APAC

REVINATE

2024 Hospitality Benchmark Report

2024 Hospitality Benchmark Report
APAC benchmarks

01

Introduction

Picture this. Your guests are happy because they are having amazing experiences that feel made just for them.

You are happy because you have everything you need to excel at your job, and it feels great to be in control. Your bosses are happy because their Net Operating Income is rapidly growing as their hotels acquire and re-acquire happy, loyal guests through direct booking channels at a lower cost of sale.

That's the power of having the right data at your fingertips, exactly when you need it.

But far too often, you're stuck operating in the dark. Was that email campaign successful? Are your review ratings enough to beat the competition? Is your reservations team converting enough callers? Is your database healthy? Are guests engaging with your messaging solution the way they should?

We've tapped into our customer data to help you answer these questions, using insights drawn from over 12,000 hoteliers, billions (yes, that's with a "B"!) of hotel marketing emails, and hundreds of millions of other data points across our solutions.

Use this report to champion the work of your team, compare your results to hoteliers in your region, define goals and KPIs based on real benchmarks, and get inspired by what you can accomplish when you're empowered with data.

Have questions about this year's report?

Drop us a line — we're here to help.

media@revinate.com
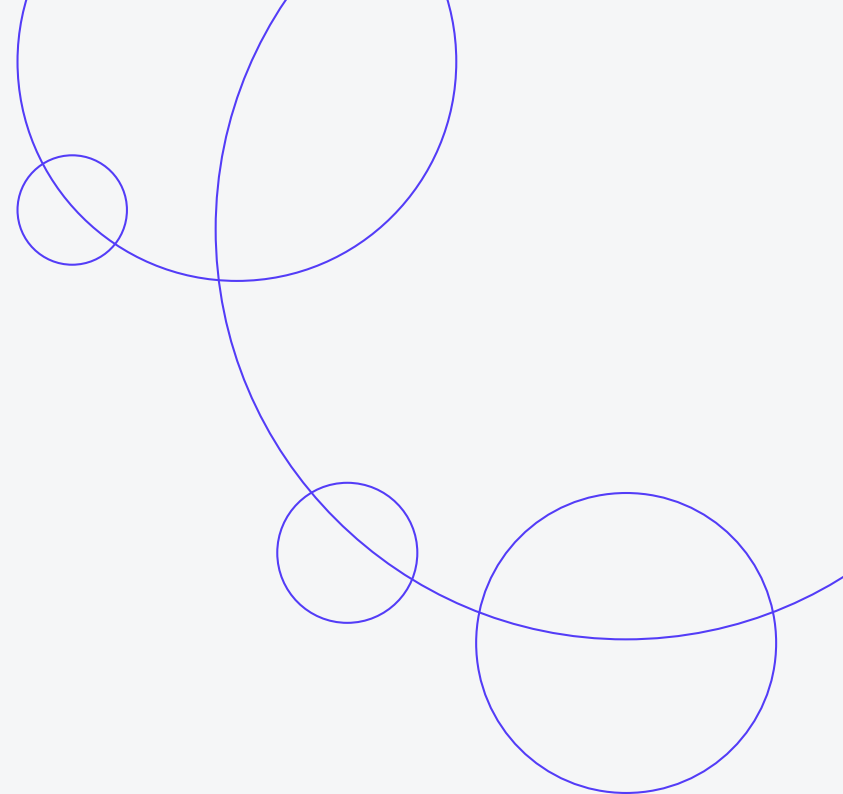
Methodology

This report contains data collected from Revinate solutions (Revinate Marketing, Revinate Guest Feedback, Revinate Ivy, and Revinate Reservation Sales) from January 1, 2023 through December 31, 2023.

To create this report, we analyzed 1.8 billion emails, 244 million guest records, 37 million guest reviews, 19 million text messages, and 4.6 million calls from hoteliers located in North America, APAC, and EMEA.

Data from Revinate Ivy and Revinate Reservation Sales are limited to North America.

Read the full data definitions to understand our calculations and terminology in detail.

19 million texts
If one text is a person, that's almost as many people in Beijing.

37 million reviews
If you counted 1 review every second, it would take you over a year to count to 37 million.

4.6 million calls
If one call = 1 minute, you'd be on the phone for nine years.

1.8 billion emails
If one email = 1 mile, you could travel around the world over 72,000 times.

How to navigate the report

This report is organized into three chapters that represent your hospitality marketing efforts: the foundation of database health, and the channels where you collect and activate guest data — email and web.

This report is tailored to the APAC region with detailed breakdowns of local markets. Where relevant, we also examine different benchmarks for various hotel classes and sizes to give you a true picture of the factors that influence each metric.

If you're already familiar with Revinate's solutions, use this diagram to find the benchmarks you're looking for.

Revinate Marketing

Regions

Global, North America, APAC, EMEA

Channels

Database health
Rich guest profiles and advanced profile synthesis

Email channel
Email performance metrics and upsells

Web capture
Shopping cart abandonment

Revinate Guest Feedback

Regions

Global, North America, APAC, EMEA

Channels

Email channel
Surveys and NPS

Web capture
Reputation management

02

Database Health

Introduction

A car is only as fast as its engine, and your hospitality marketing is only as powerful as the database that fuels it.

As a hotelier, you know you have a lot of guest data — whether it's booking history in your PMS, browsing behavior from your website, or restaurant reservations — but without a well-oiled Customer Data Platform, your marketing engine will be clogged with faulty contact information, bounced emails, and generic, un-personalized communications.

With a finely-tuned database, hoteliers can build rich guest profiles, deploy advanced segmentation, and monitor campaign performance, earning more direct revenue and increasing profits along the way.

Just as a car engine needs a smooth flow of fuel and proper combustion to perform optimally, your database requires accurate, organized data to fuel your marketing campaigns.

We'll walk you through how to assess the health of your guest database, benchmark your performance with your peers, and understand the value of a robust database.

Lub d, an APAC hotel group for adventurous travelers, struggled without a unified view of their guests. They had the data, but no way to use it — until they partnered with Revinate. Now they're up and running with a lucrative first-party data strategy, increasing their direct revenue by 100% year-over-year.

With Revinate, we can finally leverage our first-party data, enabling us to reach out to a wider audience more effectively. As a result, we have increased our direct bookings and lowered our acquisition costs

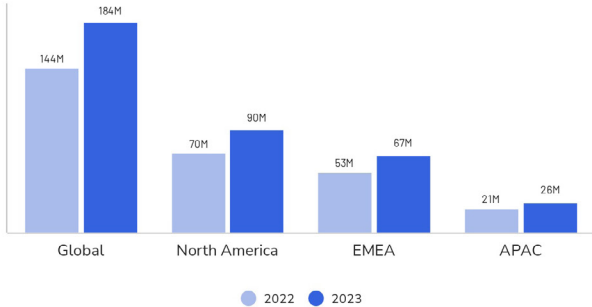Dionis Kole, Group Director of Content and Digital Marketing at Lub d
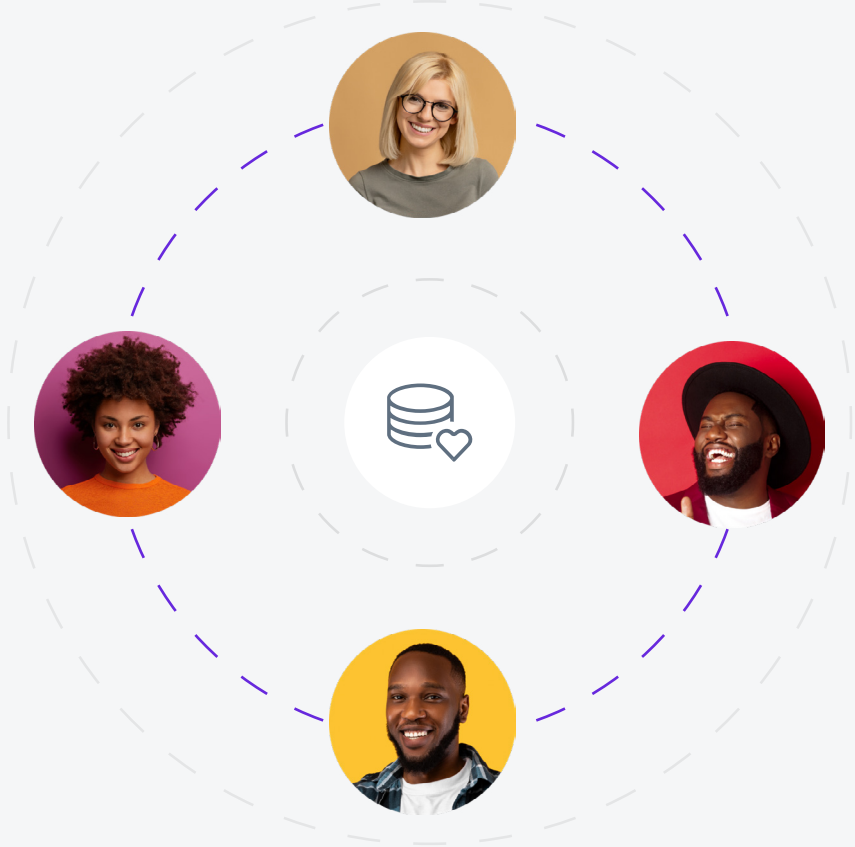
APAC Database health benchmarks

The hotel industry experienced significant database growth in 2023, as hoteliers in EMEA increased their guest records by an average of 27%. North America had the highest growth at 29%, while APAC saw 26% growth.

To grow their databases at these rates shows that hoteliers are investing in collecting first-party data and developing strong guest profiles in preparation for the end of third-party tracking cookies. We think this trend of prioritizing guest data will continue as the hospitality sector embraces digital innovation and data-focused marketing tactics.

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Database growth - overview

	Global	North America	EMEA	APAC
2022	144M	70M	53M	21M
2023	184M	90M	67M	26M

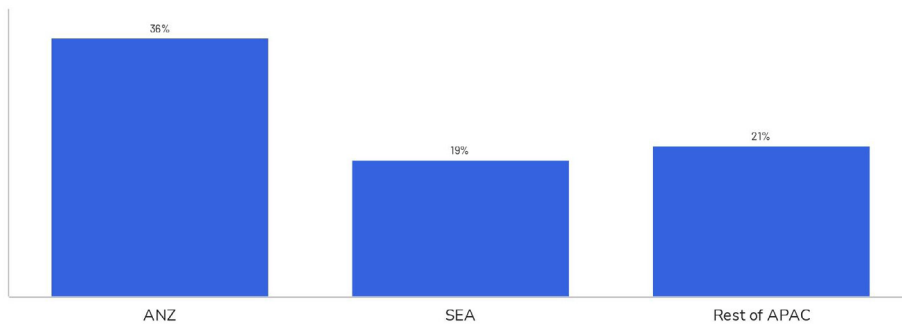● 2022 ● 2023

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28%
increase in database records globally

North America registered the highest increase in guest records at 29%.

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Database growth – APAC

36%

19%

21%

ANZ

SEA

Rest of APAC

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Database growth in regions of APAC

Within APAC, Australia & New Zealand (ANZ) had the strongest database growth rate at 36%, followed by the "Rest of APAC" group at 21%, and South East Asia (SEA) at 19%.

We calculated the database growth metric using a "same-store sales" approach, which means we only analyzed the records of hoteliers for which Revinate has two full years of historical data.
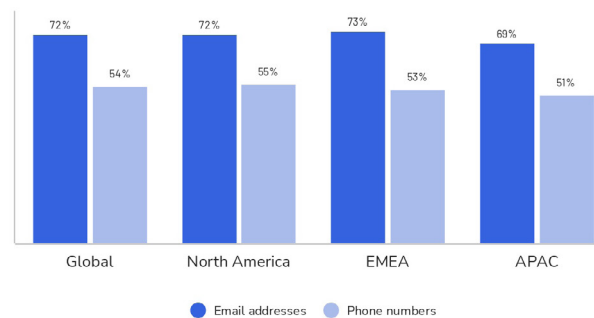
But growing your database is just the beginning.

Next, we'll examine how to assess the health of your guest database.

The makeup of your database: benchmarks for complete guest profiles and how to value them

On average, 69% of an APAC hotel's database records will have a valid email address that is not masked by an OTA. This is an indicator of email health, an essential measure of the usefulness of the profiles in your database.

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Database records with valid email addresses and phone numbers - overview

Global: 72% Email addresses, 54% Phone numbers
North America: 72% Email addresses, 55% Phone numbers
EMEA: 73% Email addresses, 53% Phone numbers
APAC: 69% Email addresses, 51% Phone numbers

● Email addresses ● Phone numbers

72%
of database records have email addresses that are not masked by OTAs at the global level

54% of database records have valid phone numbers at the global level.

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Database records with valid email addresses and phone numbers – APAC

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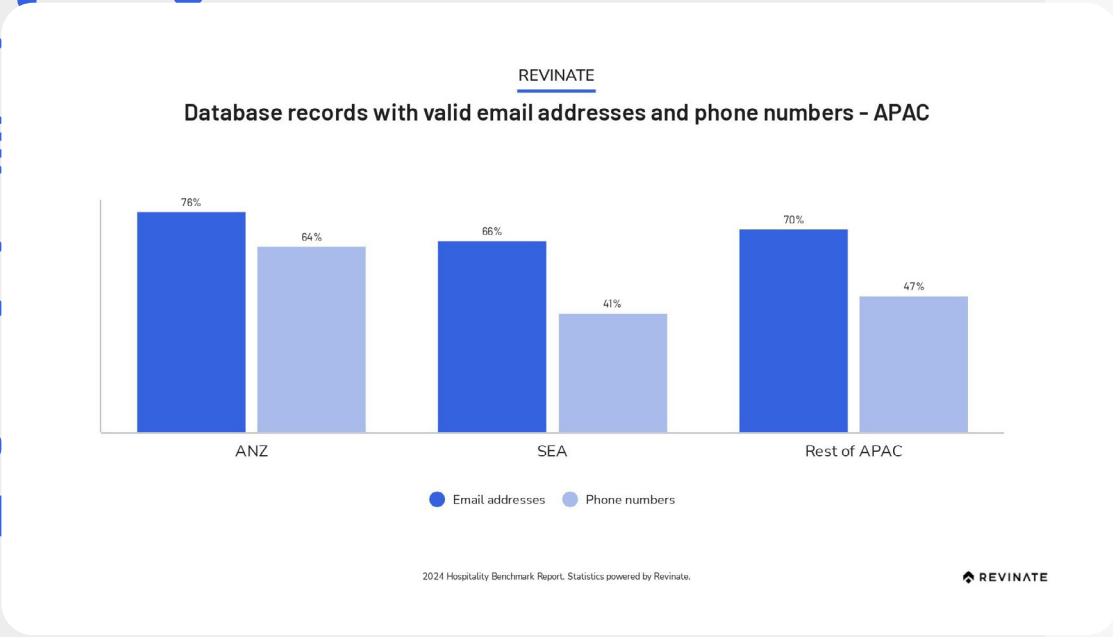# Database records with valid email addresses and phone numbers for regions in APAC

Both ANZ and "Rest of APAC" outperformed the regional benchmark, while SEA is slightly behind.

