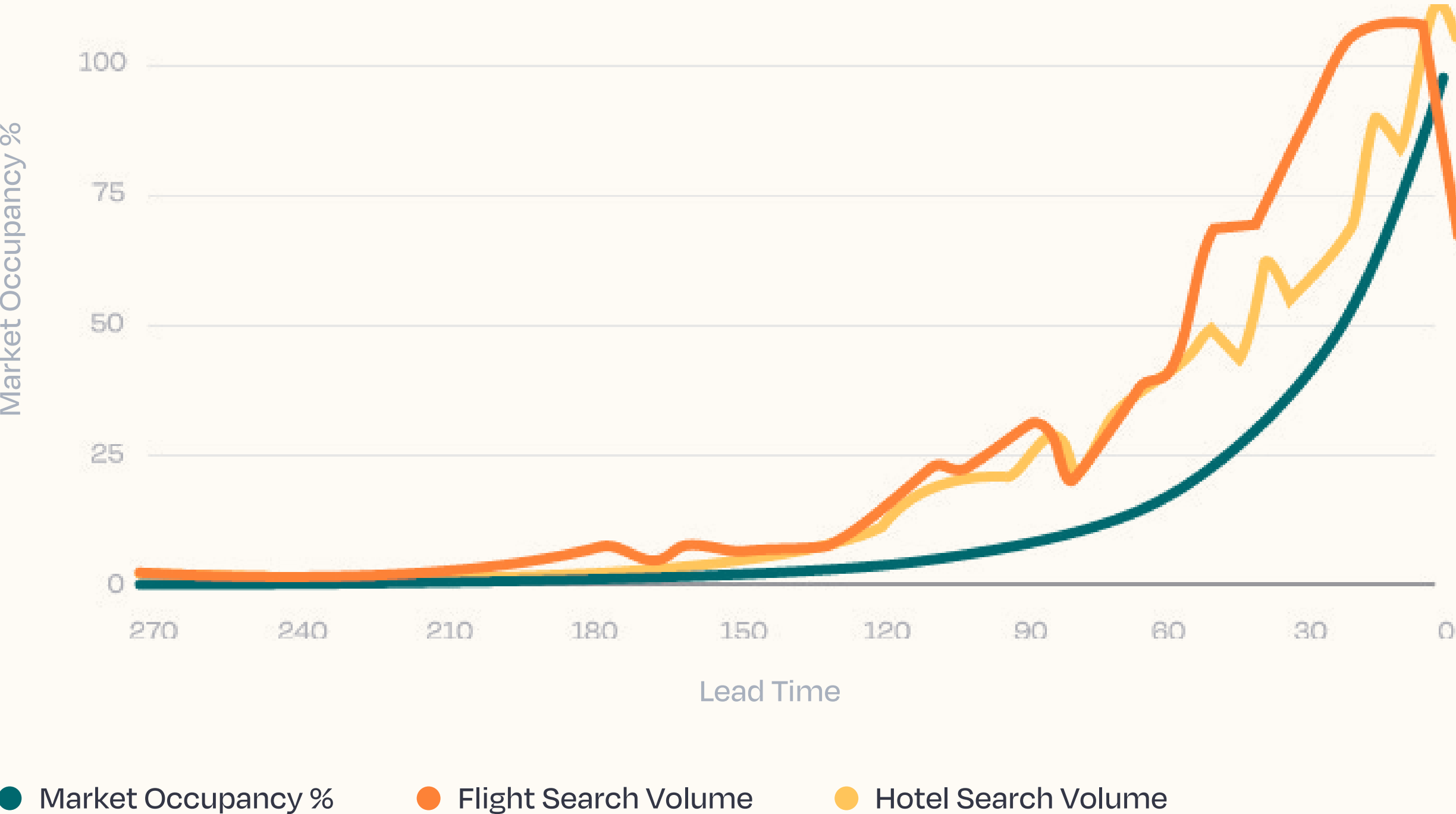


Very High
demand



94%
Market Final Occupancy

Evolution of Flight and Hotel searches in comparison to Market Occupancy %



As you can see from the graph above, market occupancy clearly follows the same pattern as flight searches (orange) and hotel searches (yellow).

Searches for 15th June 2022 in New York started to be recorded as early as 365 days prior to arrival date. 170 days prior to arrival date, flight and hotel searches started to surge, whereas market actual occupancy was still pacing at 4%.

Searches continued to rise, which in turn saw the occupancy increase until reaching its final occupancy of 94%.



Dubai

Stay date: 26/06/22



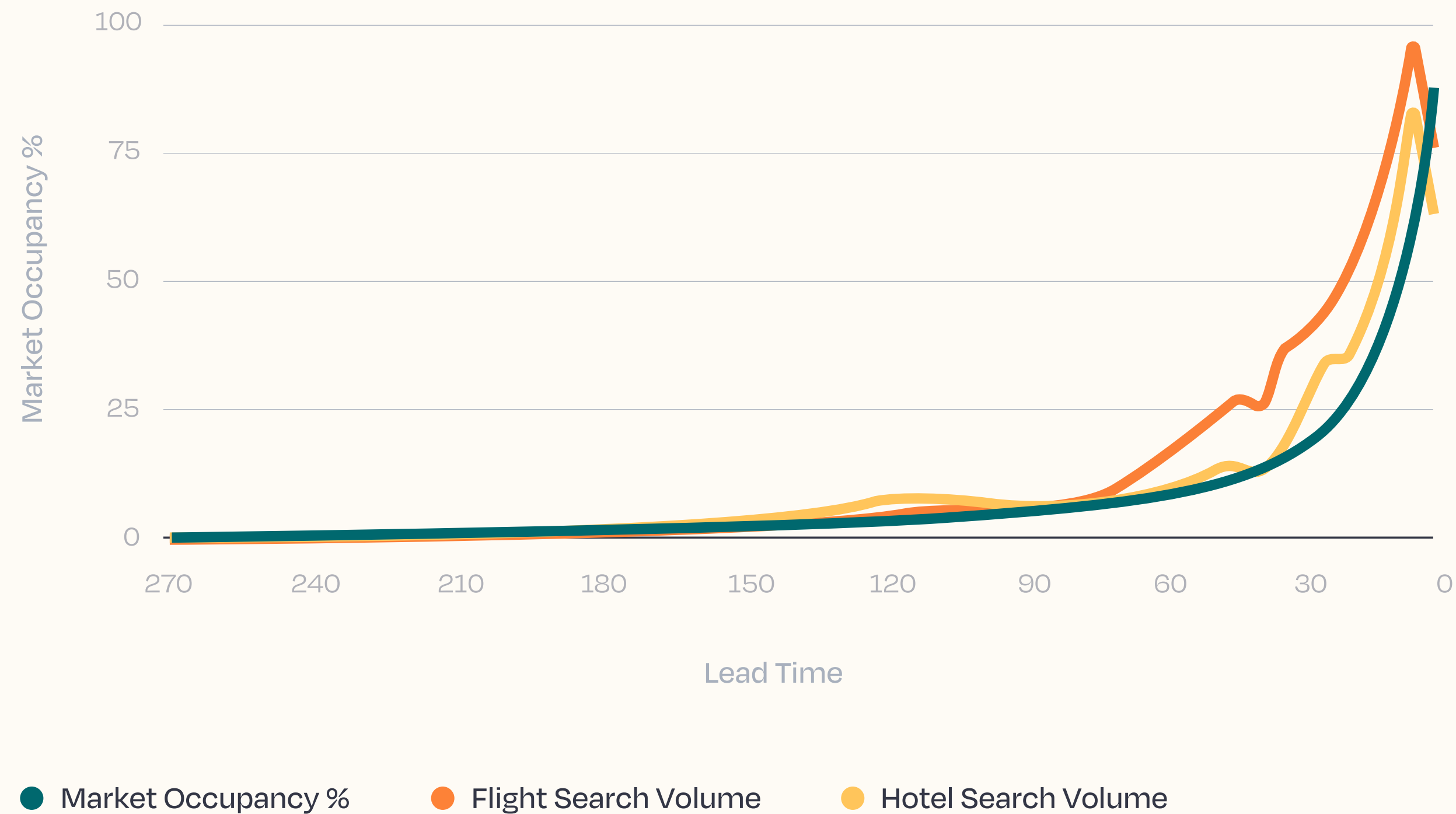
Low
demand



55%

Market Final Occupancy

Evolution of Flight and Hotel searches in comparison to Market Occupancy %



In contrast to New York, flight and hotel searches for 26th June 2022 in Dubai only increased at a very labored pace, and so did market occupancy.

We can see once again that **market occupancy traces a similar pattern to the hotel and flight searches** that precede it.



