



Sign In

Home Me Latest News Opinion World Panel Explaners HNTv Calendar Dev

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



we use cookies to ensure you get the best experience on our website



[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 Revinat e 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.

“

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.

we use cookies to ensure you get the best experience on our website



[Home](#) [Me](#) [Latest News](#) [Opinion](#) [World Panel](#) [Explainers](#) [HNtv](#) [Calendar](#) [Dev](#)

There was a 107% increase in the number of emails sent throughout the Asia Pacific (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, [visit the full report](#).

Revinate's 2023 benchmark report: An overview



About Revinate

Revinate empowers hoteliers to directly connect with their guests.

we use cookies to ensure you get the best experience on our website



Home Me Latest News Opinion World Panel Explainers HNTv Calendar Dev

More than 12,000 hotels globally bank on Revinate to drive direct revenue and deliver delightful guest experiences.

Ask us how we do it. Visit our website to get a demo.

Sanjana Chappalli

VP of Brand Marketing and Communications

Supplier News CRM & Loyalty Email marketing Chatbots, Robotics & AI Guest Experience

Revinate, Inc.

Supplier

Follow

You may also like

Opinion

Newly Released Compilation of Case Studies Explores the Surprising and Dramatic Results of a Booking Recovery Solution

2 months ago · by Brett Thoreson

Opinion

A full recap of NAVIGATE 2023

3 months ago · by Karen Stephens

How S Hotels & Resorts drove nearly \$710k in direct revenue with Revinate

1 month ago

we use cookies to ensure you get the best experience on our website



Home Me Latest News Opinion World Panel Explainers HNtv Calendar Dev

more like this

Latest in CRM & Loyalty

Opinion

Prioritizing Your Hotel Tech Stack: Reigniting Passion for Hospitality with the New Generation of Staff

17 hours ago · by Joel Pyser

Supplier News

Sage Hospitality Group Leverages Hapi and Salesforce to Centralize Data and Accelerate Innovation

Yesterday

Opinion

Guest Activities & Experiences Management Part 4/4: Wrapping it all together.

6 days ago · by Daniel Krisch

more in crm & loyalty

Sign up to our free daily newsletter,
Hospitality Net today

sign up

About Hospitality Net Media Kit Newsletter RSS Feeds Contact

Terms & Conditions Privacy

we use cookies to ensure you get the best experience on our website



[Home](#)

[Me](#)

[Latest News](#)

[Opinion](#)

[World Panel](#)

[Explainers](#)

[HNtv](#)

[Calendar](#)

[Dev](#)

we use cookies to ensure you get the best experience on our website