The regional portion of database entries with a phone number is 51%. Guests in ANZ were much more willing to share their personal numbers at 64% on average.

Clearly, people need to see the value in sharing their phone number, and need a clear reason to do so — whether that is added convenience or an incentive like a discount.

Capturing guest phone numbers is essential for interacting with them on both messaging and voice channels, and we'll explore how hoteliers are leveraging both to drive revenue and delight guests in their respective sections of this report.

As you grow your database, track whether you are bringing in high-quality records that are complete with guest contact information to ensure your marketing efforts actually reach them.
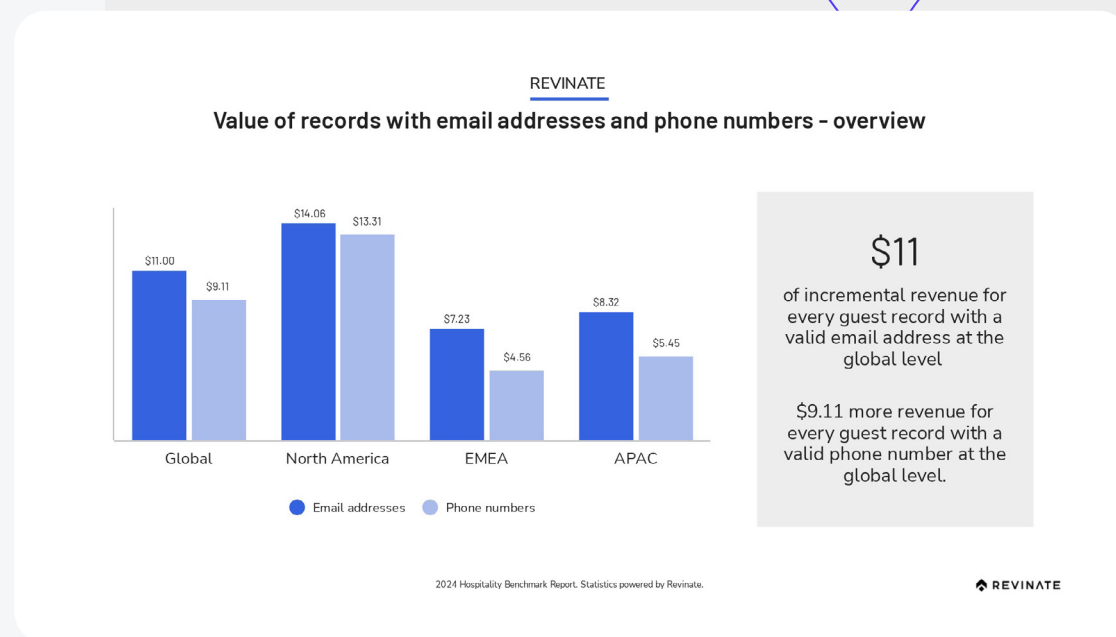
Value of records with email addresses and phone numbers

Every additional complete guest record has potential for future, repeat bookings. We calculated the incremental value of a guest database record with a valid email address by comparing the revenue from all records with an email in 2023 to the revenue from records without one. The result? APAC hoteliers can expect to earn $8.32 more per contact.

As you grow your database and improve its email health, you're increasing the value of your data and the revenue you can expect to bring in.

The incremental value of capturing a phone number in APAC, meanwhile, is $5.45. These numbers add up fast, so make sure you are collecting guest email addresses and phone numbers at every possible opportunity. The value of a phone number, however, isn't just measured in revenue from upsells or future bookings alone.
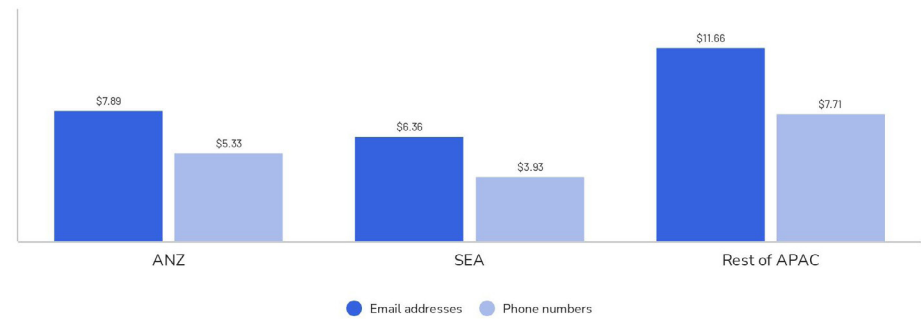
Phone numbers are key for communicating with your guests on both the messaging channel and the voice channel. Using these channels can improve the guest experience better by considering their preferences. Research shows that customers are very open to texting with brands, but are wary of being bombarded with too many marketing messages.

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Value of records with email addresses and phone numbers – overview

	Email addresses	Phone numbers
Global	$11.00	$9.11
North America	$14.06	$13.31
EMEA	$7.23	$4.56
APAC	$8.32	$5.45

● Email addresses ● Phone numbers

$11
of incremental revenue for every guest record with a valid email address at the global level

$9.11 more revenue for every guest record with a valid phone number at the global level.

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Value of records with email addresses and phone numbers for regions in APAC

The "Rest of APAC" segment has the highest average value of records with email addresses and phone numbers, followed by ANZ and SEA.

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Value of records with email addresses and phone numbers - APAC

$7.89 — ANZ (Email addresses)
$5.33 — ANZ (Phone numbers)
$6.36 — SEA (Email addresses)
$3.93 — SEA (Phone numbers)
$11.66 — Rest of APAC (Email addresses)
$7.71 — Rest of APAC (Phone numbers)

● Email addresses   ● Phone numbers

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REVINATE
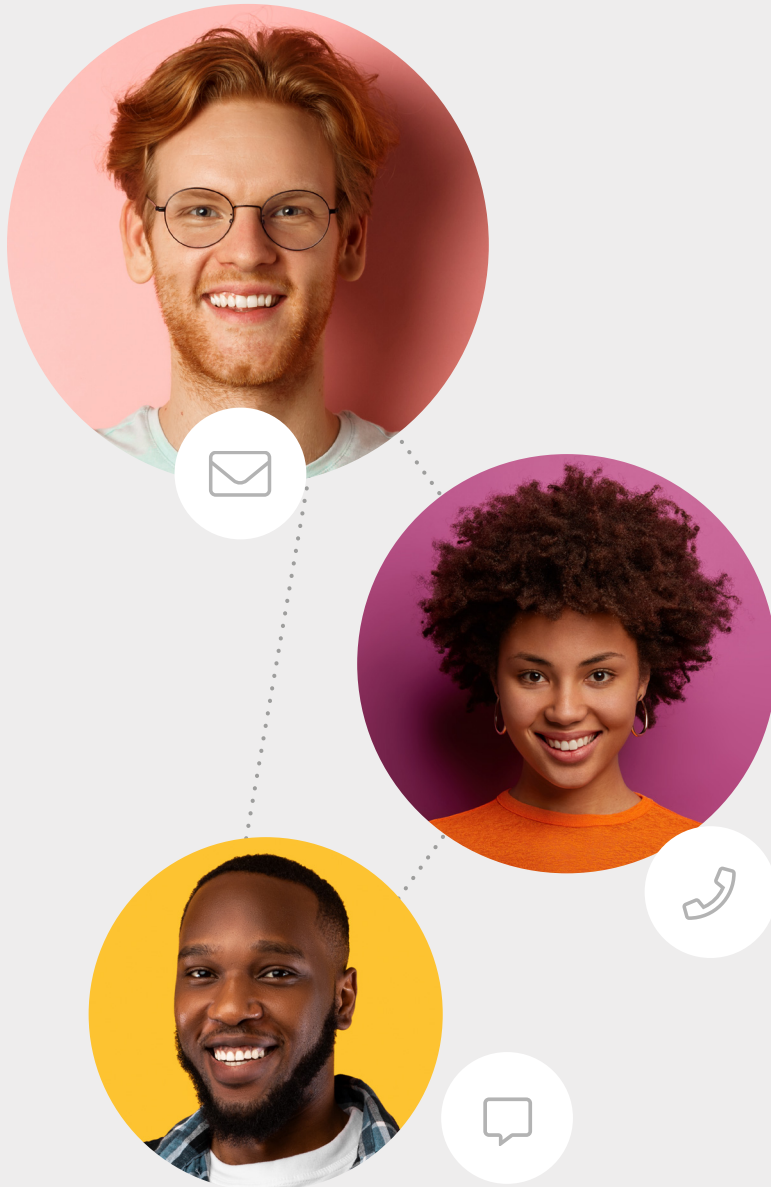
The right tools for messaging and voice services can also make staff more efficient, saving you both time and money.

The value of your guest data is especially important now, since [2024 is the year that the tracking cookie crumbles](#). Hoteliers and other businesses will no longer be able to purchase large amounts of third-party data obtained from third-party cookies. Instead, hospitality businesses need to build their own databases with first- and [zero-party data](#) that their guests freely and consensually give them.

The good thing about this change is that using first-party data is effective. A [study by Sojern](#) found that 81% of hoteliers saw an increase in revenue when they used first-party data strategies. Guests also benefitted, with 57% of those surveyed reporting higher satisfaction levels.

Learn more about how to adapt to a cookieless world with our resource, ["The complete guide to first-party data for hoteliers."](#)

# Identity resolution: benchmarks for a healthy database

The elephant in the room when it comes to email addresses and hotel databases? OTA-masked emails. OTAs are, of course, great for bringing in new guests — but the [OTA relationship can sour](#) if they get in the way of hoteliers driving loyalty and repeat business from their guests.

Masking the guest's email address, of course, is the #1 way OTAs try to maintain control of the guest relationship.

And the scope of this problem is significant. In APAC, 13% of raw profiles in a hotel database contained an OTA-masked email.

That means up to 13% of your guests would be unavailable for retargeting, costing you potential loyal guests and direct revenue. Contacts with masked emails can also increase the cost of re-acquiring guests and lower profit margins.

But hoteliers can regain control of the guest experience and direct booking revenue — with the right technology. Specifically, [identity resolution](#) powered by a CDP.
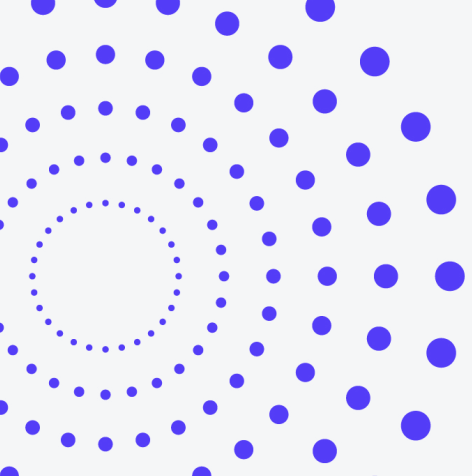
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Database records with an OTA-masked email address - overview

18% Global
11% North America
31% EMEA
13% APAC
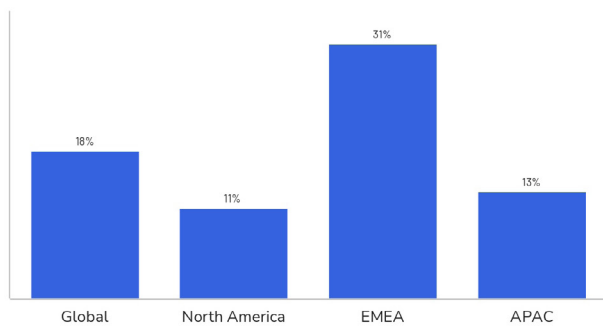
18%

of email addresses in database records are masked by OTAs at the global level

EMEA has the highest percentage of OTA masked email addresses with 31%.

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Database records with an OTA-masked email address

Identity resolution is tech that merges and dedupes guest data into clean, rich profiles — complete with every interaction they've had with your hotel, from email engagement to stay history to reviews.

Revinate's identity resolution capabilities, called Advanced Profile Synthesis, uses a sophisticated AI/ML algorithm trained specifically on hospitality data.

Database records with an OTA-masked email address for regions in APAC

ANZ hoteliers have an even higher percent of OTA-masked emails in their databases, at 17.2%.

But hoteliers can regain control of the guest experience and direct booking revenue — with the right technology. Specifically, identity resolution powered by a CDP.