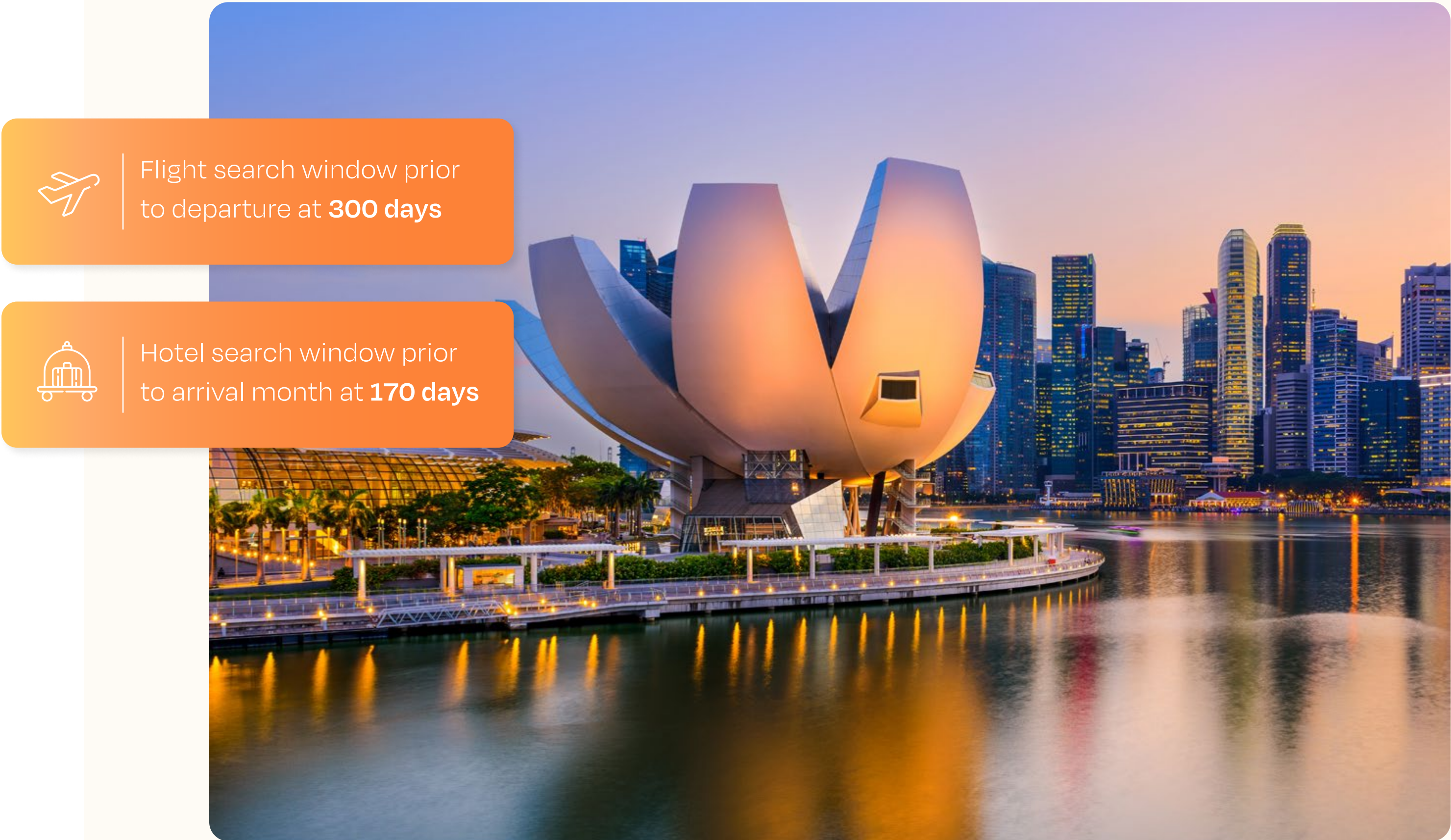
How early can flight and hotel searches show signs of demand?

From the data displayed in the previous section it is evident that search data is a sound indicator of hotel booking intent. But, how early can it detect signs of demand? Flight and hotel searches occur days, weeks, or months before hotels see any reservations pick-up.

The lead time from a search to an actual booking can vary depending on the destination and the seasonality, as displayed in the below examples.

In the following three [Market Insight](#) examples, search data consistently offers an advanced window for hoteliers to revise their commercial strategy early on in the traveller's booking journey and unlock previously unseen revenue opportunities.

For stays in Singapore in August 2022, Market Insight recorded:



Hotels in Singapore that saw bookings being made for the month of August 2022, in the same month, could see signs of demand picking up for these bookings, 145 days prior in the flight search data, and 80 days prior in the hotel search data in Market Insight.

For stays in London in August 2022, Market Insight recorded:



Flight search window prior to departure at **200 days**



Hotel search window prior to arrival month at **150 days**

Hotels in London that saw bookings being made for the month of August 2022, in the same month, could see the original signs of demand for these bookings 70 days prior in the flight search data, and 60 days prior in the hotel search data in Market Insight.



For stays in July 2022 in Los Angeles, Market Insight recorded:



Hotels in Los Angeles that saw bookings being made for the month of July 2022, in the same month, could see signs of demand for these bookings, 90 days prior in the flight search data, and 60 days prior in the hotel search data in Market Insight.

With Market Insight's forward-looking search data, hoteliers are able to monitor and target unconstrained demand before they start receiving the majority of their reservations.

This gives you a head start on the competition, spotting key dates in advance before your competition. You can then make the most of short, mid and long-term revenue opportunities with the appropriate marketing, pricing and promotional strategies - capturing bookings ahead of your compset.

In practice: Takafumi Kondo

Cluster Director of Revenue Management at Capital Pacifica K.K.

"Market Insight's **forward-looking demand data** is extremely helpful for forming and adjusting our pricing and distribution strategies."



In the data samples above, flight searches frequently occur before hotel searches, which enhances the visibility you have over consumer behavior much earlier in the booking process.

Using flight search data in Market Insight, it is easy to identify which countries and cities are searching for flights to your market the most, so you can target those regions strategically before your compset.

Information is provided on the source country (or even city/airport) and how long guests are intending to travel for. With knowledge on average length-of-stay and destination origin, hoteliers' distribution and sales teams can work with key partners to optimize their budgets. While revenue management and marketing teams can verify which promotions have worked best for given demographics and target them.

In practice: Ashfaq Ashique

Revenue and Distribution Manager at Furaveri Maldives

"Being able to see when and where our bookings will be coming from helps us allocate our resources to the most promising markets.

| That has considerably **increased our ROI** on ad spend and sales initiatives."

By personalizing your marketing, with targeted campaigns and offers for certain points of sale (especially in the form of digital advertising) and rolling it out where you know demand already exists, delivers improved ROI and increased revenue.

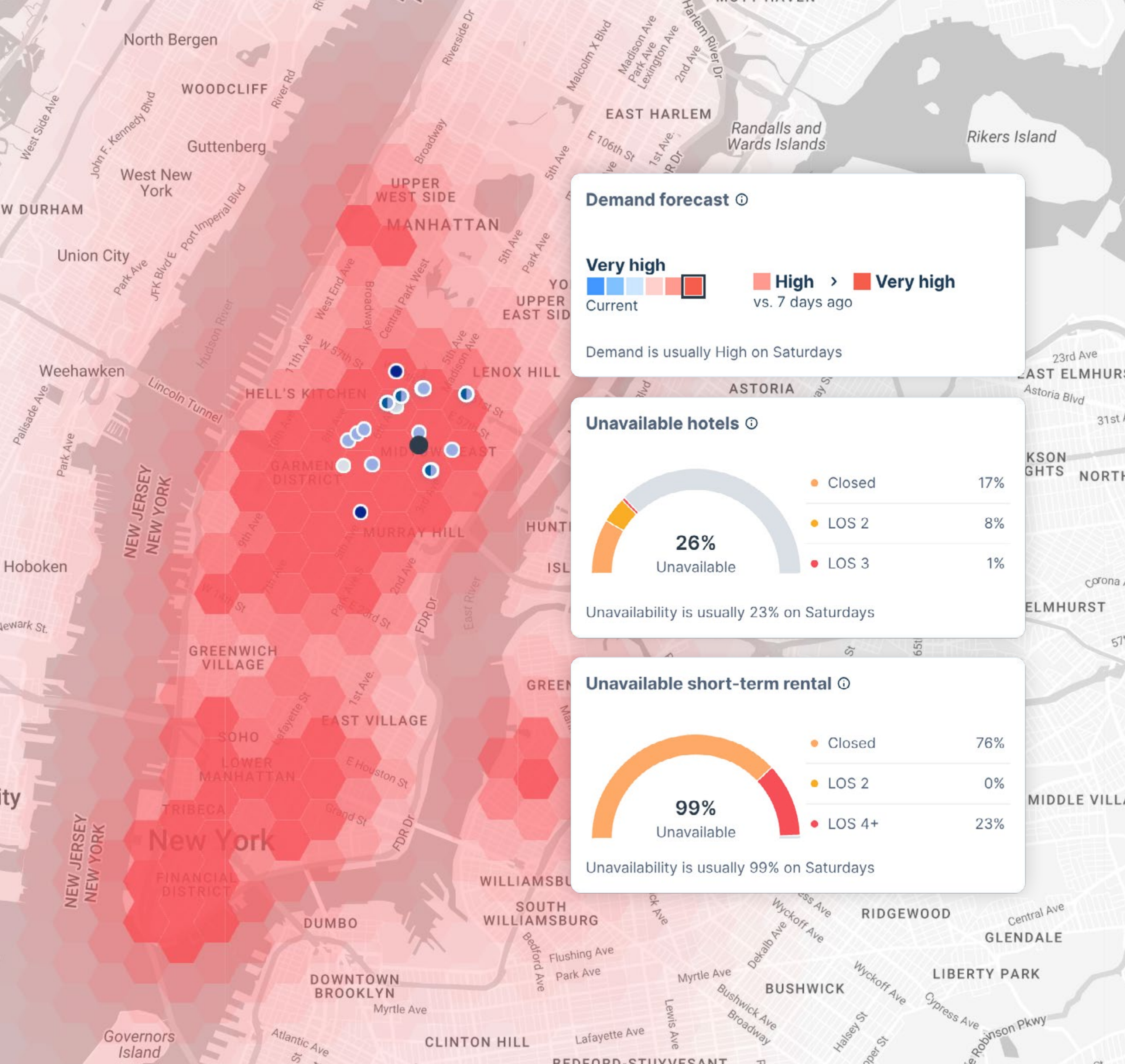
With this data-first approach to marketing, you can better allocate budget to markets which show the highest demand signals, while restricting budget for markets and segments that won't bring the desired ROI.

