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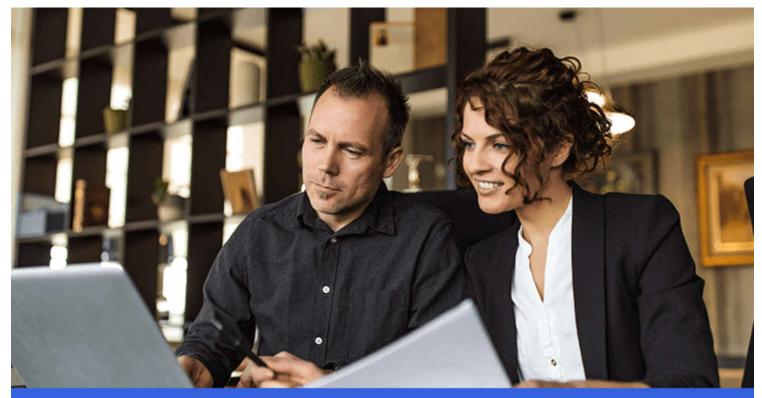
### CRM & Loyalty

# Revinate releases its 2023 benchmark report for the hospitality industry

The annual report includes data from more than 10,000 hotels worldwide, with benchmark metrics across channels such as email, text, voice, and web



Revinate, Inc. 3 min read · 2 March 2023



# 2023 benchmark report

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Home Me Latest News Opinion World Panel Explainers HNtv Calendar Dev The analysis features information from January 2022 through December 2022 and entails more than 5 million calls, 655 million emails, 19 million text messages, and nearly 30 million guest reviews from hotels around the world. In total, more than 10,000 properties were included.

This marks the first time Revinate has published a single report spanning so many channels of guest communications — email, text, voice, and web. Also new to this year's edition, *"2023 benchmark report: Understanding hoteliers' performance across communication channels,"* is the interactive format. This new and comprehensive format is designed to provide hoteliers with robust data to apply across departments.

Because hoteliers stand to benefit significantly from digging into detailed performance metrics, the report allows them to filter by different geographic regions, objectives, and communication solutions to hone in on whatever information is most useful to them. They can even choose to browse related resources or to focus on 1 of 2 primary goals: drive revenue or delight guests.

And there is an opportunity for hoteliers to make the data outlined in the report actionable. From the customer stories to the specific filters for geographic region, objective, or communication channel—hoteliers can discover what strategies are working and why. Then they can take those insights and begin making adjustments to their everyday business decisions to ultimately drive revenue and delight their guests.

# 66

Our 2023 benchmark report was designed intentionally to meet the needs of today's hoteliers. We know that making data-informed decisions is more important than ever as hospitality continues its digital transformation. We're delighted to be able to offer hoteliers access to metrics and information that will help them accelerate their success.

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(APAC) region from 2021 to 2022.

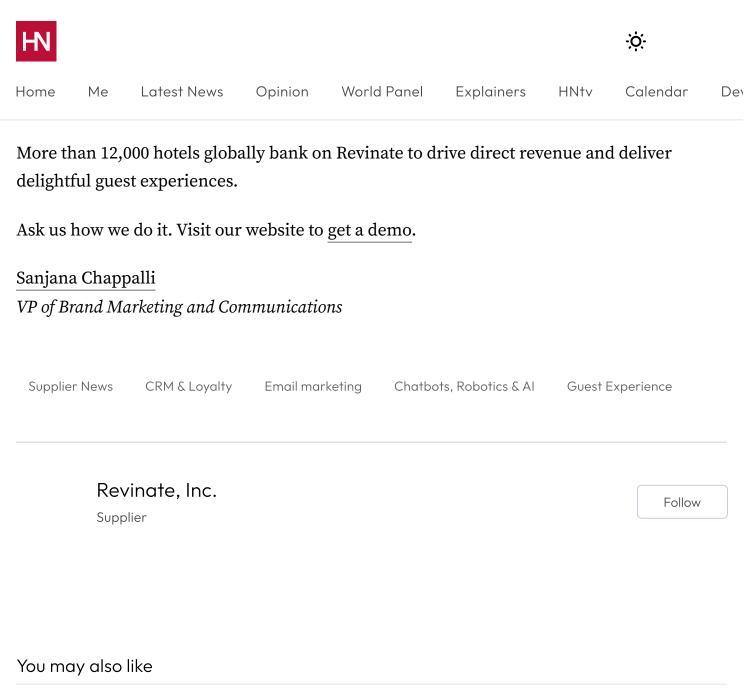
- In the Europe, Middle East, and Africa (EMEA) region, BENELUX hotels received an average of 101 guest reviews per month.
- For reservations teams across North America (NAM) and Latin America (LATAM), the average inbound call conversion rate was 43%.
- Hotels using a text messaging solution, which are primarily located in NAM, were able to automate nearly 25% of their responses to guests.

For more detailed information and insights on how to improve performance, <u>visit the full</u> <u>report</u>.



# About Revinate

## Revinate empowers hoteliers to directly connect with their guests.



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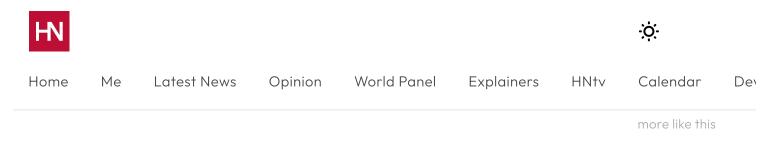
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