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Database records with an OTA-masked email address - APAC
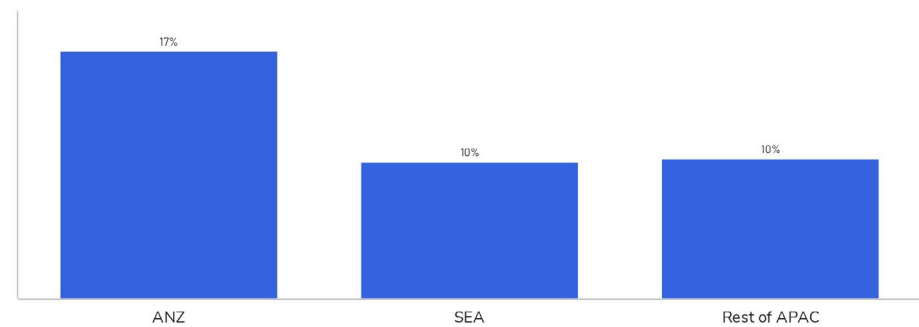
	ANZ	SEA	Rest of APAC
	17%	10%	10%

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REVINATE

Merged profiles per database – overview

10% Global
9% North America
11% EMEA
11% APAC
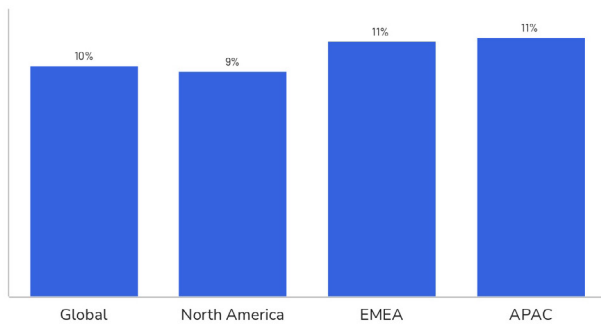
9.6%
of rich guest profiles have been merged together from multiple identifiers like email addresses

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Merged profiles per database

So what happens when you apply the power of identity resolution to all of those OTA-masked emails? They get matched up with other identity indicators and consolidated into unique rich guest profiles.

In APAC, 10.8% of rich guest profiles have been merged together from multiple identifiers, like email addresses.

Merged profiles per database for regions in APAC

Revinate has merged nearly three million profiles of guests who booked through OTAs with their real email address. Over 17% of these merged profiles had two or more OTA emails associated with them. That means you have repeat guests who are loyal to your hotel, but not the booking channel. All they need is a good [reason to book direct](#).

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Merged profiles per database – APAC
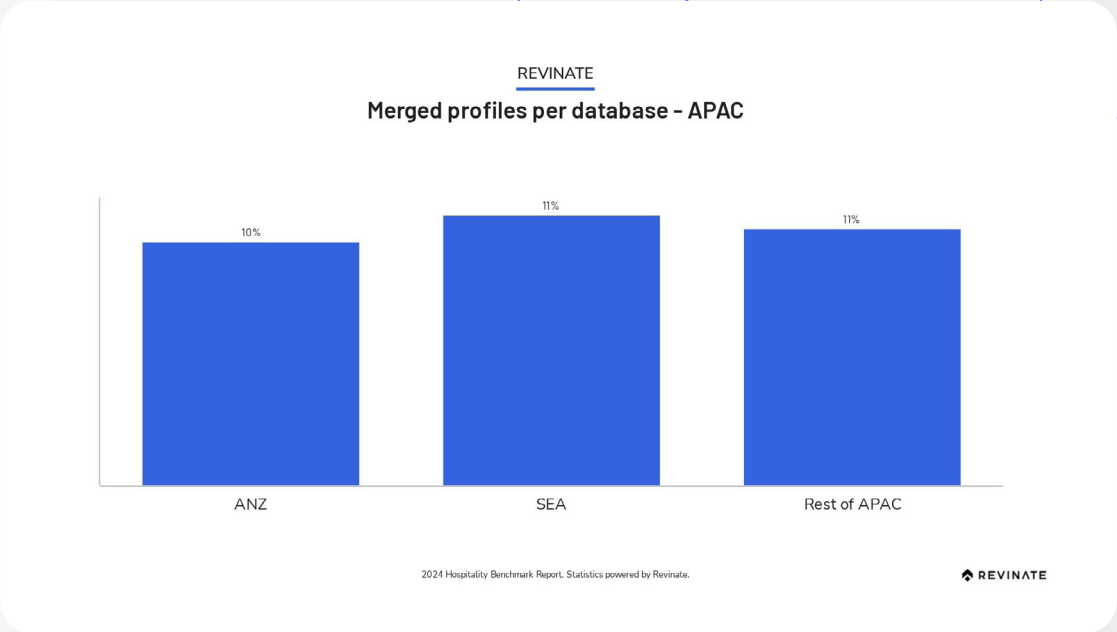
Region	Percentage
ANZ	10%
SEA	11%
Rest of APAC	11%

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The Australian luxury hospitality brand Spicers Retreats struggled with siloed guest data. With Revinate's Advanced Profile Synthesis, they finally had clean, actionable guest data that could be used to create exceptional, personalized guest experiences.

17%

of these merged profiles had two or more OTA emails associated with them. That means you have repeat guests who are loyal to your hotel, but not the booking channel.

Finally, we're able to see a guest's history over time and personalize each stay. We obsess over the details — but what use is it knowing a guest's beloved vintage of wine unless that key information is in the hands of our restaurant team?

Nick Ellis, Head of Revenue and Innovation

Email channel

Introduction

"You've got mail" is now a reference that most people under the age of 30 associate with an old movie — if they've heard of it at all — and not the way we used to get excited to *log on* to our dial-up internet to check for new "electronic mail."

Now, people crave "inbox zero" as they are bombarded with daily messages from brands. But email is still one of our most-used digital touchstones, and a key way for hoteliers to stay in touch with their guests.

[Revenue from email marketing](#) is expected to reach 13.7 billion dollars by 2025. Because it's such a lucrative and highly-used channel, the competition can be stiff — and hoteliers need to make sure that their email campaigns are up to standard.

It can be difficult to parse what, exactly, those standards are. What is a "good" email open rate? Or survey response rate? Or cancellation recovery conversion rate? Or newsletter click-through rate?

We've analyzed 1.8 billion emails to help you understand exactly how your hotel email marketing measures up to your peers. Because when hoteliers master the email channel, they win — and so do guests.

S Hotels & Resorts, an expanding portfolio with 40+ properties across APAC, couldn't identify repeat guests across different properties or send personalized promotions based on guest preferences and other first-party data. But with Revinate, both individual properties and the corporate office have access to reliable data and rich guest profiles for targeted email campaigns. Now they average over $26,000 in direct revenue per email campaign.

Revinate is the missing link that allows us to easily access our guest data without expensive infrastructure upgrades.

By doing so, we've found Revinate to be not only an advanced marketing tool but also the solution that allows us to take operational excellence to the next level

Thom Dirkse, Director of Digital Marketing, S Hotels & Resorts

APAC email channel benchmarks

Let's start at the most fundamental level.

The average performance for any hospitality email campaign in APAC, irrespective of audience, segmentation, or topic is:

- 31.8% open rate

- 2.1% click-through rate

- 0.3% conversion rate

Less than one percent conversion rate? Yes, really. Consumers receive massive amounts of marketing emails, and usually only interact with a few of them in comparison. Consider this number the bare minimum.

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Overall email benchmarks with no segmentation - Overview

Global: 35.6%, 2.0%, 0.2%
North America: 35.8%, 1.9%, 0.2%
EMEA: 36.4%, 2.9%, 0.4%
APAC: 31.8%, 2.1%, 0.3%

● Av. open rate ● Av. CTR ● Conversion rate

Campaign themes and send sizes are not defined. Calculated using weighted average
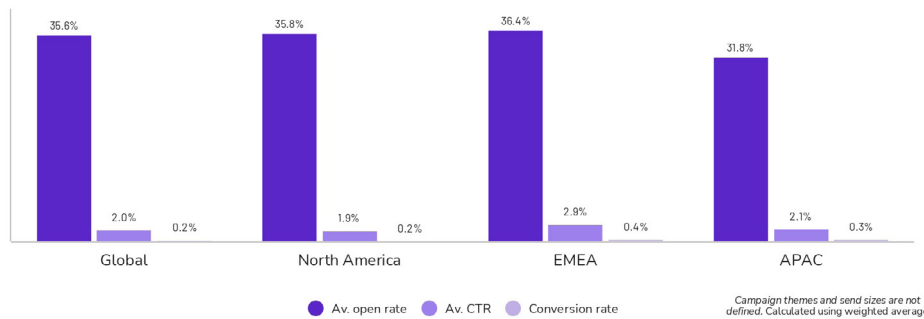
2024 Hospitality Benchmark Report. Statistics powered by Revinate.

There is a lot that you as a hotelier can do to entice more guests to interact with your emails. It comes down to that age-old marketing mantra: send the right person the right message at the right time.

The first step? Narrow down your audience. Who do you want to reach? Guests who stayed at your property in the fall? Guests who previously gave you a 5-star rating? Guests who booked via an OTA? Potential guests who abandoned the booking engine without completing a reservation?

Once you specify your audience, you can craft messaging that will resonate with their specific interests, characteristics, or behaviors and send it at the time when the information will be the most relevant to them.

This process of narrowing down your audience is the art of segmentation — and it can multiply your average conversion rates many times over.

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Revenue per segment filter
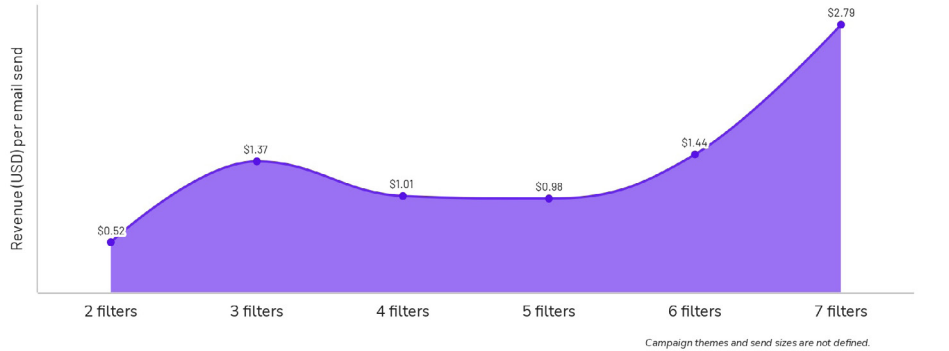
Revenue (USD) per email send

$0.52 — 2 filters
$1.37 — 3 filters
$1.01 — 4 filters
$0.98 — 5 filters
$1.44 — 6 filters
$2.79 — 7 filters

Campaign themes and send sizes are not defined.

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2.6x

more revenue per email recipient with three segment filters

Revenue per segment filter

Our data shows that the more segment filters you apply to an audience, the more revenue per recipient you'll earn —

2.6x more revenue by adding just three filters.

The impact of segmentation: Benchmarks for open rates, click-through rates, conversion rates, and revenue

If a perfectly-targeted email is a five-star feast tailored to each guest's palate, then a Customer Data Platform is the ultimate kitchen, equipped with all the necessary tools and ingredients to whip up a flawless culinary creation.

To serve up highly personalized emails, you need rich guest data that is easily segmentable by guest preferences, stay history, geo-location, demographic data, and more. The more data you collect, the more specific segments you can create by applying multiple segment filters. And the more specific your audience is, the more you can tailor your messaging to their needs and interests. And in turn, the more revenue you can generate.
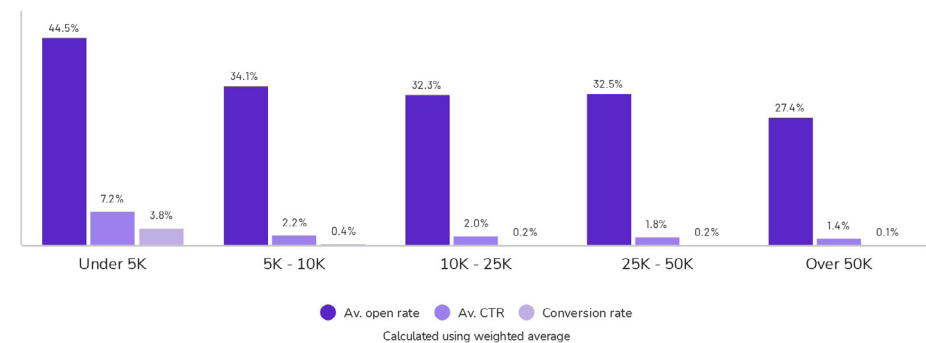
Benchmarks based on send size

The smaller and more targeted your audience, the higher your open rates, click-through rates, and conversion rates.

In fact, the conversion rate in APAC for segments with under 5,000 recipients is 3.8% – higher than the regional benchmark for any campaign.

Instead of sending broad, generic emails to large swaths of your database, create multiple highly-targeted campaigns to reach specific audiences with relevant promotions. You'll capture more direct revenue and build loyalty with your guests.

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Benchmarks based on send size - APAC

	Under 5K	5K - 10K	10K - 25K	25K - 50K	Over 50K
Av. open rate	44.5%	34.1%	32.3%	32.5%	27.4%
Av. CTR	7.2%	2.2%	2.0%	1.8%	1.4%
Conversion rate	3.8%	0.4%	0.2%	0.2%	0.1%

● Av. open rate ● Av. CTR ● Conversion rate

Calculated using weighted average

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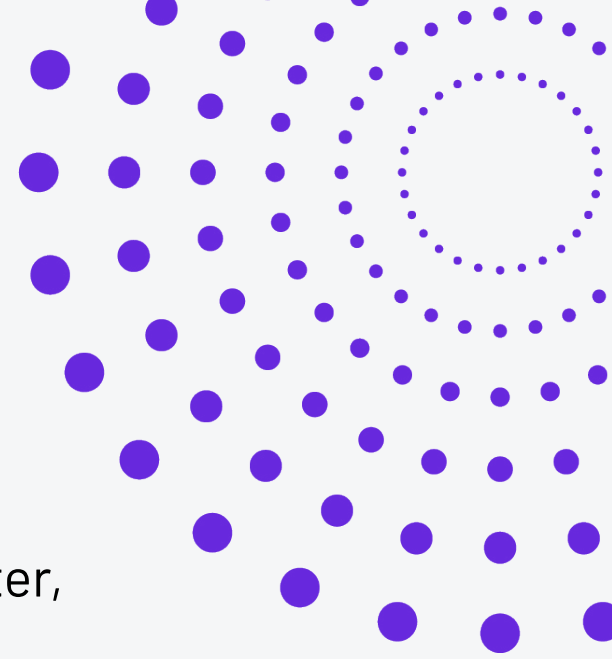
Campaign performance: Benchmarks for OTA-winback, newsletter, cancellation recovery, and other campaign themes

As with all benchmarks, it's important to compare "like to like," so we've broken down email performance according to different campaign types, like OTA-winback, we miss you, or room offers.