In practice: Beatriz Cadete

Revenue Manager at Inspira Liberdade Boutique Hotel

"Market Insight reveals how our individual source markets are behaving in real time.

| This reveals promising markets and allows me to better **target them with promotions and AdWords campaigns**. That way I can increase the return on my ad spend."



Market demand forecast

Market Insight's demand forecast leverages search data in addition to external factors, such as hotel prices and hotel availability to predict future market demand levels earlier on in the booking curve. It uses a combination of machine learning and regression models to marry different demand signals, evaluate the demand impact, and predict the demand level on a particular day.

By correctly identifying demand trends in advance, hoteliers are able to capture travellers intending to travel, at the right time, by adjusting their commercial strategies.

In practice: Derek Brewster
Director of Revenue Management at Lotte New York Palace

"Market Insight's live future demand data **sets this tool apart from all other market intelligence solutions**. It allows me to drill down to a specific time period or even to a specific day."

How early can Market Insight predict demand trends?

Identifying high demand days in advance

Market Insight can predict market demand up to 365 days in advance. Therefore, days with anticipated high demand, such as dates with recurring events can be forecasted far before the date itself, as seen in the examples below:



Dubai
Valentines Day
14/02/22

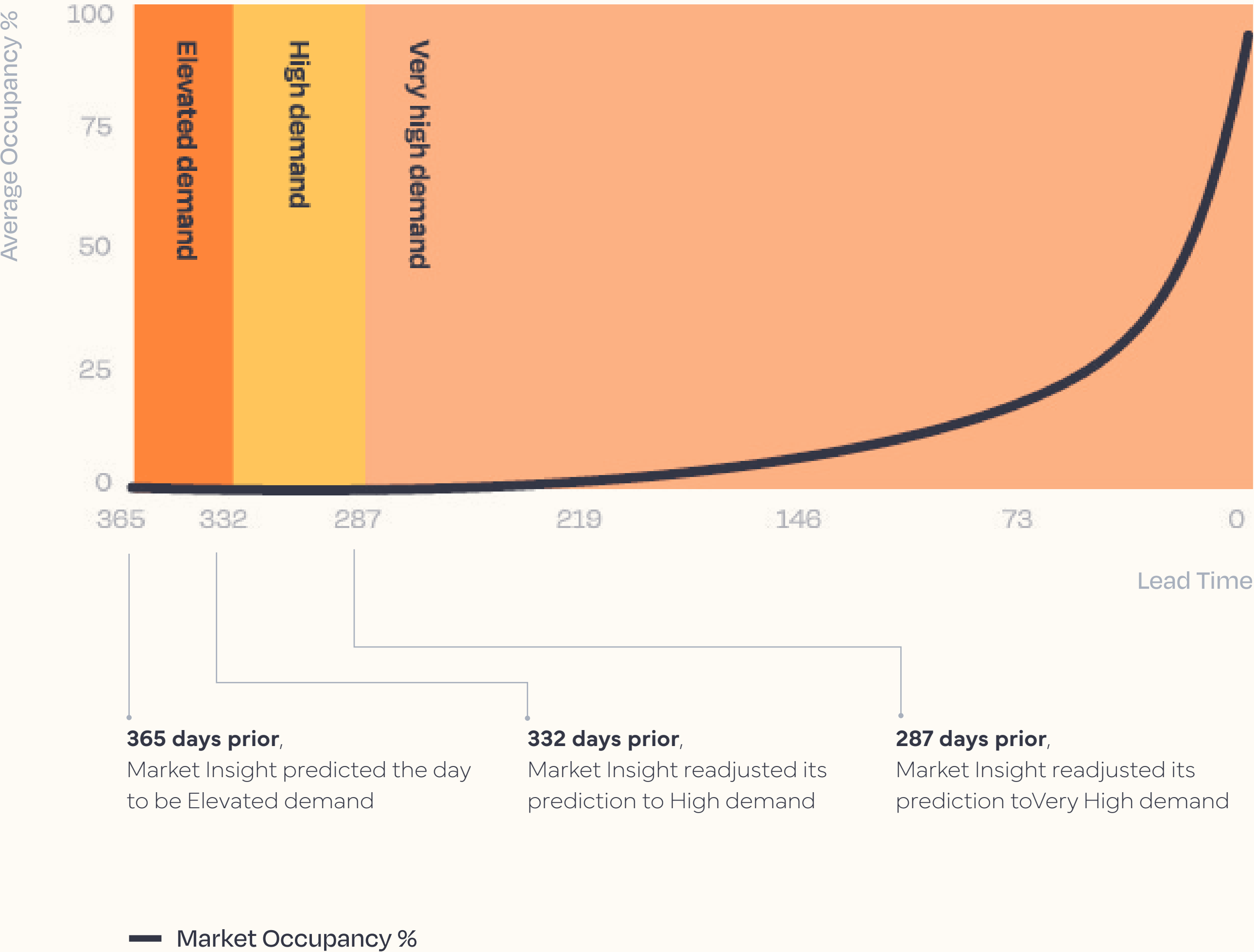


Very High
demand



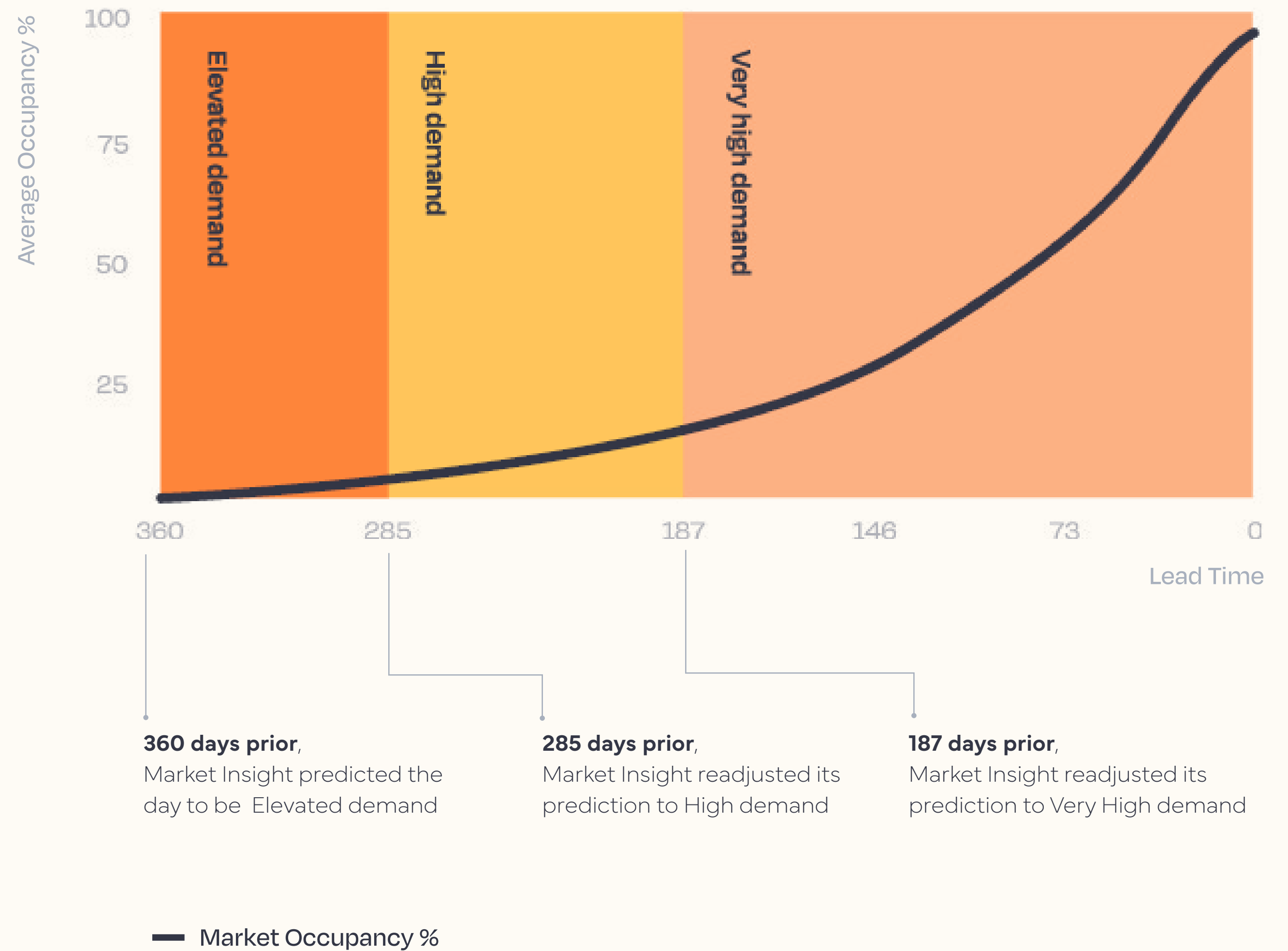
97%
Market Final Occupancy

Evolution of Market demand forecast and Market Occupancy by Lead Time





Evolution of Market demand forecast and Market Occupancy by Lead Time



London

The Wimbledon Championships

01/07/22



Very High

demand



98%

Market Final Occupancy



Los Angeles

Labor Day weekend

03/09/22



Very High

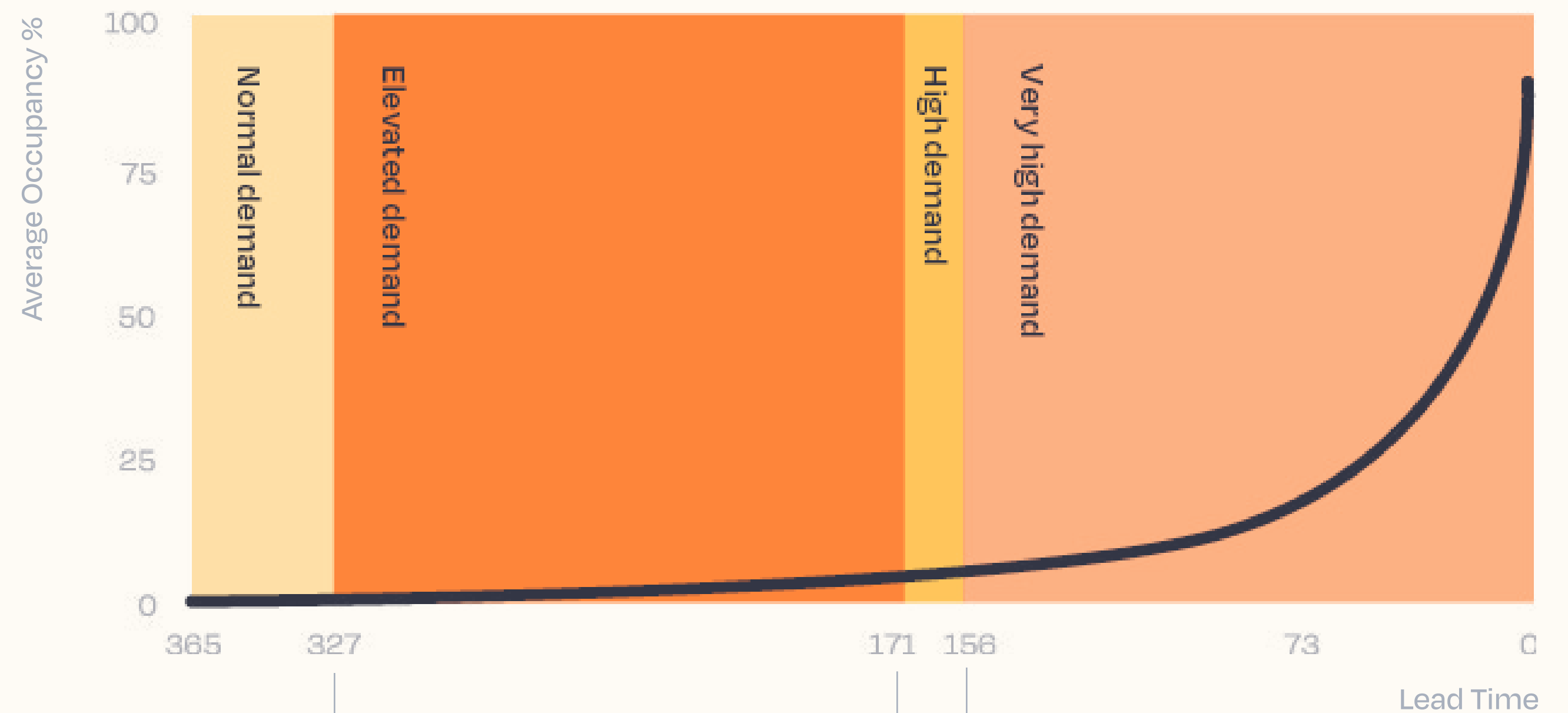
demand



84%

Market Final Occupancy

