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# Revinatate and NAVIS Join Forces, Creating a Market Leader in the Hospitality Industry



Revinatate, Inc.

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Revinatate and NAVIS Join Forces, Creating a Market Leader in the Hospitality Industry — Source: [Revinatate, Inc.](#)

Revinatate, a leader in hospitality guest platform software, announced today it will join forces with NAVIS, a leading direct booking platform for the hospitality industry. Together, the companies will form one of the largest and most innovative providers of direct revenue-generating solutions in the



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services that maximize direct booking revenue.

By integrating Revinatate's unique marketing capabilities and guest data platform with NAVIS' robust reservation sales suite, the combined company will create an unmatched end-to-end guest platform solution to scale profits for the hospitality industry. As a combined company, Revinatate will now be able to expand its capabilities to serve over 300K+ hotels. This combination further enables Revinatate to maximize the lifetime value of each guest through personalized and targeted campaigns throughout the guest journey.

"I am very excited to announce the acquisition of such a complimentary business as NAVIS. Together, we expand our data-driven guest platform that enables hoteliers to generate scalable direct revenue and profits through end-to-end guest life cycle interactions that cover the complete guest journey," said Marc Heyneker, who is the current CEO of Revinatate and will become the CEO of the combined company.

NAVIS CEO Kyle Buehner will be retiring from the business, transitioning responsibility to Revinatate CEO Marc Heyneker. Kyle stated, "By joining forces, NAVIS and Revinatate will become a true hospitality tech powerhouse uniquely positioned to help hoteliers drive high ROI and increased profits from the combined solution," "The culture, care for customers, and values at Revinatate are almost identical to NAVIS, so I am confident this will bring growth and new opportunities for our employees and our customers."

Lance Fenton, Partner at Serent Capital, stated, "NAVIS and Revinatate are two platforms that provide a tremendous amount of value to their customers. By tightly integrating Revinatate's leading guest data platform with NAVIS' leading voice channel conversion platform, we see the opportunity to bring exceptional direct booking performance to the hospitality industry."

Renee Herron, Director of Marketing at Noble House Hotels and current customer of Revinatate, stated, "Revinatate has changed how we approach our direct channel. We have lots of systems and stakeholders to aggregate in order to be effective. It's key that our data is

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Development at Granite Peak Management. “With the NAVIS coaching and reporting software, people are held accountable, and we can understand where we can improve as a team.”

“Revinat empowers our small marketing team by saving us time so we can do so much more than we could otherwise. I think our \$100M+ in revenue with Revinat speaks for itself.” – Serena Bethle, Database Marketing Manager at Brittain Resorts and Hotels.

NAVIS and Revinat are both award-winning platforms with high customer satisfaction scores. As a combined company, Revinat will continue to focus on delivering innovative and market-leading direct revenue and profit-generating solutions to the hospitality industry.

Revinat’s current investor and partner, Serent Capital, has sponsored this transformative acquisition. Baird acted as exclusive financial advisor to Revinat in this transaction.

## About Navis

For hospitality professionals, getting and keeping profitable guests is tougher than ever. NAVIS is a leading direct booking platform for hospitality, with proven solutions that help Reservations, Revenue Management, and Marketing truly operate as one team, and make more money. For more information, visit: [www.naviscrm.com](http://www.naviscrm.com).

## About Revinat

Revinat empowers hoteliers to directly connect with their guests.

Our Guest Data Platform and communication solutions unlock revenue for hoteliers and put them in control of the full guest experience — initial research, booking, check-in, throughout the stay, and even after check out — all via the communication channels that guests prefer, whether it's voice, text, email, or web.



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