When designing email campaigns, there are two ways to structure them: one-time or recurring. As the names suggest, these campaigns are defined by how often they are set up and deployed to their target audiences.

Recurring campaigns are "set it and forget it." They are triggered to send when a guest performs a certain action: for example, a cancellation recovery email will automatically be sent after a guest cancels their reservation. They have a pre-determined message and segments that apply to each send.

One-time campaigns are all about flexibility. You select the audience segments and craft the message each time. But even though they aren't "set it and forget it," they represent important opportunities to engage with your guests — and have big upsides for revenue potential.

The main recurring campaign types include:

Birthday
Send guests a promotion or special package ahead of their birthdays.

Cancellation recovery
Win back lost bookings by prompting guests to re-book their stay at a later time.

Cart abandonment
If guests leave the booking engine before completing their reservation, send a follow-up email reminding them to complete their booking or offering an incentive.

Welcome
Automatically send guests a welcome email after they complete their check-in giving them a warm reception and letting them know about special events or amenities.

Double opt-in
These emails aren't about making bookings — at least not up front. They are designed to secure guests' permission to receive marketing communications from you and comply with privacy regulations. But guests who double opt-in tend to be very engaged, and we're able to track revenue from these guests down the line.

OTA-winback
Send OTA bookers an email after they've completed their stay to entice them to book direct on their next visit.

Pre-arrival
Get your guests excited for their upcoming stay and share relevant details about their reservation or promote available activities and amenities. These are also a great opportunity for upsells.

We miss you
Send past guests a special note when nearing the anniversary of their last stay, reminding them of the special time they had.

Qualification
Set up a custom recurring campaign based on the qualifying event of your choosing. For example, you can use qualification campaigns to trigger emails when a guest achieves a new loyalty tier, or when they submit a form on your website.

Three popular types of one-time campaigns are:

Events and announcements

Planning a holiday soiree at your restaurant? Offering seasonal packages? Let your guests know and invite them to join you.

Newsletter

Send your guests regular updates about goings-on at your hotel and share photos that keep your property top-of-mind for when guests are ready to make their next trip.

Room offers

Trying to fill up last-minute vacancies or round out the season? Use offers and promotions for specific rooms or packages to entice bookers.

Benchmarks for recurring campaigns

Each one of these campaigns is another tool in a hotel marketer's kit for winning direct revenue and guest engagement.

Compare your campaign performance to these benchmarks for open rates, click-through rates, and conversion rates for recurring campaigns.

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Recurring campaigns – APAC

● Av. open rate   ● Av. CTR   ● Conversion rate

Calculated using weighted average
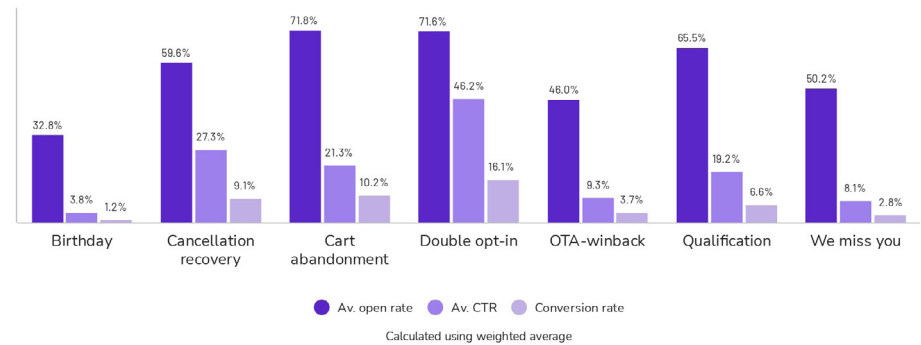
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Want to learn more about cart abandonment and ways to recover lost revenue?

Take a look at the web capture section of this report.

Average booking value and room nights booked for recurring campaigns – APAC

Birthday
- $386 average booking value
- 3 room nights per booking

Cancellation recovery
- $1,628 average booking value
- 11 room nights per booking

Cart abandonment
- $873 average booking value
- 4 room nights per booking

Double opt-in
- $265 average booking value
- 5 room nights per booking

Qualification
- $439 average booking value
- 10 room nights per booking

We miss you
- $337 average booking value
- 4 room nights per booking

Room nights booked are per booking for recurring campaigns. Calculated using weighted averages.

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Revenue benchmarks for recurring campaigns

When benchmarking the average value per booking (ABV) and average room nights per booking (RNB), it's clear just how lucrative these recurring campaigns can be. Cancellation recovery emails net the highest ABV in the region at $1,628.

Need ideas for your next campaign?

Check out our inspirations page with examples of top-performing emails from hoteliers in APAC and around the world.

Benchmarks for one-time campaigns

Regularly deploying one-time campaigns can help you round out your revenue goals and create even more opportunities to connect with your guests. Performance metrics are lower on average for one-time campaigns, but that doesn't mean they aren't worth the effort. Just look at these benchmarks for room nights booked per campaign and average booking values:

Even though newsletters aren't typically heavy on a sales pitch, they can drive an average of 231 room nights per campaign and an average booking value of $1,192.

REVINATE MARKETING

One-time campaigns - APAC

Events and announcements — 27.8%, 1.6%, 0.1%
Newsletters — 34.4%, 1.8%, 0.1%
Room offers — 30.3%, 2.1%, 0.2%

● Av. open rate   ● Av. CTR   ● Conversion rate

Calculated using weighted average

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

$668 average booking value and **224 room nights booked** per event and announcement campaign

$1,192 average booking value and **231 room nights booked** per newsletter campaign

$571 average booking value and **333 room nights booked** per room offer campaign

[InterContinental Maldives Maamunagau Resort](#), an IHG Hotel, used their monthly newsletter to show off a special video and share content about their wellness offerings and their next Manta Retreat. As a result, they brought in an impressive 139 room nights.
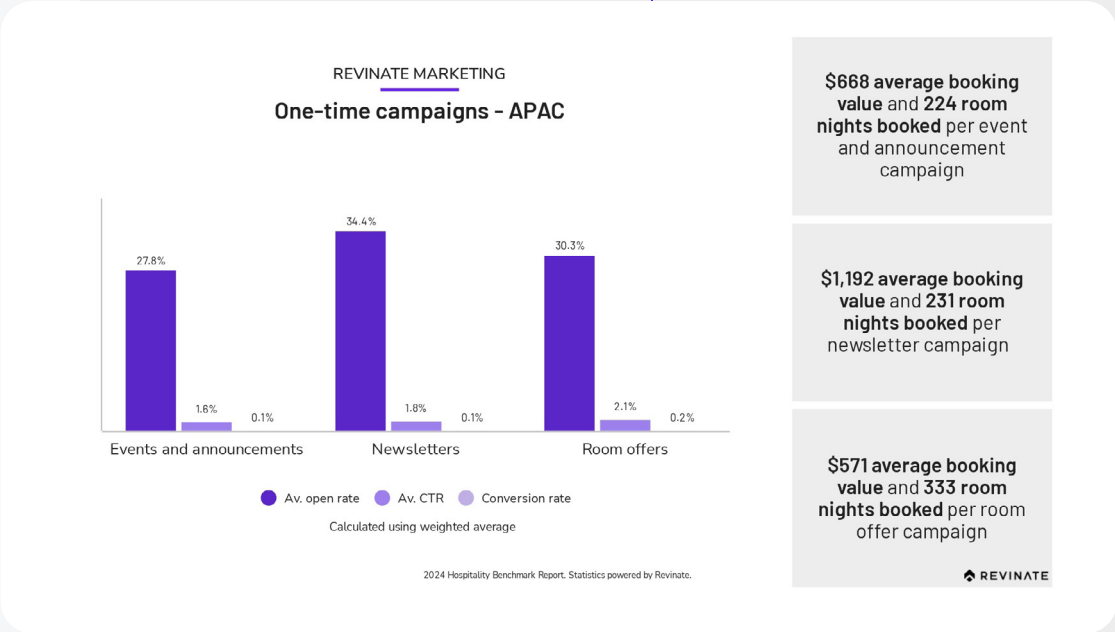
Top campaigns by average booking value – APAC

| Cancellation recovery	Newsletter	Cart abandonment
• $1,628 average booking value	• $1,192 average booking value	• $873 average booking value
• recurring campaign	• one-time campaign	• recurring campaign

Calculated using weighted average

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Top campaigns by average booking value

All campaign types are important — but some hold a special place in our hearts. Here are the top three revenue-generating email campaigns by average booking value.
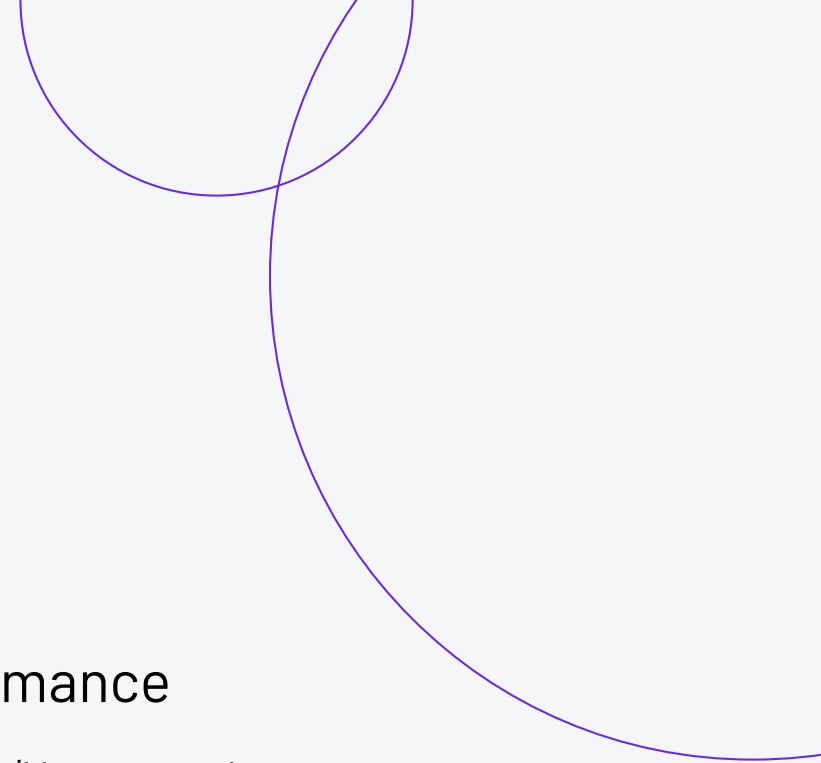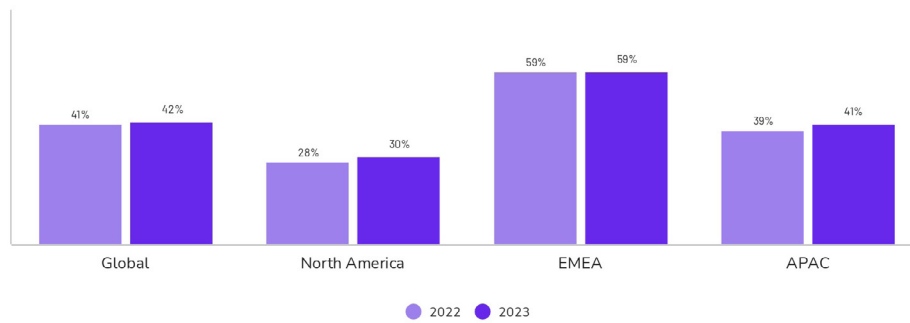
Upsells: Benchmarks for revenue and email performance

Confirmation and pre-arrival emails are an important touch point for preparing guests for their visit to your property and for starting their stay off on the right note.

They're also the perfect opportunity to offer your guests an upsell — whether it's a room with a better view, a dinner special at your restaurant, or champagne for two.

REVINATE MARKETING

Upsell utilization – Overview

	Global	North America	EMEA	APAC
2022	41%	28%	59%	39%
2023	42%	30%	59%	41%

● 2022   ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

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Upsell utilization

In APAC, 41% of hoteliers are using upsells with their confirmation or pre-arrival emails, up two percentage points compared to 2022.

Upsell utilization by regions in APAC

Australia and New Zealand (ANZ) had the highest
utilization at 52%.