Evolution of Market demand forecast and Market Occupancy by Lead Time



327 days prior,
Market Insight predicted the
day to be Elevated demand

171 days prior,
Market Insight readjusted its
prediction to High demand

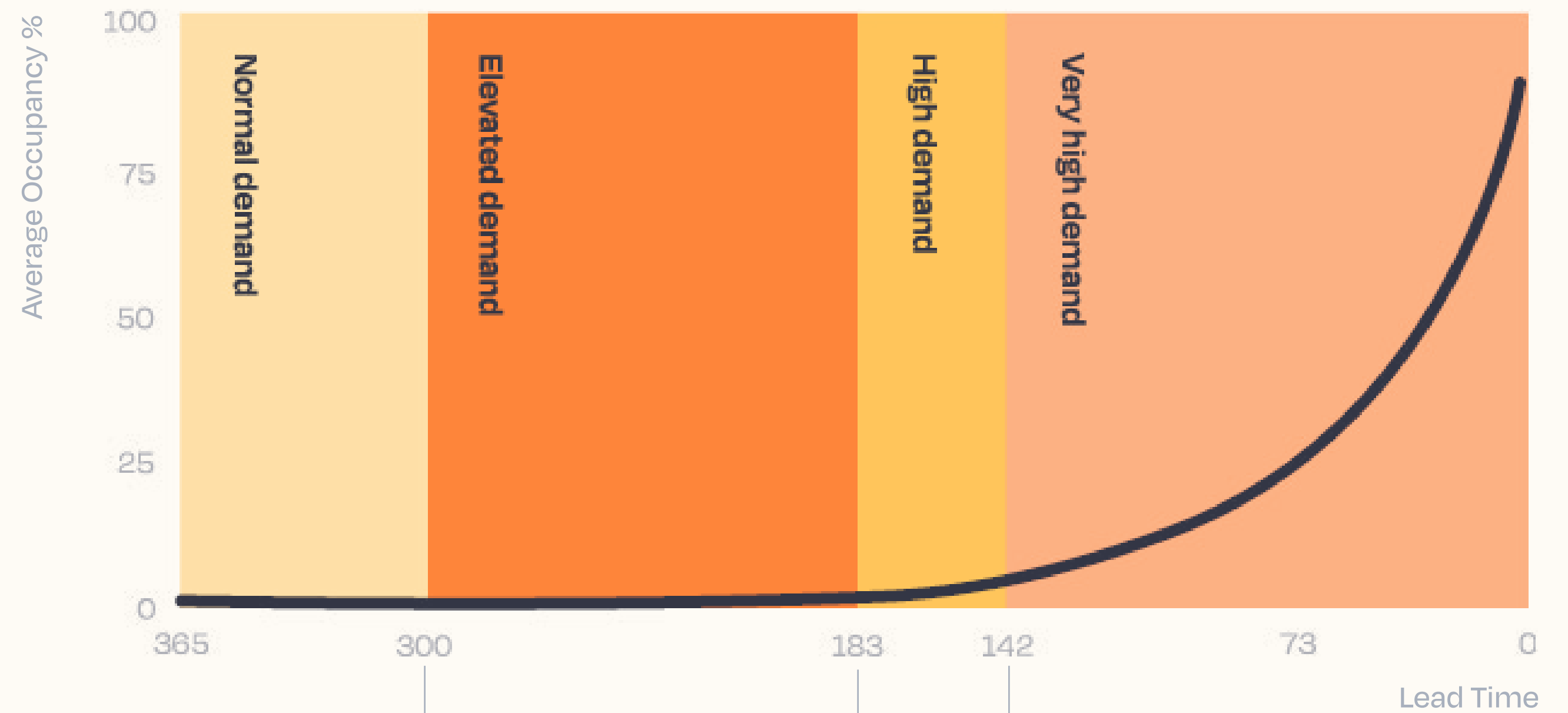
156 days prior,
Market Insight readjusted its
prediction to Very High demand

— Market Occupancy %





Evolution of Market demand forecast and Market Occupancy by Lead Time



300 days prior,
Market Insight predicted the day to be Elevated demand

183 days prior,
Market Insight readjusted its prediction to High demand

142 days prior,
Market Insight readjusted its prediction to Very High demand

— Market Occupancy %



Sydney

13 various conferences
13/08/22



Very High
demand



82%
Market Final Occupancy



By recognizing high demand periods ahead of time, you and your commercial team can proactively focus on demand-generating activities, rather than being slow to react and having to rely on last minute, ad-hoc campaigns that hurt market positioning and RevPar.

Spotting high demand days early on in the booking cycle will support you in yielding your rates.

On these high demand days, use this checklist to help you optimize your revenue using Market Insight:

Pricing

- Ensure your individual pricing is right, exactly when travellers are looking to stay
- Ensure your group pricing is reflective of the demand trends identified in Market Insight price

Yield

- Apply the right LOS restrictions using Market Insight
- Ensure your LOS promotions are in line with what travellers are currently searching for
- Restrict low rates - e.g. FIT rates, corporate, friends and family
- Restrict promotions - e.g. Mobile, point of sale, channel specific discounts
- Restrict low priced room categories to drive increased revenue in higher priced room categories
- Ensure your website is on parity or offer special offers to drive more direct revenue



Identifying days with soft to elevated demand in advance

Market Insight is also able to forecast market demand for days that are not impacted by major events and are thus displaying low to elevated demand levels.



