

We feel honoured to have been awarded the Best Technology Innovator of the Year for Global Market Insight by the HSMAI Region Europe Awards 2021, it is a testament to the hard work of everyone involved in the project.

Firstly, we would like to thank our customers for their trust - along with the HSMAI community and our partners for their support.

At a time of great stress for the industry, we wanted to create a tool that helped hoteliers overcome the challenges of a rapidly-changing market. [Global Market Insight](#) is an interactive heat map which combines recovery trends from the last six months and a demand outlook for the next 90 days, so users can be the first to spot upticks in demand for future dates at various cities around the globe - completely free of charge.

The insights displayed for each destination include: flight and hotel search evolution index, available hotels, lead time trends and the top countries searching for the destination.

The insights derived from the Demand Outlook panel can help hoteliers answer a wide range of important questions facing them, such as:

- Which time frames are driving recovery in my market?
- What percentage of hotels am I competing against?
- What is the share of domestic and international demand for my market?
- Is corporate travel resuming?

Equipped with the basis of answers to these questions and several others, hoteliers can make more informed decisions on critical topics like budgeting and forecasting, marketing approach, and pricing and promotional strategies.

While the Recovery Trends panel allows users to track recovery at a macro level for a six month period. Users can assess whether market conditions are improving over time to the present day, and make more qualified conclusions regarding issues facing the industry.

We couldn't be happier that Global Market Insight has been so well received and is going some way to achieving its aim.

This free to use, interactive travel demand map, is powered by [Market Insight](#) and is accessible via the OTA Insight website - you can check out Global Market Insight here: <https://otai.co/3aeeE4M>