REVINATE MARKETING

Upsells utilization – APAC

47% 52% 31% 26% 22% 25%

ANZ   SEA   Rest of APAC

● 2022 ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.
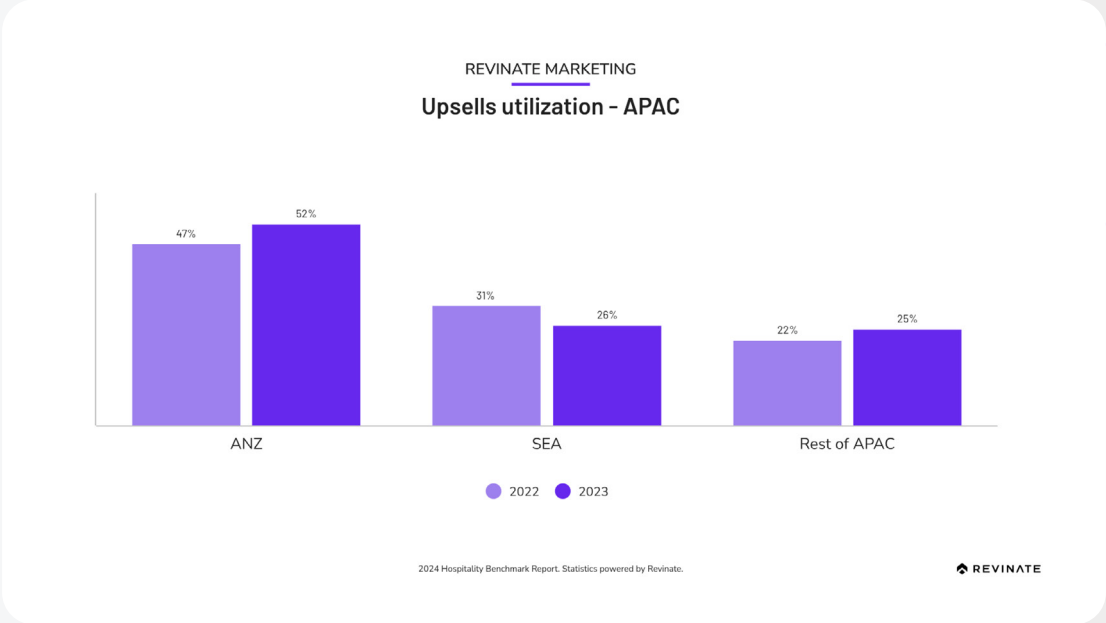
REVINATE

REVINATE MARKETING

Upsells utilization (by hotel room count) - APAC
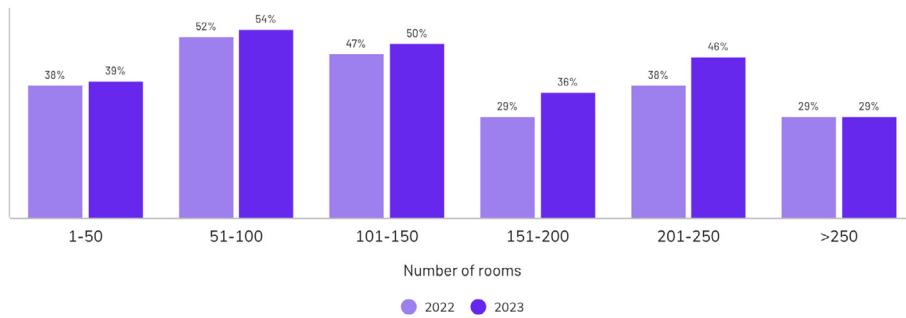
2024 Hospitality Benchmark Report. Statistics powered by Revinate.

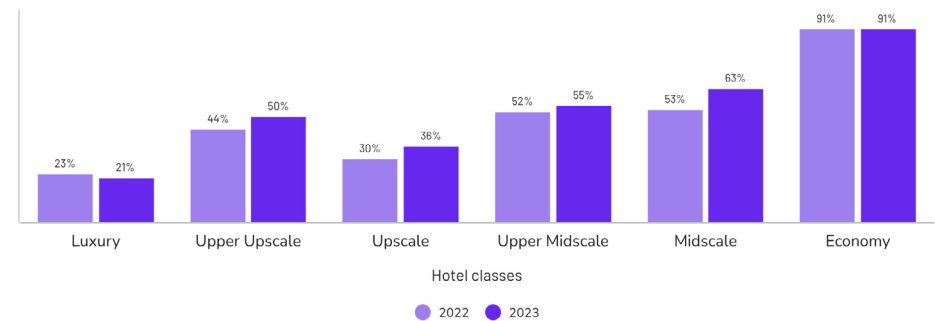# Upsell utilization by hotel size

When comparing by hotel size, hotels with 51-100 rooms used upsells the most within the region, at 54%. Those with 201-250 rooms saw the biggest increase in utilization year-over-year, gaining eight percentage points.

Upsell utilization by hotel class

We see more variation when examining upsell usage according to hotel class. Economy hotels use upsells widely, with 91% utilization. Meanwhile, Luxury hotels have lower utilization at 21%, down two points year-over-year.

A well-deployed upsell is both a chance to bring in more revenue and a chance to delight your guests by showing you understand them. Upsell offers can be personalized according to stay history, preferences, and more. Ignoring upsells is a missed opportunity.

REVINATE MARKETING

Upsells utilization (by hotel class) - APAC

Hotel class	2022	2023
Luxury	23%	21%
Upper Upscale	44%	50%
Upscale	30%	36%
Upper Midscale	52%	55%
Midscale	53%	63%
Economy	91%	91%

Hotel classes

● 2022　● 2023

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REVINATE MARKETING

Upsell revenue per booking by campaign type – APAC

$54 | $67 | $48 | $57

Confirmation Pre-arrival

● 2022 ● 2023

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Upsell revenue per booking

Upsell revenue from confirmation emails in APAC grew by 24.1%, from $54 to $67 per booking. Revenue from pre-arrival emails, meanwhile, grew 19.6%.

Since upsells are automated campaigns, these numbers add up fast and create an always-on revenue stream. Revinate customers collectively generated over six million dollars in amenity and upsell sales in 2023.
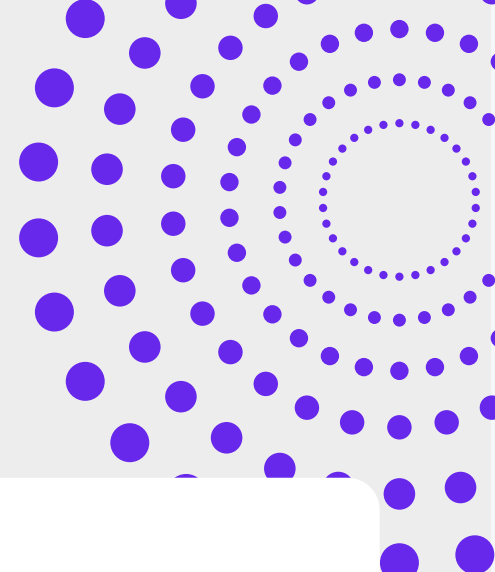
Upsell revenue per booking by campaign type for regions in APAC

The Rest of APAC segment saw the highest revenue from upsell campaigns, with an average of $132 per booking with confirmation emails and $101 per booking with pre-arrival emails.

REVINATE MARKETING

Upsell revenue per booking by campaign type - APAC

	ANZ		SEA		Rest of APAC	
	Confirmation	Pre-arrival	Confirmation	Pre-arrival	Confirmation	Pre-arrival
2022	$53	$40	$32	$55	$75	$121
2023	$57	$51	$54	$55	$132	$101

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE
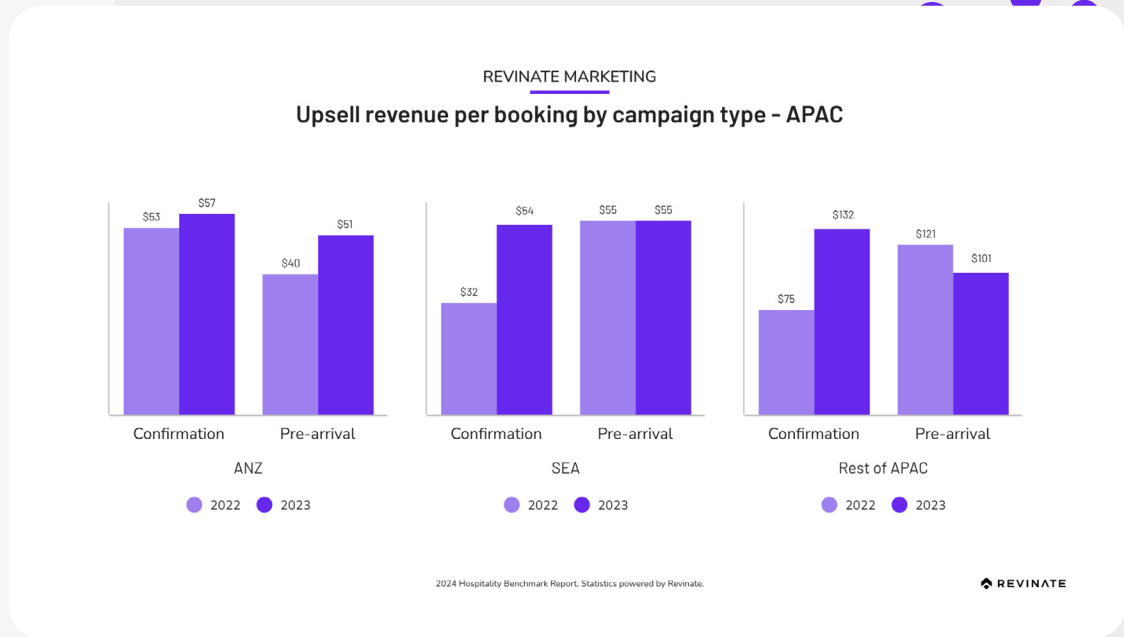
Upsell category breakdown

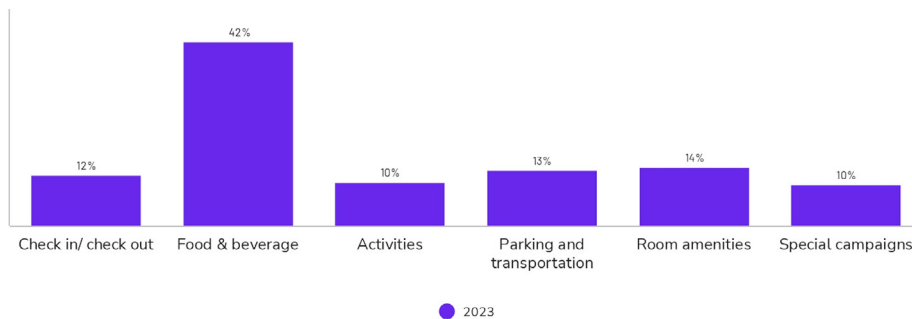What upsells are guests the most interested in? In 2023, we saw over 96,000 unique upsell entries from hoteliers. We parsed all of these upsells into distinct categories:

- **Check-in or check-out**: Upsells relating to late or early arrivals or departures.

- **Food and beverage**: A bottle of champagne? Cheese plate? Buffet breakfast? Candle-lit table for two in the dining room? This category is for all food and beverage upsells.

- **Activities**: Offers for guests at the spa, golf club, or sightseeing opportunities.

- **Parking and transportation**: Valet parking or airport drop-offs so guests can get to and from your hotel.

- **Room amenities:** An extra cot, rose petals on the bed, a fridge, or a pet-friendly room — anything guests need to make their rooms just right.

- **Special campaigns**: Custom packages, like romantic getaways, family fun packages, birthday celebrations, or other special offers a hotelier can dream up to delight their guests.

The results? Food and beverage was the most popular category by a large margin, at 42% of all upsells. The other categories ranged from 10-14% utilization, showing there are lots of opportunities for you to get creative with your upsell offers to guests and give them the perfect stay they're looking for.

REVINATE MARKETING

Upsell categories

Check in/ check out	Food & beverage	Activities	Parking and transportation	Room amenities	Special campaigns
12%	42%	10%	13%	14%	10%

● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

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Surveys: Benchmarks for response rates and NPS

Surveys are a direct line of communication with your guests, providing insights that can shape and elevate the guest journey.

These insights not only help you drive operational improvements, but also foster loyalty, satisfaction, and long-term success.

Physical comment cards left in hotel rooms are long gone. With the right analytics and reporting, email surveys provide you with essential quantitative and qualitative data on the guest experience.

We'll examine benchmarks for survey response rates and Net Promoter Scores to understand how hoteliers are engaging their guests and meeting expectations.

REVINATE GUEST FEEDBACK

Survey response rate – Overview

Global	North America	EMEA	APAC
4.9%	5.4%	4.4%	4.9%

● 2023
Calculated using weighted average
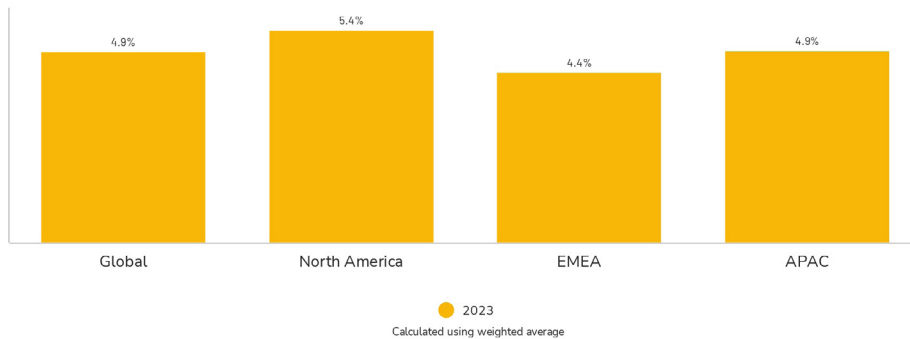
2024 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Survey response rate

Use benchmarks for survey response rates to understand whether your metrics are in line with your peers.

If your response rates are much lower than these benchmarks, consider updating your surveys following our recommended best practices.

Survey response rate for regions in APAC

The average survey response rate in APAC is 4.9%. India has the highest response rate at 10.8%, while Australia and New Zealand has the lowest response rate at 2.5%.

REVINATE GUEST FEEDBACK

Survey response rate - APAC
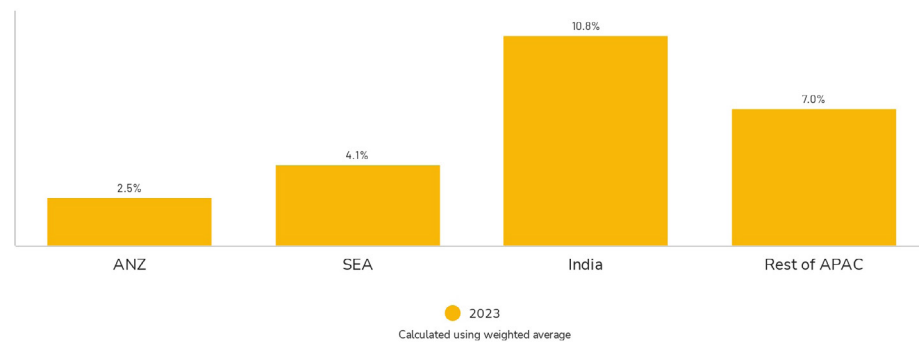
ANZ	2.5%
SEA	4.1%
India	10.8%
Rest of APAC	7.0%

● 2023

Calculated using weighted average

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

◆ REVINATE

REVINATE GUEST FEEDBACK

Survey response rate (by hotel room count) – APAC
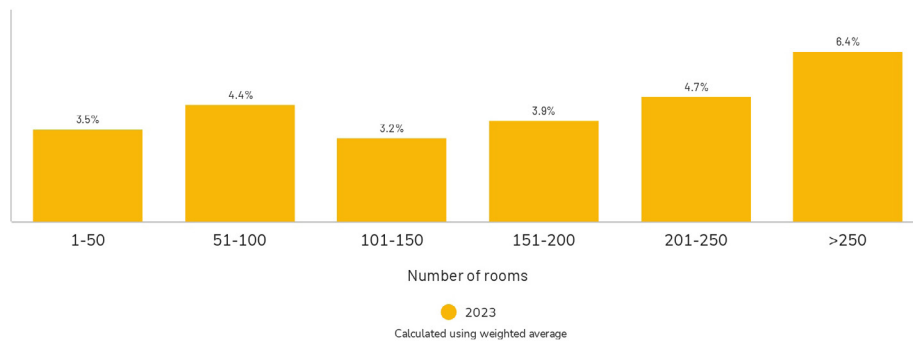
3.5% | 4.4% | 3.2% | 3.9% | 4.7% | 6.4%

1-50 | 51-100 | 101-150 | 151-200 | 201-250 | >250

Number of rooms

● 2023
Calculated using weighted average

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Survey response rate by hotel size in APAC

When considering hotel size, hotels with over 250 rooms have the highest response rates with 6.4%. Properties of that size may simply be asking their guests more frequently.