Sydney

Stay date
01/07/22

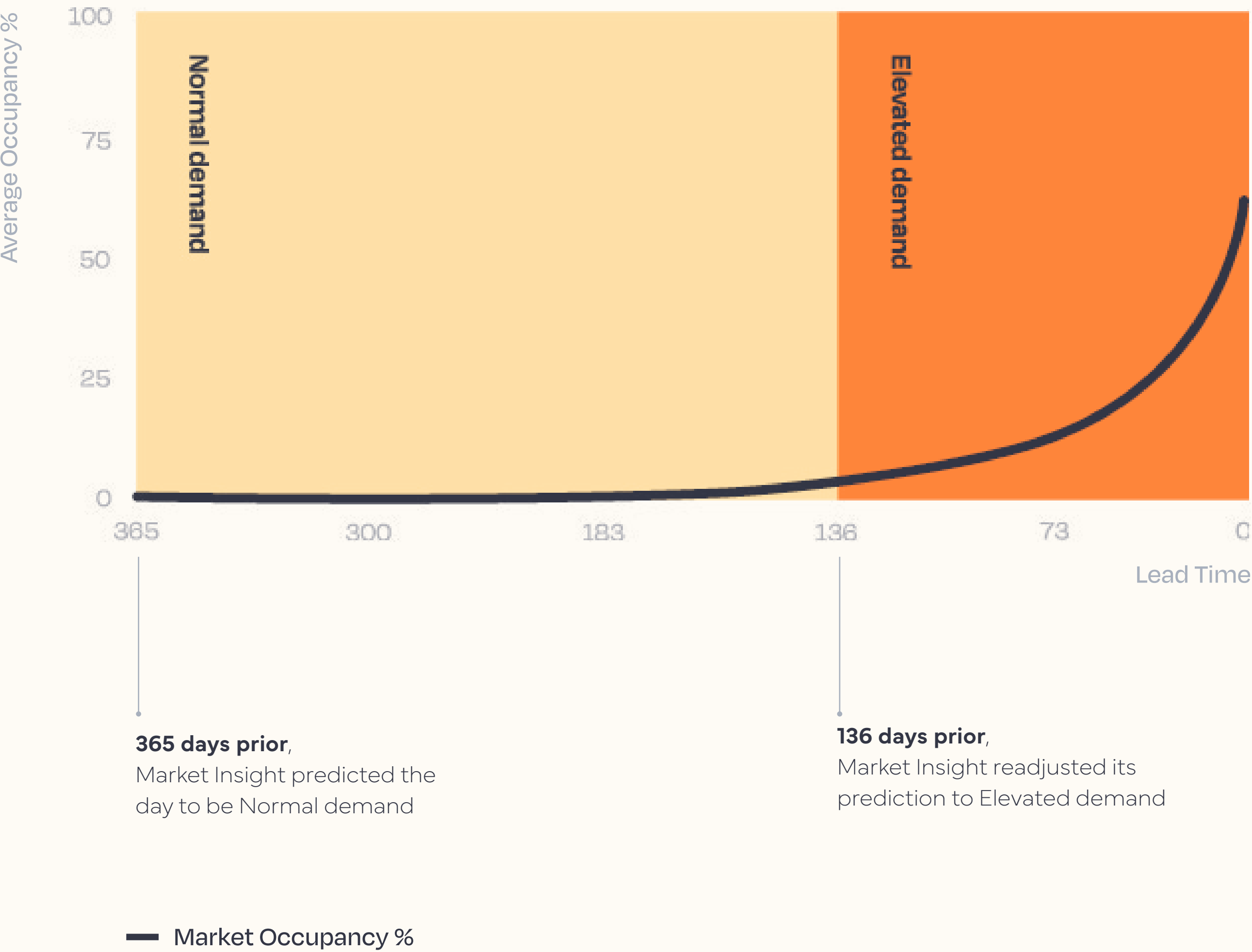


Elevated
demand



61%
Market Final Occupancy

Evolution of Market demand forecast and Market Occupancy by Lead Time





Identifying low demand days far in advance will support you in capturing market share before your competition. With demand signals being delivered to you prior to reservations, you can attempt to drive bookings during soft demand periods with a range of tactics.



Singapore

Stay date
11/09/22

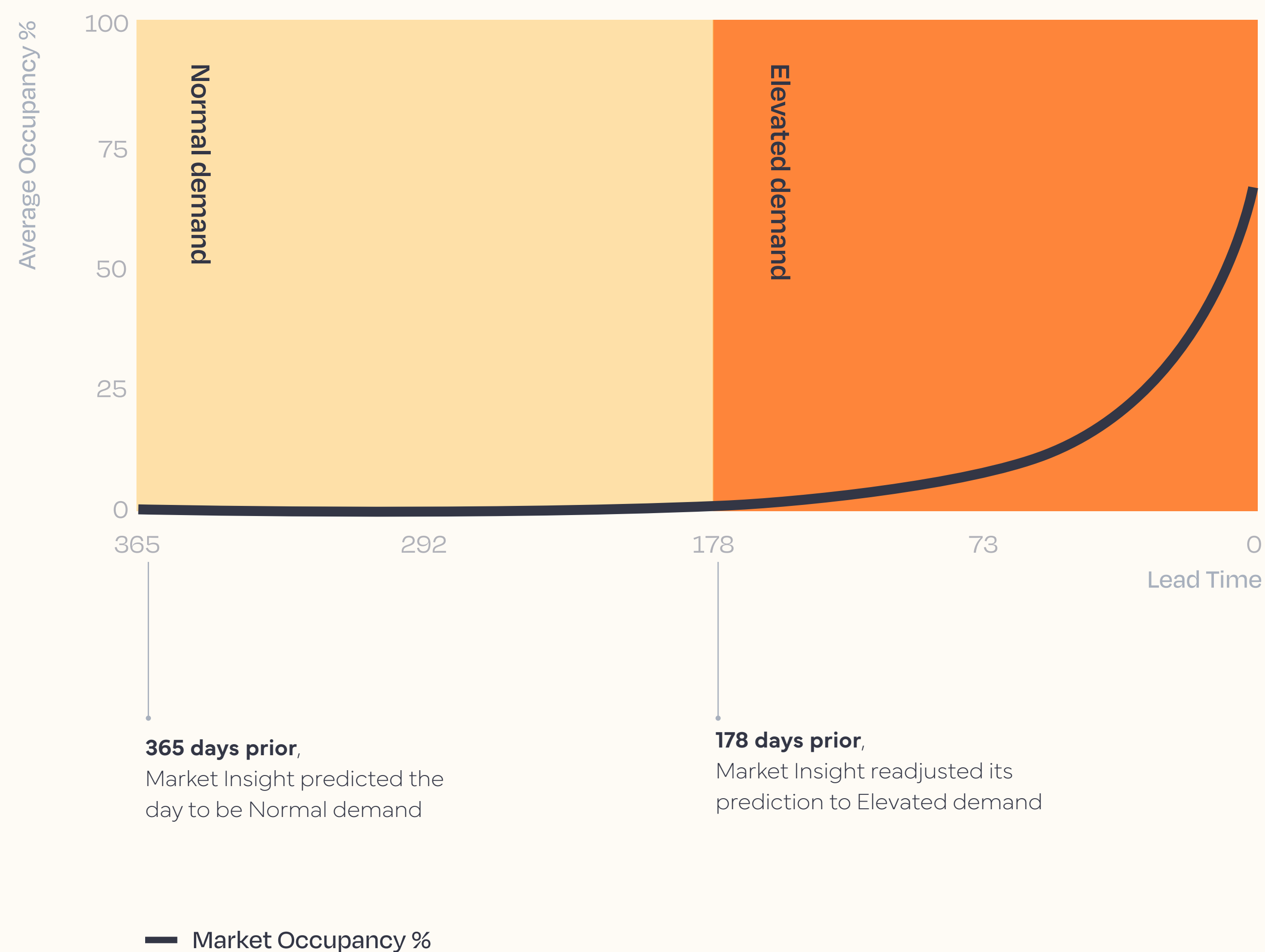


Elevated
demand



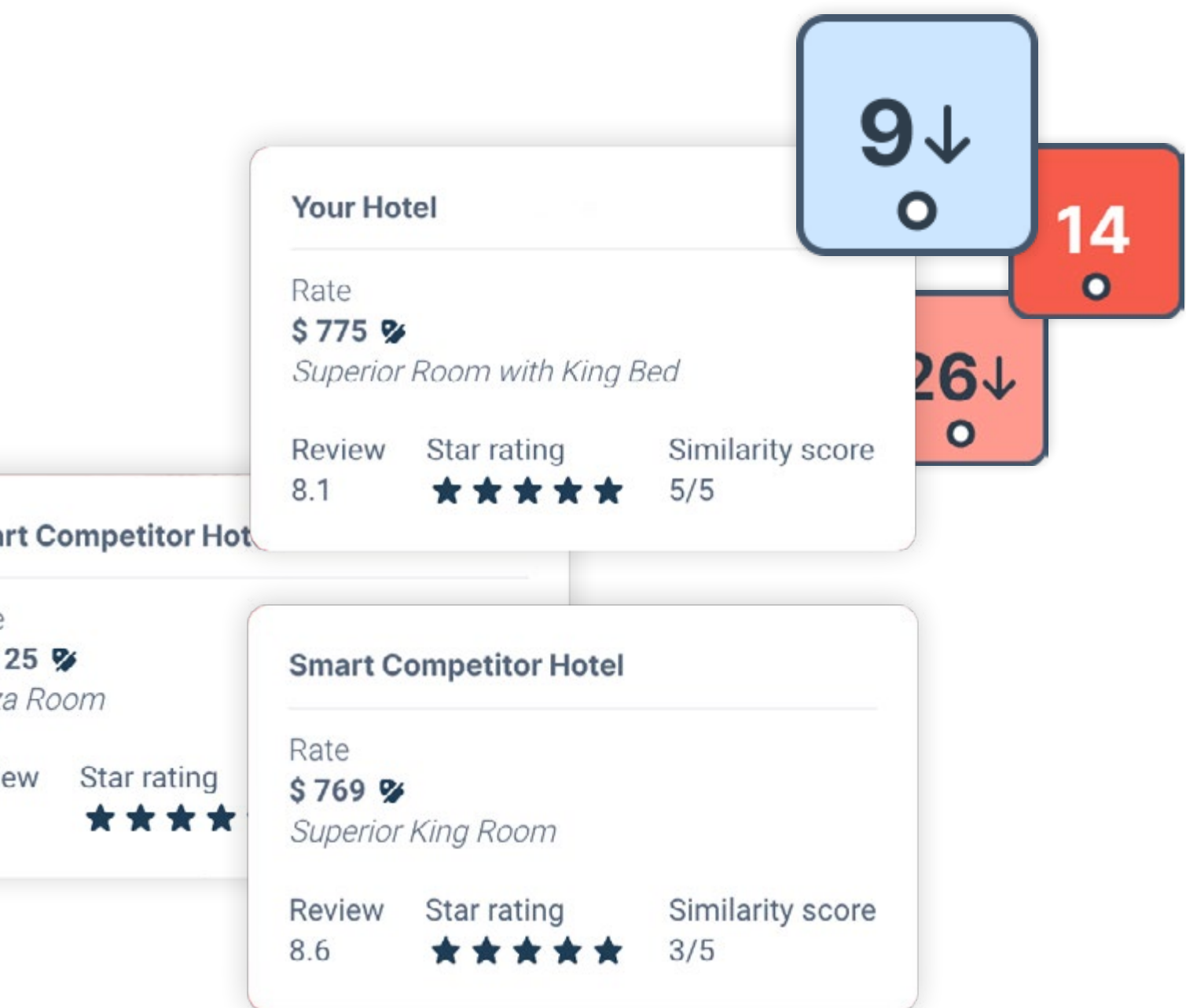
61%
Market Final Occupancy

Evolution of Market demand forecast and Market Occupancy by Lead Time





To optimize your revenue on these days, use this checklist and implement the following initiatives with your commercial team, using Market Insight:



Pricing

- ✓ Ensure your individual pricing is right when travellers are looking to stay
- ✓ Ensure your group pricing is reflective of the demand trends identified in Market Insight price

Promotions & Offers

- ✓ Target feeder markets that drive high volume of searches with market specific offers on OTAs, Metasearch sites, GDS and/or Brand.com
- ✓ Target length of stays that drive high volume of searches with LOS offers on OTAs, Metasearch sites, GDS and/or Brand.com
- ✓ Open Mobile rate offers. Tip: On OTAs, you can target specific markets through member deals
- ✓ Become part of the OTAs' member programs to increase your visibility
- ✓ Overbook low room categories and ensure your low rates are available to book (corporate, FIT rates, friends & family, etc.)
- ✓ Ensure your website is on parity or offer special offers to drive higher direct rev

Marketing

- ✓ Boost your visibility on OTAs, Meta, GDS, search engines in these markets via commission increase or ads
- ✓ Optimize your advertising spend down to city level
- ✓ Reduce costs associated with campaigns in geographical areas of low source demand, eliminating some of the trial-and-error in the process

Sales

- ✓ Develop new partnerships with travel agencies, OTAs and wholesalers located in the countries with high volume of searches



A demand forecast that reacts fast to external changes

By combining various demand signals, [Market Insight](#) delivers market demand predictions that are sensitive to the occurrence of major and unforeseeable events, which have a significant impact on travel demand for a destination. Such as the COVID-19 pandemic, natural disasters, and macroeconomic and political crises.

Market Insight revises its market demand forecast hourly, enabling hoteliers to understand constantly evolving market demand.

The following examples show days in which market demand was initially high or normal, but then dropped due to the impact of external shocks. And, one instance in which market demand was forecasted to be low, but climbed to elevated demand, due to favorable market conditions.

COVID-19 impacted major events from its outset and even into this year, like at the Berlin International Film Festival 2022. On December 1st 2021, more restrictions were announced in Germany which had a notable influence on Berlin's market demand. Rumors about stricter restrictions were circulated before the announcement of restrictions were made official, leading searches to decline.



Berlin
International Film Festival 2022
10/02/22

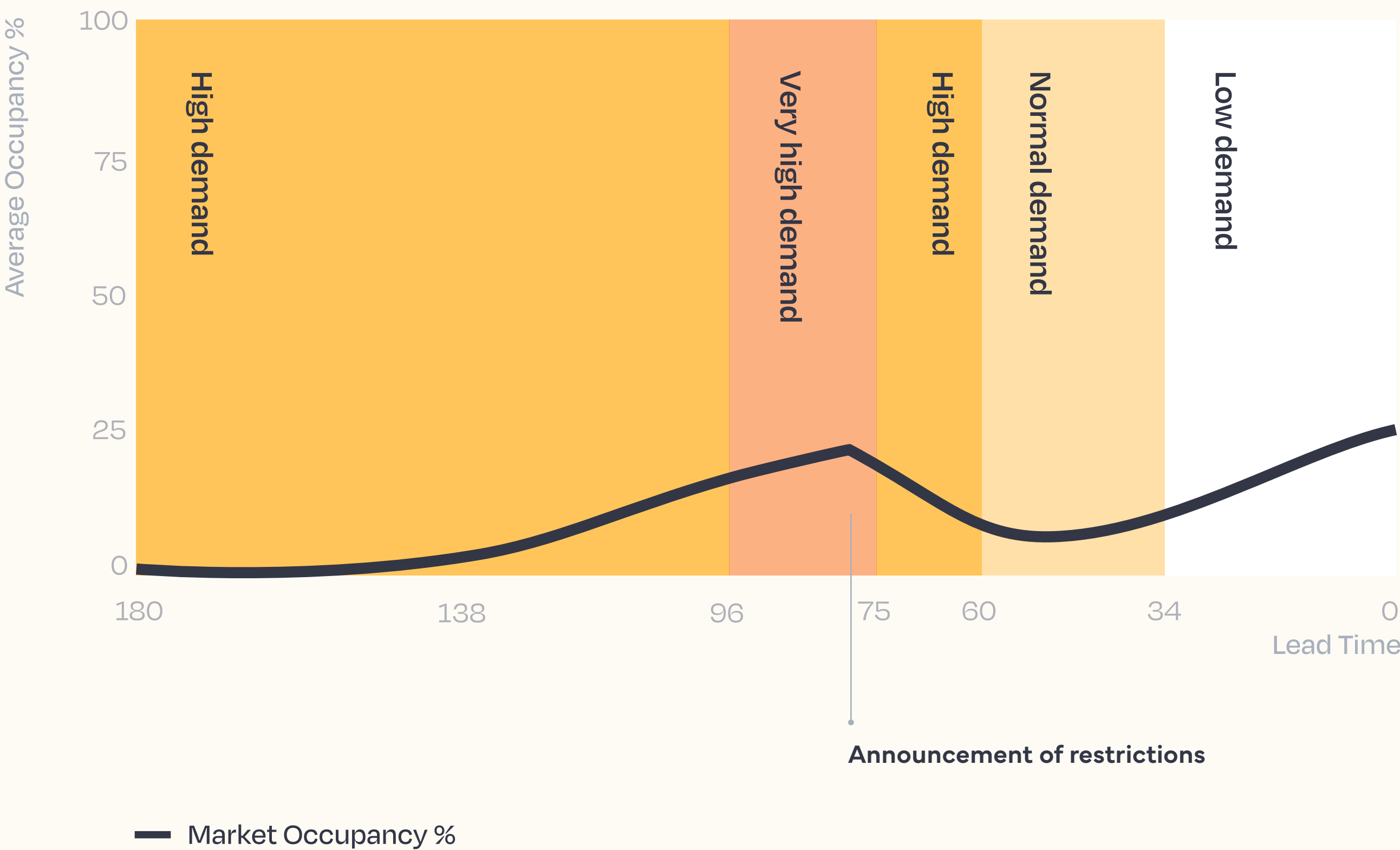


Low
demand



26%
Market
Final Occupancy

Evolution of Market demand forecast and Market Occupancy





Market Insight, which originally predicted the festival day to drive high demand, **changed its prediction 6 days before the official announcement** was made offering hoteliers a window to revise their strategy.

Following this announcement, the festival announced entry and capacity restrictions on January 12th 2022. Market Insight continued to amend its forecast as fewer travellers intended to travel over the festival date.

On Monday 21 February 2022, Australia reopened its borders to all fully vaccinated visa holders. Market Insight, which originally predicted soft demand for that day, revised its forecast in December when the media began reporting that air travel would be restored by February. Market Insight amended its prediction once again when Australia officially reopened its borders.



