



**REVINATE ACQUIRES AI MESSAGING SOLUTION GO MOMENT**

**Revinate**, which offers guest data-driven direct booking solutions for hotels, has acquired **Go Moment**, a provider of artificial intelligence-powered communication services for hotels.

Financial terms of the deal have not been disclosed. The combined company will be called Revinate, and Go Moment's CEO, Raj Singh, will become chief strategy officer.

"This is a real game-changer for our industry," says Marc Heyneker, CEO of Revinate.

"The very best synthesized guest data intelligently powering the very best omnichannel guest lifecycle communications means Revinate has become the ultimate direct booking platform for hoteliers."

Go Moment's AI-powered digital concierge, Ivy, will be integrated with Revinate's direct booking platform to facilitate targeted campaigns and commerce capabilities such as the purchase of upgrades and amenities.

In July, **Revinate acquired NAVIS**, a provider of software to drive direct bookings.

Get a dose of digital travel in your inbox each day

Subscribe to our newsletter below

YOUR EMAIL

I accept the [Terms and Conditions](#) and [Privacy Policy](#).

- HOTEL
- INVESTMENTS
- CUSTOMER RELATIONSHIP MANAGEMENT
- DISTRIBUTION
- MARKETING
- MOBILE

NEWS / ONLINE

BY MITRA SORRELLS | NOVEMBER 17, 2021

SHARE



What industry are you in?\*

Please select

Next

- MOST POPULAR
- LATEST STORIES

**Could high-end RV parks be the next hot category for lodging?**

NEWS / ONLINE



**Travel's movers, shakers and newsmakers of 2023**

NEWS / ONLINE



**Three ways generative AI is improving the travel industry**

NEWS / TECHNOLOGY



**Presenting the Hot 25 Travel Startups for 2024**

NEWS / STARTUPS



**Phocuswright analysts share their travel industry predictions for 2024**

NEWS / ONLINE



More on Online



News / Online

**Phocuswright analysts share their travel industry predictions for 2024**



News / Online

**Top travel industry predictions for 2024**



Opinion / Online

**How hotels can use their websites to increase bookings and revenue**

Subscribe Now!

YOUR EMAIL

I accept the [Terms and Conditions](#) and [Privacy Policy](#).

Sponsored

FROM OUR PARTNERS

**A critical data point for predicting future travel demand**

**Yanolja on how cloud-based solutions can power innovation across hospitality**

**Report: The evolution of tax compliance for online lodging marketplaces and its impact on the industry**

**How AI can be friend and foe when it comes to tax compliance for online travel sellers**

**How hotels can use ancillaries to drive personalization and loyalty**

**AON Affinity Travel Practice on the role of a travel insurance broker**

**Skyscanner CEO on trends for '24, partnerships and a traveler-first focus**

**5 trends in global hospitality and the outlook for digital transformation**

**UATP's Ralph Kaiser on the role of payments in airlines' strategy**

**Capitalizing on surging demand for travel in Europe**

MORE STORIES

The Latest



News / Distribution

**Zoomcar begins trading on Nasdaq**



Interview / Technology

**Mobi - Launch pitch at The Phocuswright Conference 2023**



News / Startups

**Wander Health, ZaNiheza founders open up about startup journey as scholarship recipients**

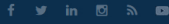
From Our Partners

Event Calendar

PhocusWire

PHOCUSWRIGHT RESEARCH

PHOCUSWRIGHT EVENTS



Subscribe Now!

YOUR EMAIL  SUBMIT

I accept the [Terms and Conditions](#) and [Privacy Policy](#).



Other Northstar Travel Group Products

[Events by WIT](#)

[About Us](#)

[Advertise](#)

[Privacy](#)

[Contact Us](#)