Survey response rate by hotel class in APAC

Luxury hotels also see higher response rates, at 7.9%. All of the extra care and attention that luxury hotels typically provide can show guests how invested the hotel is. When guests see that you care about the details of their experience, they are much more likely to make the effort to share their perspective with you.

Automatically prompt survey respondents to cross-post their responses as a review to increase your hotel's review volume and improve your rankings.

Check out the reputation management benchmarks of this report to learn more.

REVINATE GUEST FEEDBACK

Survey response rate (by hotel class) – APAC

Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy
7.9%	4.6%	3.2%	3.4%	3.8%	6.8%

Hotel classes

● 2023
Calculated using weighted average
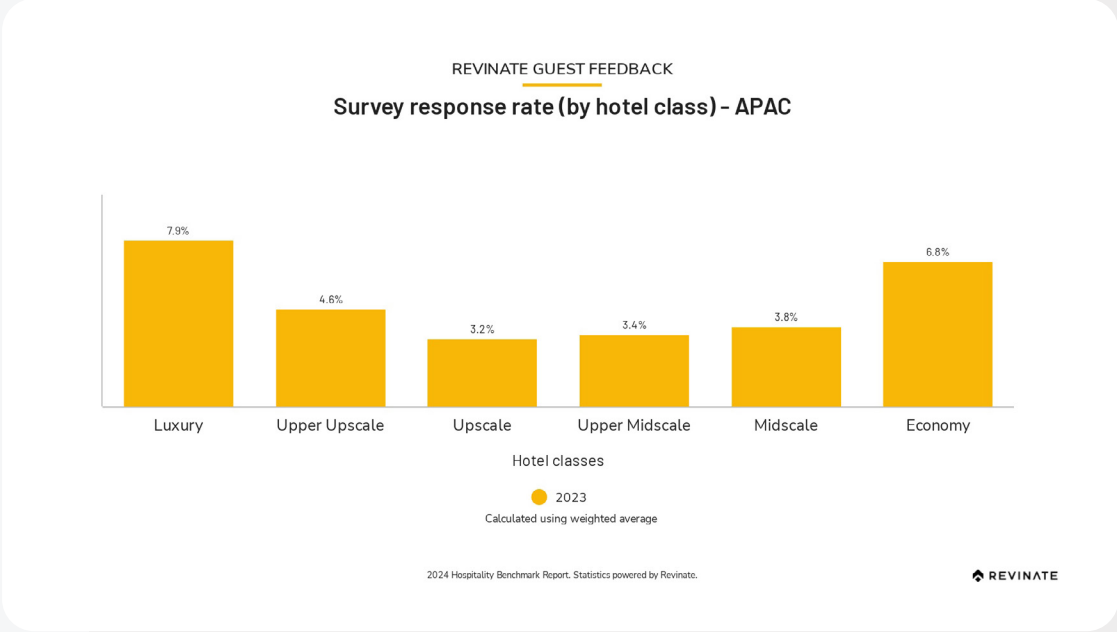
2024 Hospitality Benchmark Report. Statistics powered by Revinate.

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REVINATE GUEST FEEDBACK

Net Promoter Score overview
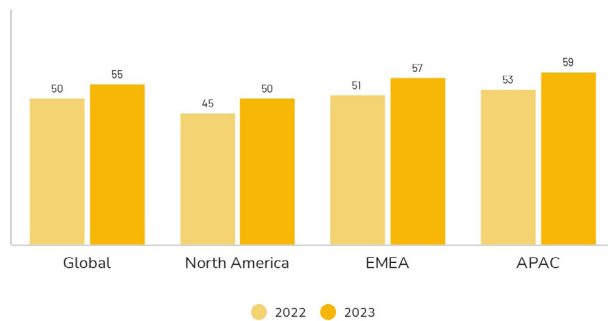
10%

increase in average NPS
year-over-year globally

EMEA registered the
highest year-over-year
increase with 11.7%.

Global: 50 (2022), 55 (2023)
North America: 45 (2022), 50 (2023)
EMEA: 51 (2022), 57 (2023)
APAC: 53 (2022), 59 (2023)

● 2022 ● 2023

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Average NPS

"On a scale of 0-to-10, how likely is it that you would recommend this brand to a friend or colleague?"

This is the question that your Net Promoter Score (NPS) boils down to. It measures how satisfied your guests are with their experience by calculating the percentage of promoters (those who respond with a 9 or 10) minus the percentage of detractors (those who respond with a score of 0 to 6).

A score above zero means your hotel has more promoters than detractors. A score above 20 is complimentary, a score above 50 is considered excellent, and a score above 80 is *par excellence.*

◆ REVINATE

Average NPS in APAC

In APAC, NPS rose 11.3% in 2023, from 53 to 59 — almost on par with EMEA as the highest-scoring region. Within APAC, India claims the highest NPS score of all at 77.

REVINATE GUEST FEEDBACK

Net Promoter Score - APAC

	ANZ	SEA	India	Rest of APAC
2022	47	41	68	62
2023	53	51	77	66

● 2022   ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.
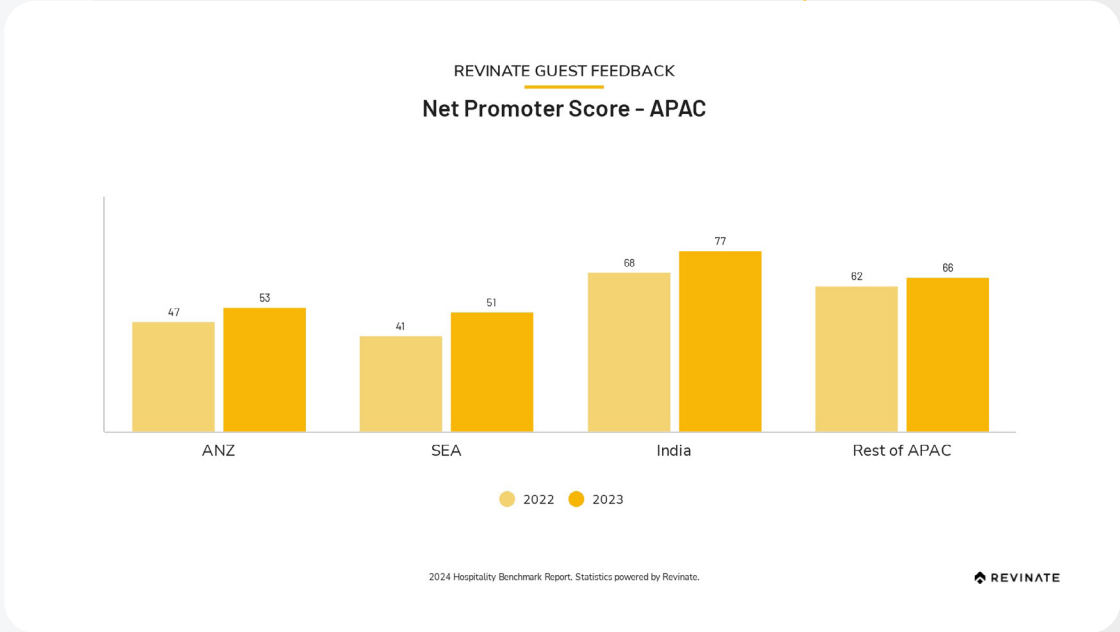
REVINATE

Net Promoter Score (by hotel room count) - APAC

Number of rooms

● 2022 ● 2023
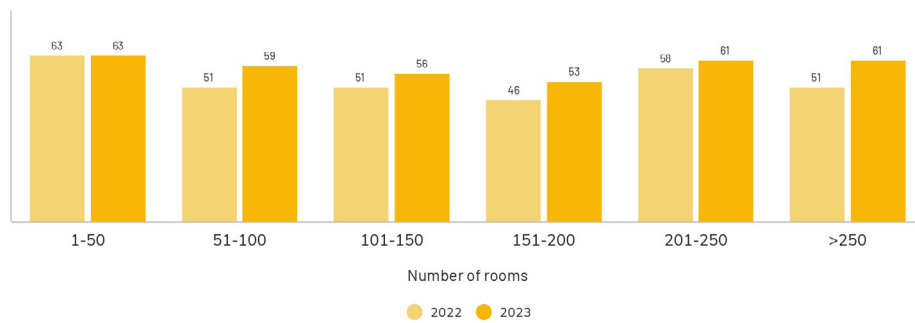
Average NPS by hotel size in APAC

Hotels with 1-50 rooms maintained an average NPS of 63, the highest score of any hotel size. This reflects the attention to detail and boutique nature of smaller properties. The hotels with the next highest NPS of 61 have 201+ rooms, while hotels with 51-200 rooms dip in the middle.
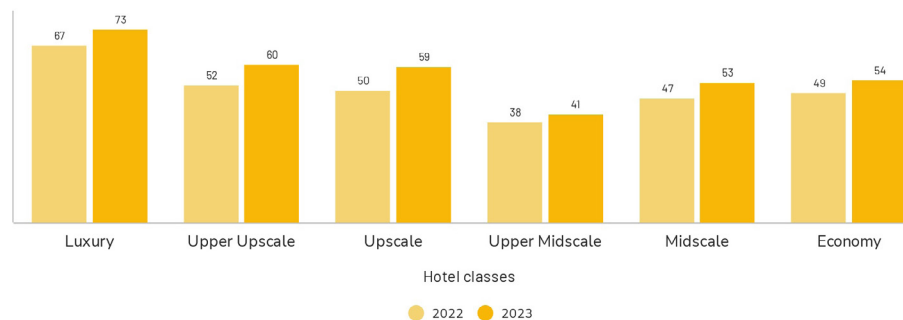
Average NPS by hotel class in APAC

Luxury hotels, meanwhile, earned the highest NPS average score of 73 out of all hotel classes. Upper Midscale properties had the lowest averages of the region at 41.

Learn more about managing your NPS score with our blog post, "Demystifying the Net Promoter Score for Hotels."

REVINATE GUEST FEEDBACK

Net Promoter Score (by hotel class) - APAC

	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy
2022	67	52	50	38	47	49
2023	73	60	59	41	53	54

Hotel classes

● 2022   ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

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04

Web capture channel

Introduction

The web capture channel represents how hoteliers collect guest data from across their online footprint — including review sites, OTAs, and their own brand page — and activate this data to drive direct revenue. Revinate collects web capture data in the form of reputation management as well as website and cart abandonment.

A data-driven approach to web capture and reputation management gives hoteliers the power to take control of the guest experience by understanding and applying guest feedback and online behavior at scale. In turn, they drive more revenue: one study found that a 1-star increase in online ratings can lead to a 2.2-3% increase in monthly revenue. And a Cornell study found that hotels that respond to 40-45% of reviews may see their booking revenue increase by 2.2x compared to those who don't answer their reviews at all.

With reputation management, hoteliers monitor their hotel rating across review sites and respond to reviews. We'll explore how benchmarks for reputation management vary across region, room count, and hotel class.

What does advanced reputation management look like in action? <u>Belmont Hotel Manila</u> implemented Revinate Guest Feedback to automate requesting, responding, and using guest feedback at their 4-star property.

Website and cart abandonment refers to guests and potential guests who browse your website, enter the booking engine, but ultimately don't complete their reservation.

The <u>cart abandonment rate for hotels is 80%</u> – meaning one in five guests who start a reservation won't finish. That's a lot of revenue slipping through the cracks.

This has not only made the feedback process more efficient but has also significantly contributed to the overall promotion of our property

Digital Marketing Officer Jayme Cuarentas

Abandonment can happen for lots of reasons — better rates, a change of plans, or just plain old distraction. Hoteliers can capture these visitors' email addresses from the booking engine alongside browsing information and use that data to send targeted messages and win back lost revenue.

We'll share benchmarks for open rates, click-through rates, conversion rates, and revenue per booking from cart abandonment campaigns.

[The Ovolo Group](#), based in Hong Kong and Australia, had been losing guests to cart abandonment. But with Revinate, they activated an always-on cart abandonment campaign that highlighted the benefits of booking direct, like free cancellation. It paid for itself with one campaign.

Once it's set up, SCA works in the background to drive direct bookings, freeing up the marketing team to work on other projects

Stephen Howard, Group Director of Marketing.

APAC web capture benchmarks

The purpose of these benchmarks is to help hoteliers evaluate their own performance, identify areas for improvement, and set realistic goals.

Within the web capture category, we'll share benchmarks specific to the APAC region for reputation management and cart abandonment campaigns.

Reputation management: Benchmarks for review volume, top review sites, average ratings, and more

The difference between a #1 spot on Tripadvisor and #10 spot can be the difference between a thriving property and a floundering one. That's no surprise, since location, price, and reviews are the top three factors in booking decisions.

As such, hoteliers that actively manage their reputation across review sites with data have an advantage.