Sydney

Australia reopening in February 2022
20/04/22

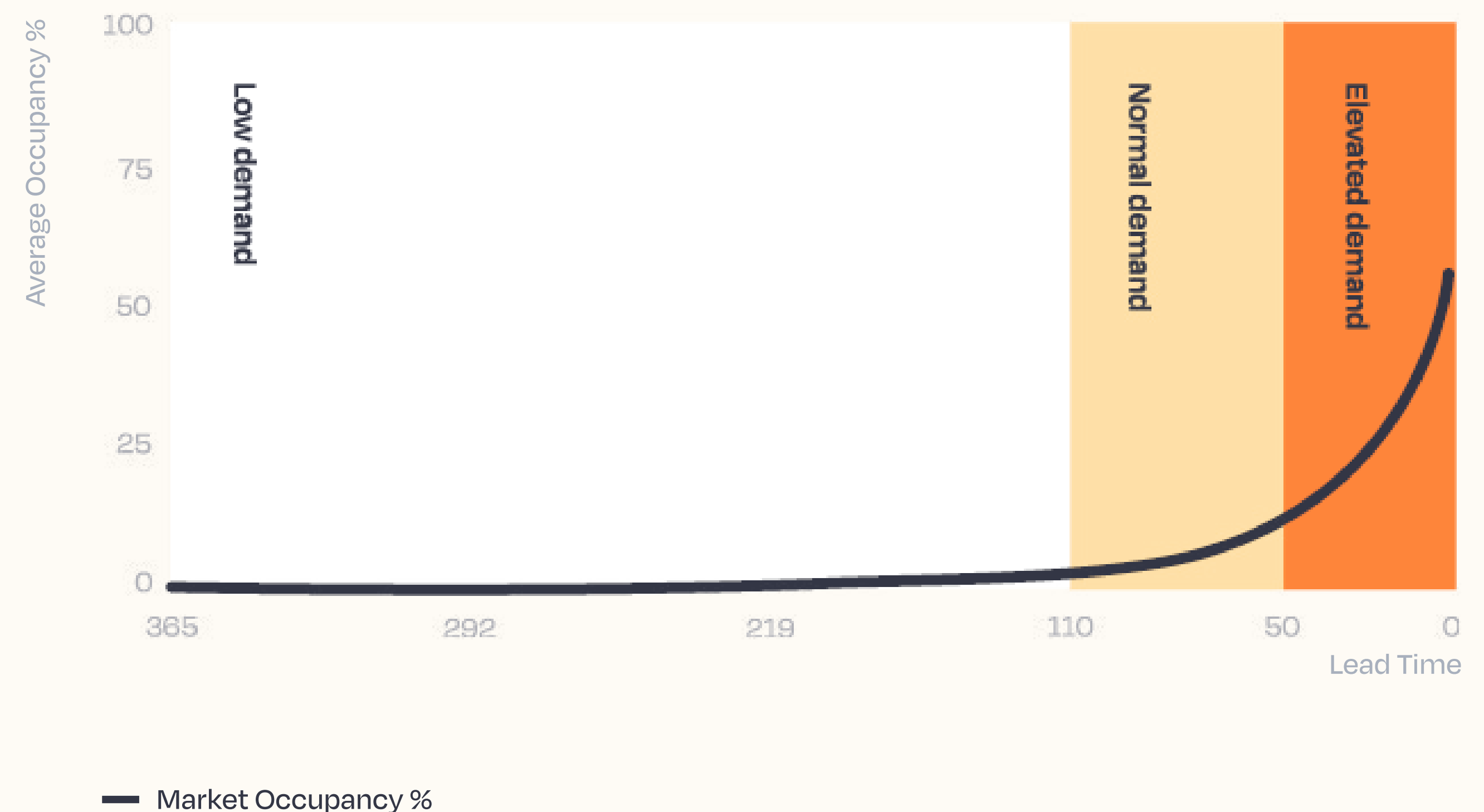


Elevated
demand



59%
Market
Final Occupancy

Evolution of Market demand forecast and Market Occupancy





Los Angeles
International Film Festival 2022
31/01/22

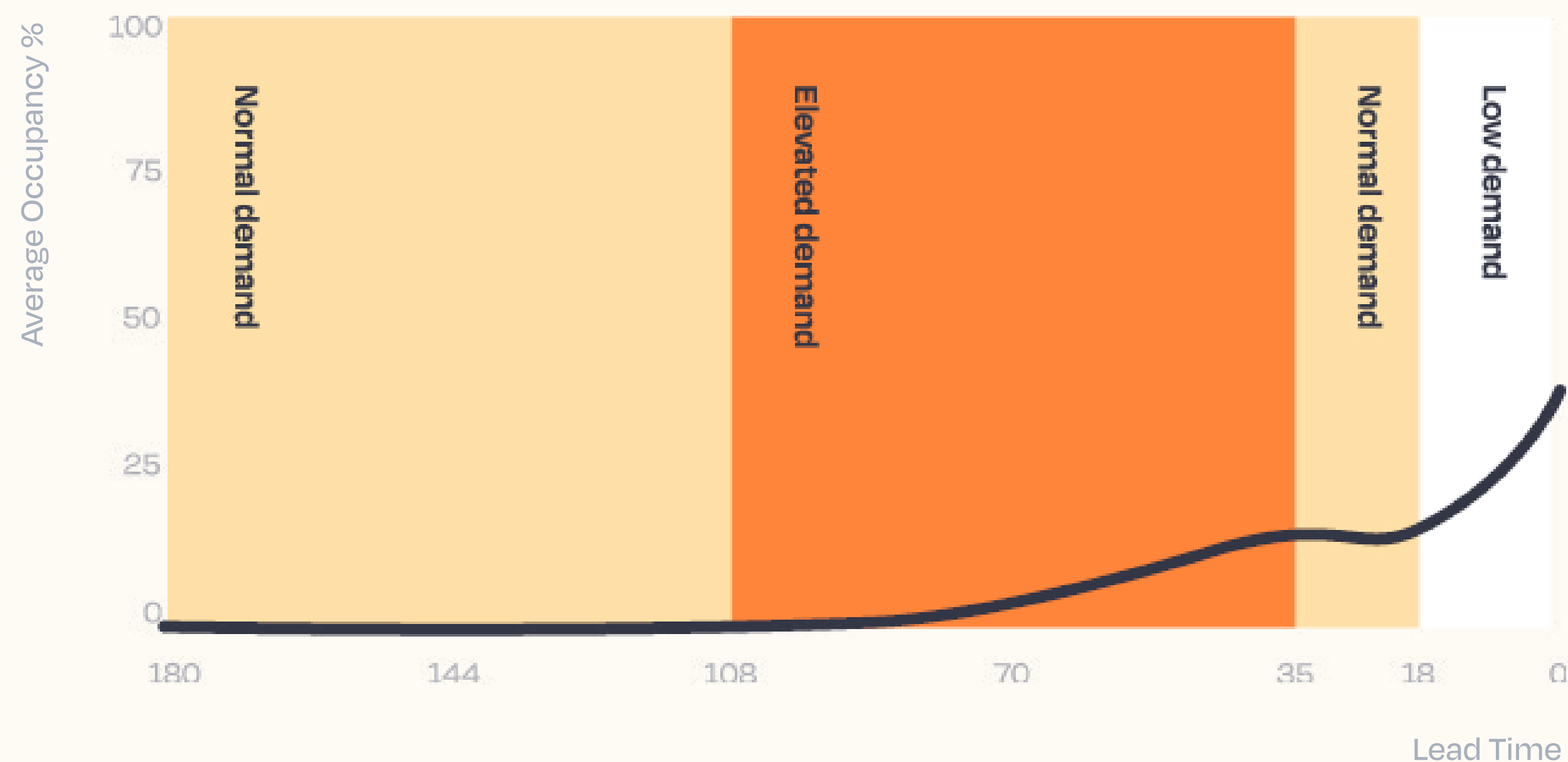


Low
demand



44%
Market
Final Occupancy

Evolution of Market demand forecast and Market Occupancy



— Market Occupancy %

California's winter COVID-19 surge intensified in late December 2021, which heavily impacted demand in the market. Market Insight revised its forecast immediately after the announcement was made.

With [Market Insight](#), you can spot real demand patterns over a year out, allowing you to proactively adjust your commercial strategy to effectively capture revenue opportunities, remaining one step ahead of your competitors.

In practice: Andrew Toole

Executive Director of [Revenue Management at Fontainebleau Miami Beach](#)

"I use Market Insight's data daily because **it offers real-time insights** 365 days into the future.

This covers demand in our immediate area and how competitors are responding to it. It provides highly valuable market, competitor and demand insights that I wouldn't want to work without. It's a must-have tool if you want to make confident, data-driven pricing decisions to optimize your rates and stop leaving money on the table."



Rather than relying on historical data to predict traveller confidence and demand shifts,

Market Insight enables you to **interpret market trends** with no manual manipulation of data.

If you use an RMS to forecast occupancy at your hotel, you will have an even greater advantage over your competitors. By combining your RMS hotel occupancy forecast to the market demand forecast in Market Insight, you can discover days with lower and higher demand much earlier than competitors, and develop a sound commercial strategy in order to capture demand.

Summary



Effectively forecasting demand levels in your market is the first step in building a comprehensive commercial strategy. All of a hotel's commercial teams can utilize future-facing search data by being the first to release targeted incentives, offers and packages, and new pricing strategies - improving business performance and growing market share.

With simple and actionable demand insights, available from one centralized dashboard in [Market Insight](#), commercial teams can work cross-functionally and make more informed decisions to achieve overall business goals.

The findings presented in this paper - in the form of destination data sets that have been retrospectively analyzed to confirm correlations between Market Insight search data and resulting hotel occupancy - go some way to verify the initial claim that forward-looking search data is effective in predicting demand for the hotel industry.

We hope this research will instil confidence in forward-looking search data and in the ability to use demand insights generated by Market Insight to inform commercial decision making.

