

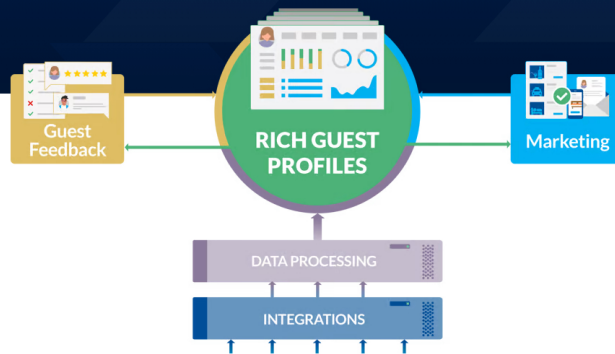


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Revinate launches guest data platform

By **Esther Hertzfeld** · Jan 23, 2020 9:34am[Guest data](#) [Revinate](#) [Tech](#)

Hotels have access to advanced machine learning technology that includes a multistep process to synthesize, merge and clean data into one secure rich guest database. Photo credit: Revinate (Revinate launches guest data platform)

Revinate launched its guest data platform, purpose-built to aggregate, clean and deliver rich guest profiles for hotels and property groups of all sizes. The guest data platform was built to solve the hotel industry's need for a clean, robust, single view of the guest. By integrating data from multiple sources, the platform provides hoteliers a holistic view of their guests to deliver insights aimed at increasing direct bookings, profits and guest satisfaction.

"For decades, technology companies have taken a room-centric approach to hospitality, managing rooms, not guests," Revinate CEO/co-founder Marc Heyneker said in a statement. "We are seeing a tectonic shift to a guest-centric approach and Revinate is delivering the data and intelligence that is transforming the guest experience. Our guest data platform delivers the cleanest and most robust set of guest data intelligence ever made available to hoteliers."

The guest data platform ingests data frictionlessly from the industry's most critical systems. Hotels have access to advanced machine learning technology that includes a multistep process to synthesize, merge and clean data into one secure rich guest database.

Revinate's rich guest profiles activate guest-centric communications and get smarter with each new data point received from sources that can include property-management systems, point-of-sale systems, loyalty platforms and more. The guest data platform capabilities also include lifecycle marketing campaigns and guest experience management in one integrated system purpose-built for hospitality.

At the group level, hoteliers have a different set of challenges that must be addressed. Built for groups, Revinate enables cross-property visibility, with controls, workflows, and intelligence to tune and optimize the guest experience easily and effectively. Revinate powers reporting for all key stakeholders, including owners, asset managers, regional leaders, general managers and more.

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