Hotel review volume

In APAC, the average number of reviews a hotel receives each month increased by a whopping 45.3%, from 65 to 94. Meanwhile in EMEA and NAM, review volume rose by 4.4% and 4.1% respectively. Both APAC and EMEA receive significantly more reviews per month compared to North America. This tracks with global trends in occupancy rates.

REVINATE GUEST FEEDBACK

Hotel review volume

Average number of reviews received per month per hotel

● 2022 ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.
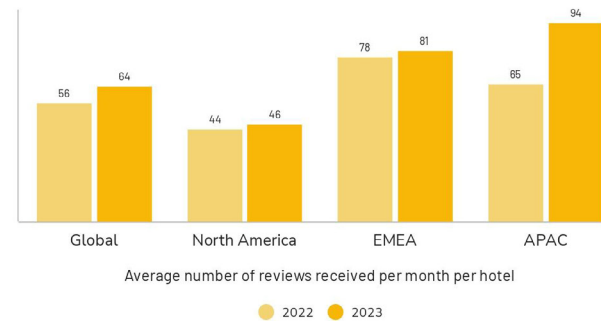
◆ REVINATE

13%

increase in average hotel review volume year-over-year globally

APAC registered the highest gains in review volume per month with a 45% increase year-over-year.

REVINATE GUEST FEEDBACK

Hotel review volume – APAC

Average number of reviews received per month per hotel

● 2022 ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

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Hotel review volume – APAC

Within APAC, only Australia and New Zealand (ANZ) had a review growth rate below the global average of 12.8%, with an increase in monthly review volume of 8%. However, with 66 new reviews per month on average, they are still ahead of the global benchmark of 64.

Meanwhile, South East Asia (SEA), India, and the rest of APAC showed huge gains in review volumes – with the latter segment showing an 80% increase from 2022. Hotels in India had more than double the monthly reviews of their APAC counterparts.

Hotel review volume by hotel class

All hotel classes in APAC saw their monthly review volume increase by more than 30%. Luxury and Upper Upscale hotels had both more reviews per month on average and even greater increases in 2023 compared to Upscale, Upper Midscale, Midscale, and Economy properties.

Remember, more — and better — reviews don't just happen on their own. You need to ask for them. Try checking in mid-stay (the messaging channel is especially apt for this) to see how a guest's stay is going. This way, you'll have time to address and resolve any issues that may have come up. Then, solicit guest reviews after checkout with automated emails, and watch the five-star reviews come rolling in.

REVINATE GUEST FEEDBACK

Hotel review volume (by hotel class) - APAC

Hotel class	2022	2023
Luxury	119	200
Upper Upscale	115	173
Upscale	95	132
Upper Midscale	80	113
Midscale	55	77
Economy	48	63

Hotel classes

● 2022   ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.
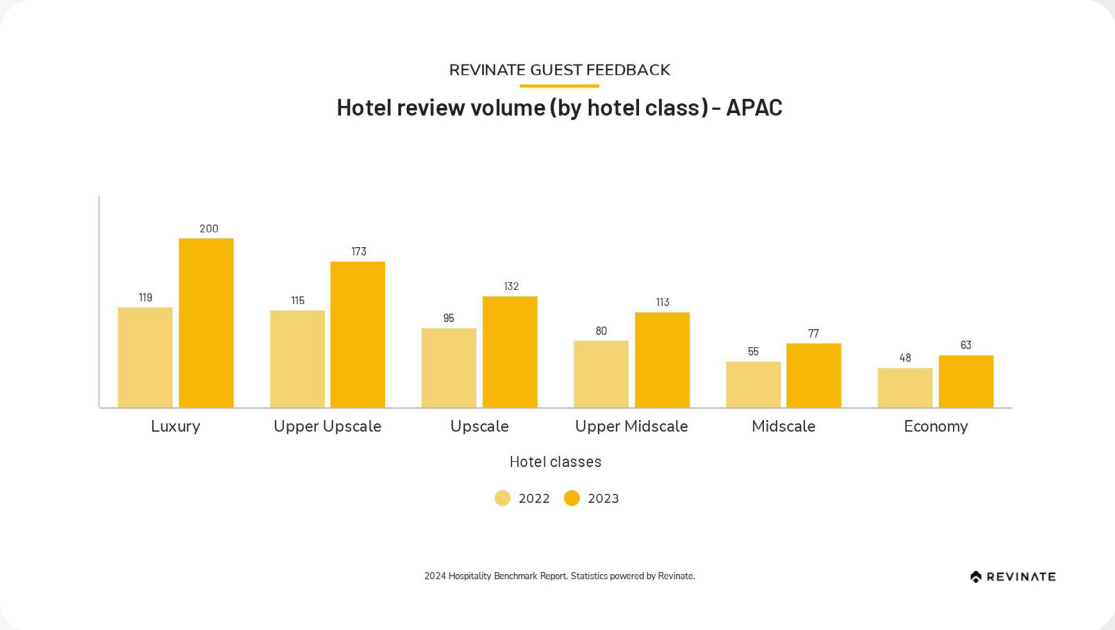
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REVINATE GUEST FEEDBACK

Top review sites – APAC

Percentage share of all reviews
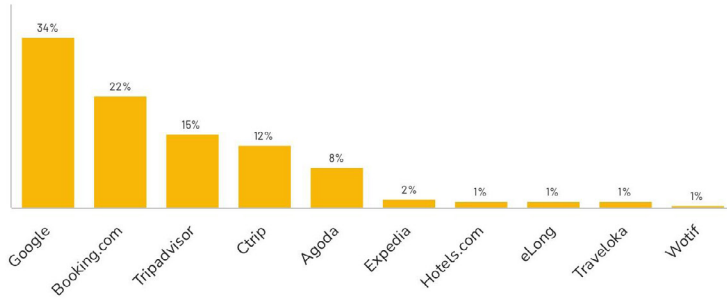
Site rankings	
1	Google
2	Booking.com
3	Tripadvisor
4	Ctrip
5	Agoda
6	Expedia
7	Hotels.com
8	eLong
9	Traveloka
10	Wotif

Google 34%, Booking.com 22%, Tripadvisor 15%, Ctrip 12%, Agoda 8%, Expedia 2%, Hotels.com 1%, eLong 1%, Traveloka 1%, Wotif 1%

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Top review sites

Hoteliers also need to prioritize the review sites with the most visibility in order to use staff time efficiently. In APAC, Google takes the prize for the largest share of reviews. The other top players include Booking.com and Tripadvisor.

But aside from these top 3 sites, which are heavy-hitters around the globe, APAC hoteliers should also pay attention to regional players like Ctrip, which holds a 12.3% share of the area's review volume.

Average hotel rating

In 2023, APAC increased its average hotel rating from 4.3 to 4.4. APAC hoteliers also boast the highest hotel ratings in the world for two years in a row. Within the region, India secured the highest ratings of all with an average of 4.6.
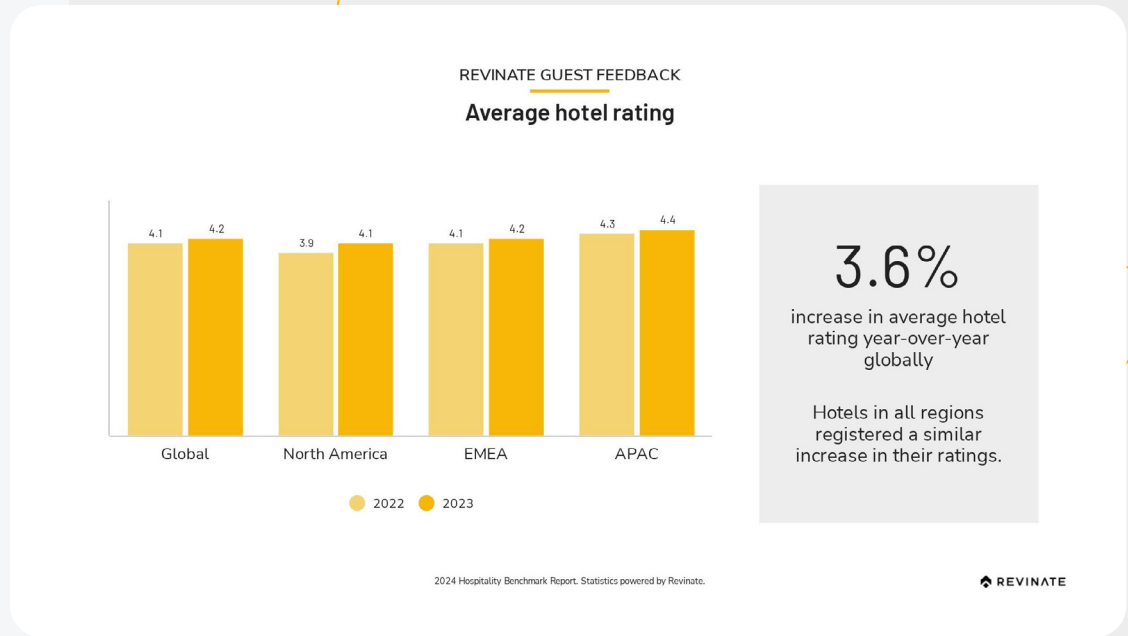
REVINATE GUEST FEEDBACK

Average hotel rating
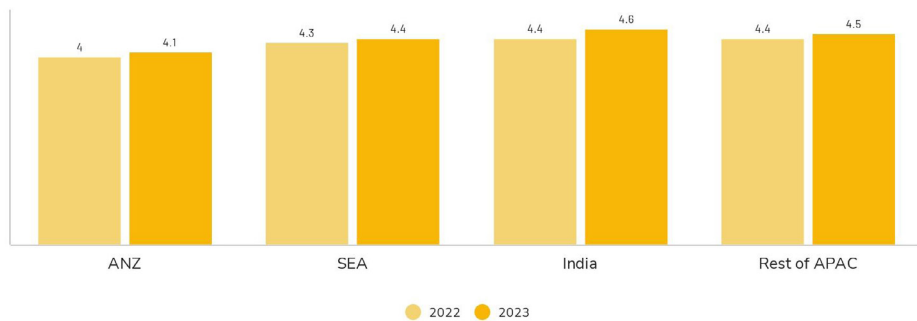
	Global	North America	EMEA	APAC
2022	4.1	3.9	4.1	4.3
2023	4.2	4.1	4.2	4.4

● 2022   ● 2023

3.6%

increase in average hotel rating year-over-year globally

Hotels in all regions registered a similar increase in their ratings.

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

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Average hotel rating – APAC

	ANZ	SEA	India	Rest of APAC
2022	4	4.3	4.4	4.4
2023	4.1	4.4	4.6	4.5

● 2022 ● 2023

REVINATE

Average hotel rating – APAC

This is good news after a difficult 2022, when we reported a slight dip in average ratings across APAC compared to 2021. 2022 was a challenging year for hoteliers, as recovering occupancy and resurgent ADR combined with a staffing shortage contributed to decreased guest satisfaction.

While staffing challenges continued into 2023, this rise in average hotel ratings is an encouraging sign that hoteliers are adapting to meet guest expectations.

Average hotel rating by hotel size

When we examine changes in hotel rating by room count, properties with more than 200 rooms held the best ratings at 4.5 on average. Managing reputation for large properties in particular requires a data-driven approach with advanced reporting and automation.

Average hotel rating (by room count) – APAC

	1-50	51-100	101-150	151-200	201-250	>250
2022	4.2	4.2	4.3	4.3	4.3	4.3
2023	4.4	4.4	4.4	4.4	4.5	4.5

Number of rooms

● 2022 ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

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Average hotel rating by hotel class

Comparing average hotel ratings by class, we see that Economy hotels achieved the largest gains.

Still, ratings and hotel class are roughly correlated, with Luxury hotels receiving the highest ratings and Economy hotels the lowest.

Review response rate

One effective strategy to improve your rating is to engage with reviews. A Cornell study has shown that responding to reviews, especially negative ones, can positively impact customers' perception of a business and result in higher scores. In fact, 78% of customers state that seeing management responses to online reviews made them feel like the business values their opinion.

Revinate recommends that hoteliers respond to 100% of negative reviews, and about half of positive reviews as a best practice. Learn more tips for managing your reputation in our guide, "How to respond to hotel reviews."