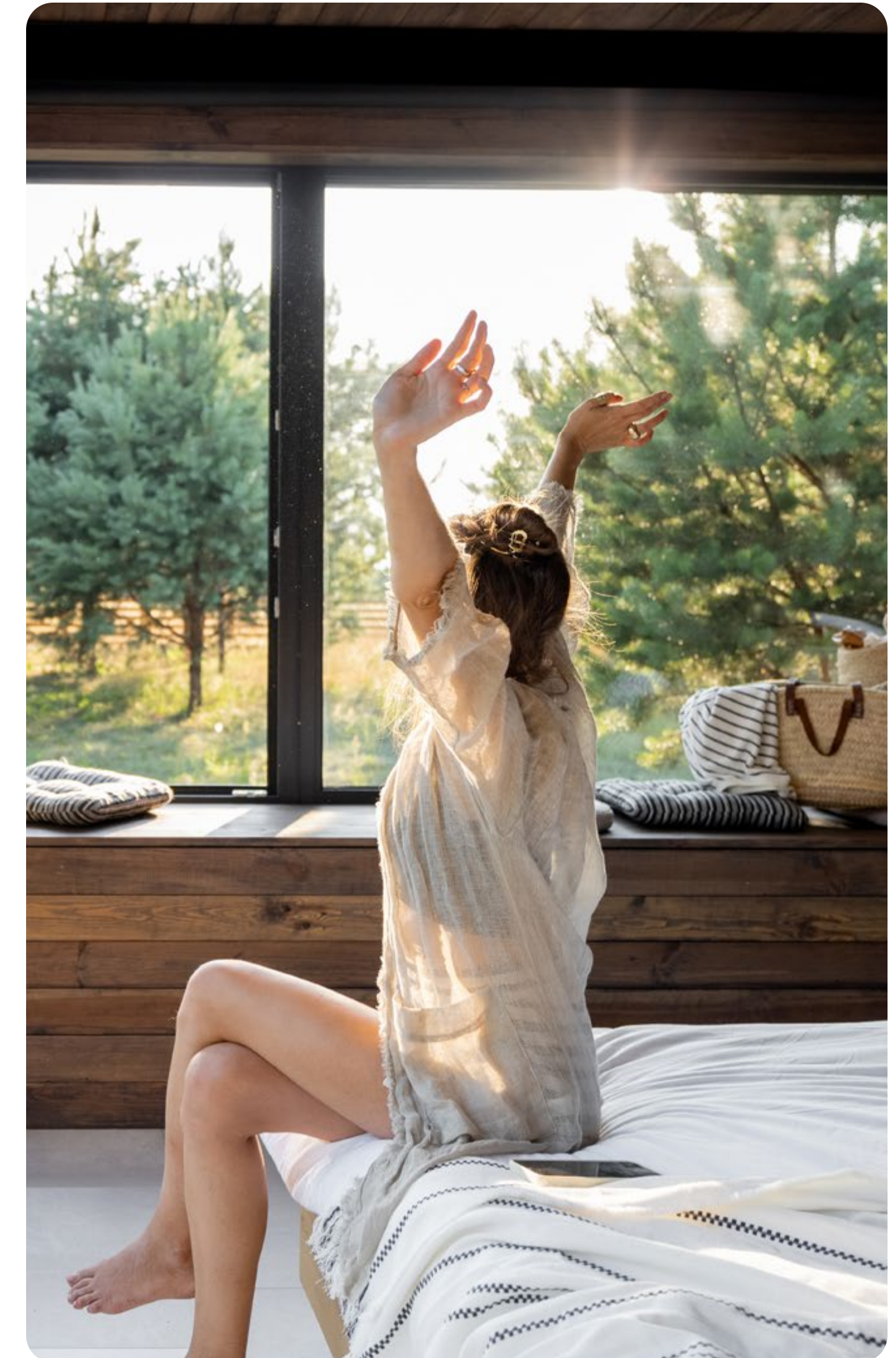
If you would like to talk to one of our experts about the effectiveness of our predictive market intelligence and search data specific to your market, please [get in touch here](#).

You can also sample the power of our forward-looking search data for FREE, with [Global Market Insight](#) - our interactive travel demand map, which aggregates hotel, flight and GDS top-of-funnel data points to provide destination demand insights.

In practice: Beatriz Cadete

Revenue Manager at [Inspira Liberdade Boutique Hotel](#)

"Since implementing Market Insight, we've seen our ADR increase by between 10-15%."





Latest upgrades to Market Insight

We have made three, key improvements to the solution following extensive research and customer feedback:

Monitor GDS flight search data in Market Insight

You can now see the origin country of travellers searching for flights to your destination on a GDS and how long they intend to stay. Make the most of this enhancement by:

- Creating market specific offers
- Creating length-of-stay specific offers
- Boosting your visibility on GDS.

Track demand and OTB changes over time in Market Insight

A new filter has been added so you can see how your demand and occupancy on-the-books have evolved vs yesterday, 3, 7 or 14 days ago. This means you can:

- Act before the rate becomes too high or too low
- Open/close promotions, negotiated rates or adjust other strategies
- Adjust your forecast with more confidence.

Save time by creating and saving favorite date filters in Market Insight

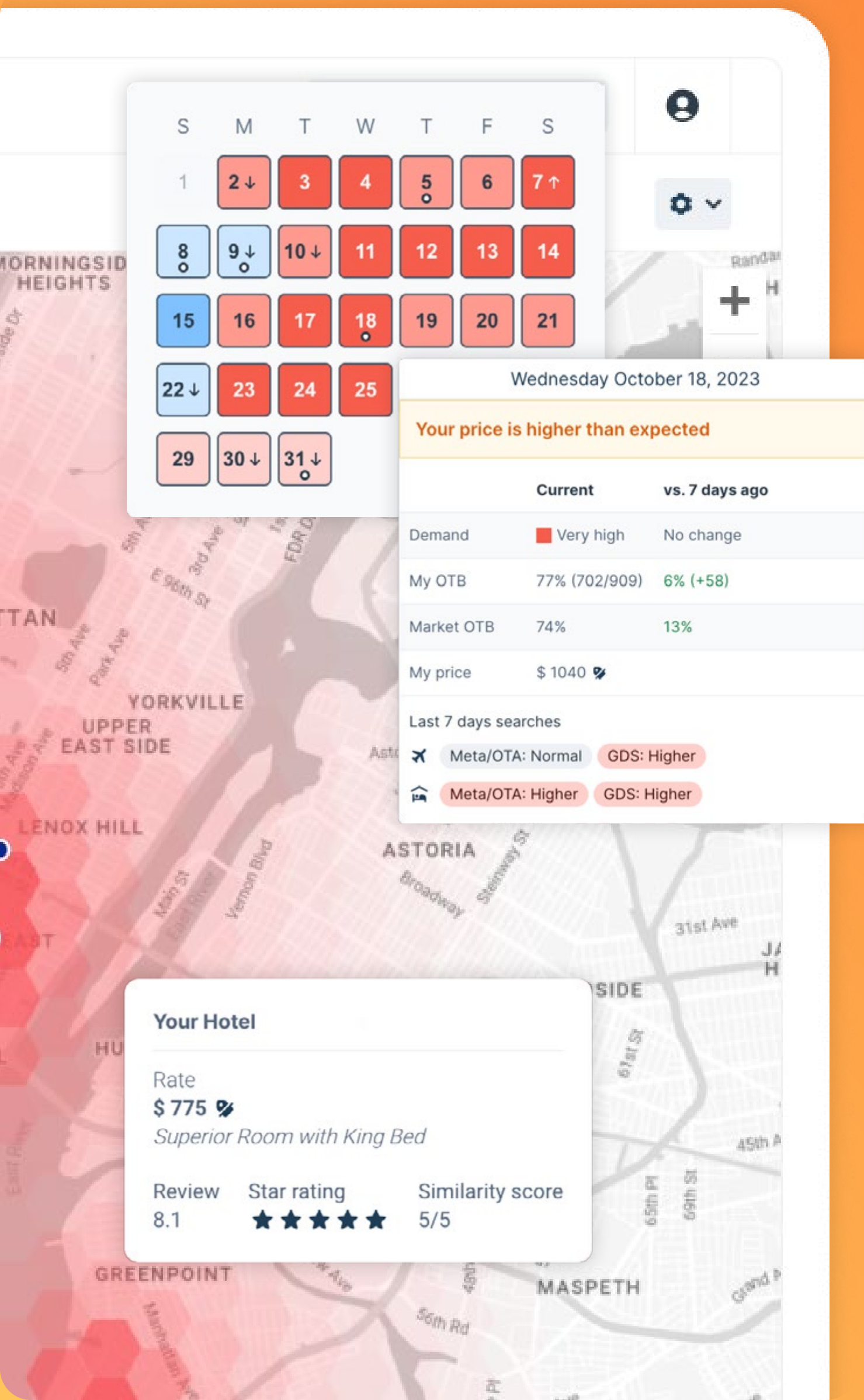
Jump right in and monitor how demand, search traffic and price levels are evolving for the period of your choice, without having to reselect the dates every time.

And what's next for Market Insight?

In the immediate future, we will be adding search data as part of our API, allowing hoteliers to remain on top of consumer behavior to help them decide on the right commercial strategy.

Research and innovation is at the heart of everything we do at Lighthouse. We continuously strive to improve our industry leading commercial platform and will continue to develop technologies that effectively predict demand for the hotel industry. [Click here to learn more.](#)

Follow us on [LinkedIn](#) to stay up to date with further enhancements which will be made to Market Insight in the longer term.





About Lighthouse

Lighthouse empowers hoteliers to deliver smarter revenue, distribution, and marketing outcomes through its market-leading commercial platform.

Launched in 2012 with a mission to help the hospitality industry visualize and leverage its data in the most simple way, OTA Insight delivers the most comprehensive, complete and user-friendly commercial tech stack to hoteliers.

Through years of constant development and enhancement, Lighthouse equips hoteliers with historical, current and future-looking data to guide decision-making with complete, real-time and visually friendly datasets.

With live updates, 24/7 support, and highly intuitive and customisable dashboards, Lighthouse integrates with industry tools including hotel property management systems, leading RMS solutions, and data benchmarking providers.

Lighthouse 's team of international experts supports more than 60,000 properties in 185 countries. Winner of the Best Rate Shopping & Market Intelligence Solution, Parity Management Software, and Business Intelligence categories in the 2021 and 2022 HotelTechAwards, Lighthouse is widely recognized as a leader in hospitality business intelligence.

About Market Insight

Forward-looking market intelligence tool, Market Insight enables you to see in real time where demand for your market is originating from and how it develops. It enables you to understand market demand shifts, hotel availability and the demand evolution so that you can anticipate future market behavior.

It gives you a granular view of your destination's shifting demand, up to 365 days ahead with insights into the airport of origin, geo-search, stay pattern, and accommodation types, including alternative accommodation (private rental sites).

With this critical information you can take advantage of market opportunities by targeting the right traveller with appropriate pricing and marketing strategies.

To learn more and
talk to our team

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