REVINATE GUEST FEEDBACK
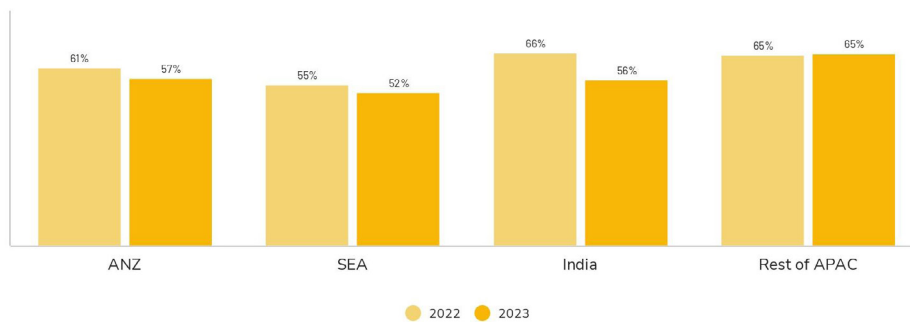
Hotel review response rate

	Global	North America	EMEA	APAC
2022	53%	52%	54%	61%
2023	55%	55%	55%	58%

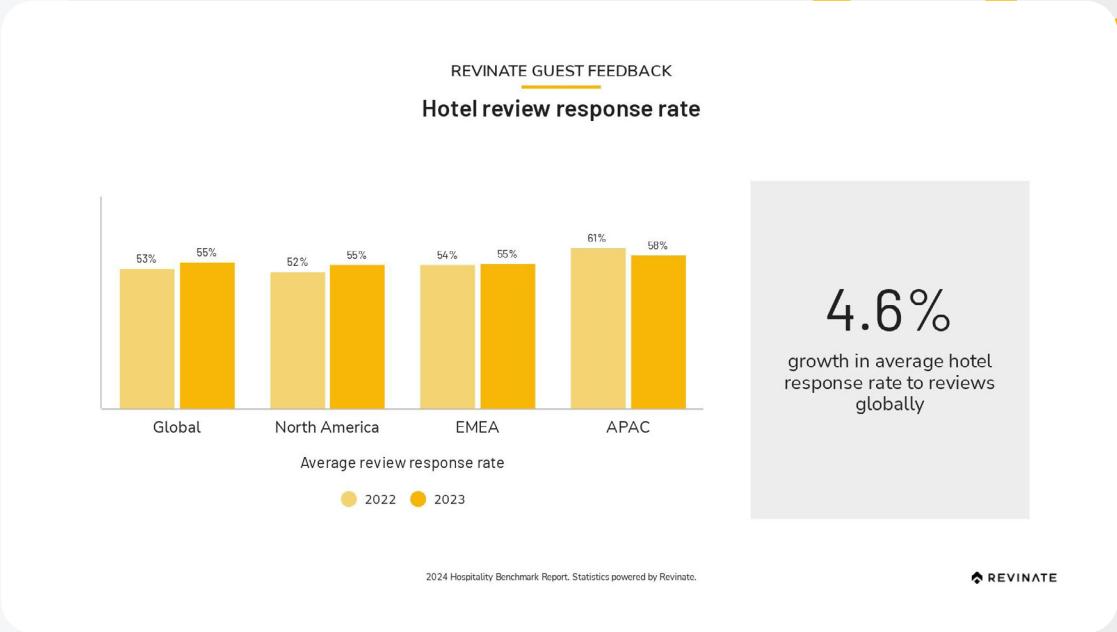Average review response rate

● 2022 ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

4.6%

growth in average hotel response rate to reviews globally

REVINATE GUEST FEEDBACK

Hotel review response rate – APAC

ANZ: 61% (2022), 57% (2023)
SEA: 55% (2022), 52% (2023)
India: 66% (2022), 56% (2023)
Rest of APAC: 65% (2022), 65% (2023)

● 2022   ● 2023

2024 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Review response rate - APAC

In APAC, the average review response rate in 2023 was 58%, down -4.3% from 2022. However, APAC hoteliers still respond to more reviews on average — 58% of them — than hoteliers in other regions. The same Cornell study revealed that hotels that respond to 40-45% of reviews may increase their booking revenue by 2.2x compared to hotels that don't answer reviews at all.
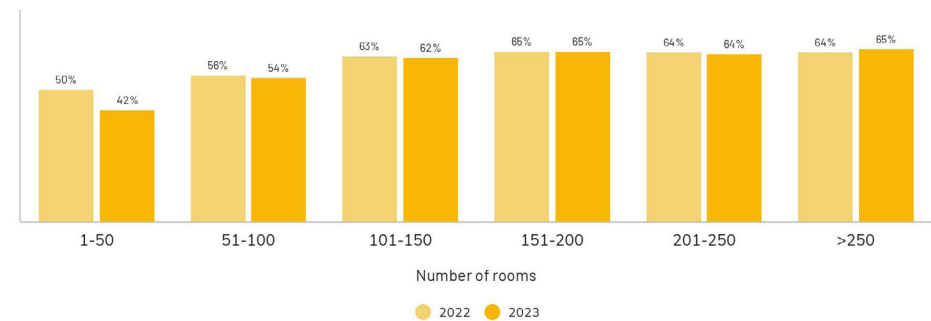
However, responding to more than 40-45% of reviews had diminishing returns. Clearly, APAC hoteliers are exceeding this threshold and actively engaging with their guests on review sites.

Review response rate by hotel size

When analyzing review response rates by room count, hotels with more than 100 rooms responded to a higher percentage of their reviews than properties with fewer rooms.

Hotels with 1-50 rooms had the most significant drop in their response rate, but still stayed within the recommended margin.

Hotel review response rate (by room count) – APAC

	1-50	51-100	101-150	151-200	201-250	>250
2022	50%	56%	63%	65%	64%	64%
2023	42%	54%	62%	65%	64%	65%

Number of rooms

⬤ 2022   ⬤ 2023

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Hotel review response rate (by hotel class) – APAC

	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy
2022	60%	63%	66%	65%	60%	64%
2023	59%	63%	67%	67%	60%	60%

Hotel classes

● 2022 ● 2023
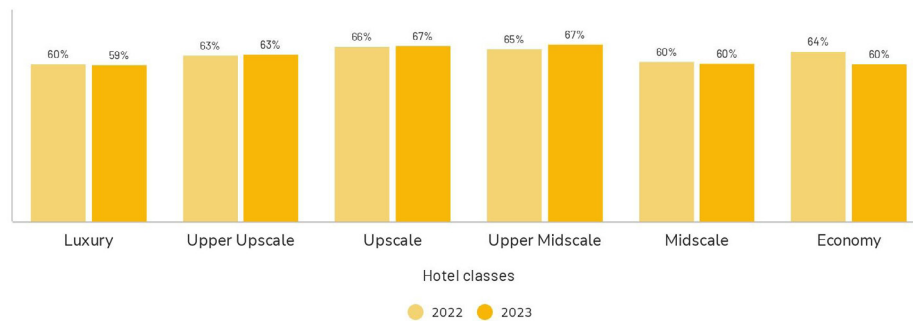
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Review response rate by hotel class

While response rates went down in the region overall, Upper Upscale, Upscale, and Upper Midscale hotels increased their rates slightly. Economy hotels had the largest shift in their response rates, dropping by -7%.

Use this benchmark data to see how your hotel matches up with your peers. Remember, guests leave reviews when asked to, so make sure you ask often and at right moment — after they've completed an excellent stay. Respond to both positive and negative reviews to show that you take guest feedback seriously. More reviews and higher rankings can lead directly to more bookings.
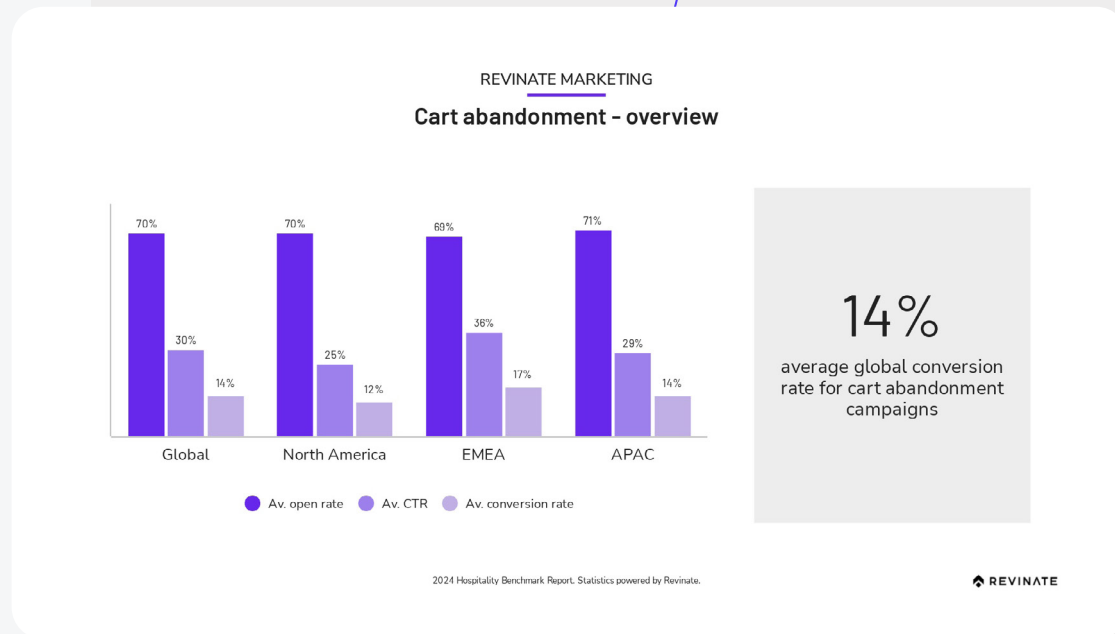
Cart abandonment: Benchmarks for open rates, click-through rates, conversion rates, and revenue

Cart abandonment campaigns are one of hoteliers' richest opportunities to win incremental direct revenue from the same volume of website traffic. For every 100 people that enter the booking engine, only about 20 will complete their reservations.

Instead of letting the other 80 go, a simple follow-up email should secure another 11 bookings, using the APAC regional average conversion rate of 14%.

Cart abandonment overview

Engagement benchmarks — open rates and click-through rates — for cart abandonment campaigns are higher than average at 71% and 29% respectively. The regional averages for all email campaigns, meanwhile, are a 37.1% open rate and a 4% click-through rate.

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Cart abandonment - overview

	Global	North America	EMEA	APAC
Av. open rate	70%	70%	69%	71%
Av. CTR	30%	25%	36%	29%
Av. conversion rate	14%	12%	17%	14%

● Av. open rate ● Av. CTR ● Av. conversion rate

14%

average global conversion rate for cart abandonment campaigns

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REVINATE MARKETING

Cart abandonment – APAC

ANZ: 70%, 38%, 18%
SEA: 71%, 22%, 11%
Rest of APAC: 77%, 32%, 16%

● Av. open rate ● Av. CTR ● Av. conversion rate
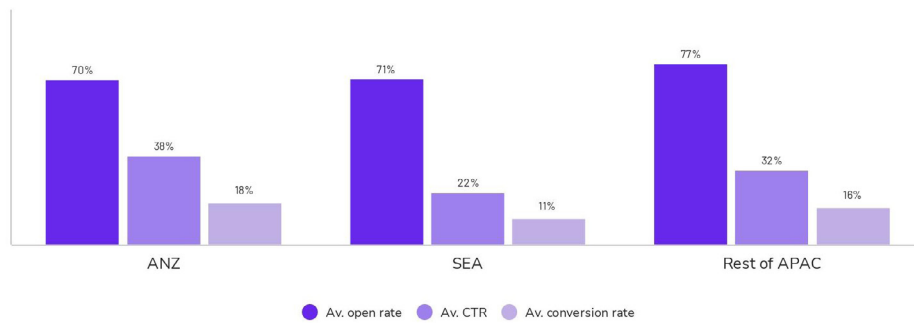
2024 Hospitality Benchmark Report. Statistics powered by Revinate.
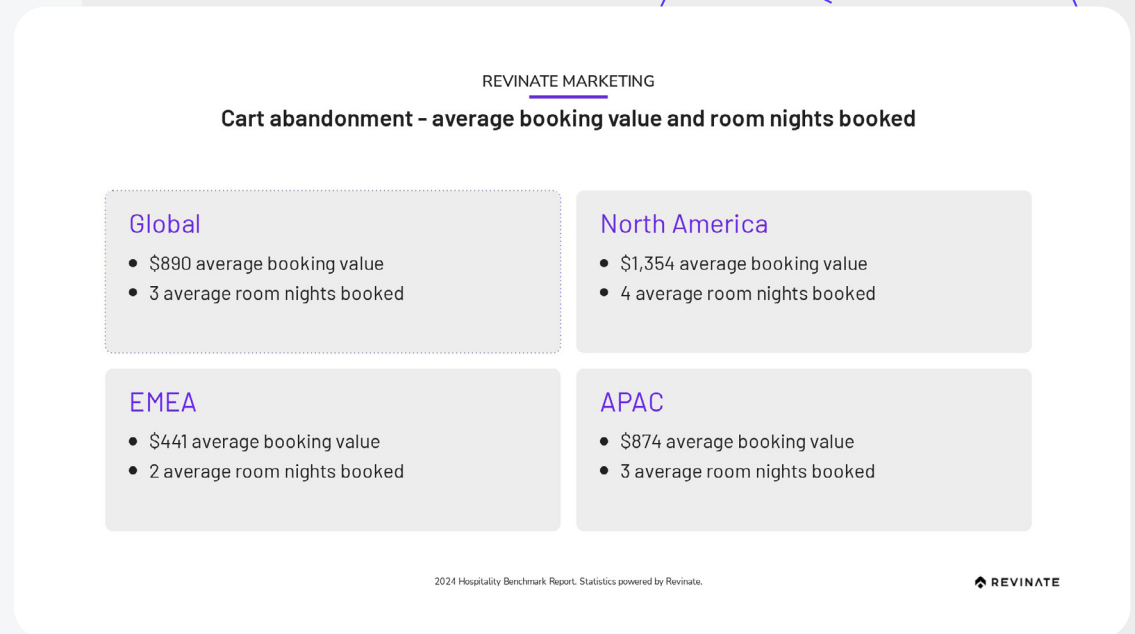
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Cart abandonment – APAC

At 14%, cart abandonment conversion rates also significantly outperform the APAC regional average conversion rate of 0.9% for campaigns of all types.

Australia and New Zealand exceed the APAC regional benchmarks for click-through rates and conversion rates, while South East Asia is slightly under.

Average booking value and room nights booked

So, what does this all mean for your bottom line? Each reservation from a cart abandonment campaign averages four room nights and $1,354 in booking revenue. Using our example above, that would equate to 44 room nights and $14,894 of incremental direct revenue.

Looking for inspiration on how to improve your cart abandonment campaigns? Check out our guide, "Top 10 strategies to recover revenue from website and cart abandonment," with example campaigns from top properties around the world.

REVINATE MARKETING

Cart abandonment – average booking value and room nights booked

Global
- $890 average booking value
- 3 average room nights booked

North America
- $1,354 average booking value
- 4 average room nights booked

EMEA
- $441 average booking value
- 2 average room nights booked

APAC
- $874 average booking value
- 3 average room nights booked

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05

Appendix

Data definitions

We have defined the statistics and data calculations presented in this report.

We've also included definitions for acronyms and information on regional segmentation.

Have any questions? Drop us a line — we're here to help.

media@revinate.com

Automation rate	The count of messages resolved by Ivy divided by the total number of messages resolved by Ivy or staff combined.
Average booking value	The total $USD value of reservations divided by the total number of reservations. This represents the average value of an individual booking from a given segment.
Call volume	The average number of inbound phones a hotel receives per month.
Click-through rate	The number of emails where a hyperlink was clicked divided by the number of sent emails.
Conversion rate	The number of completed bookings divided by the number of sent emails.
Database growth	"We identified the total number of database records of profiles in each regional segment in 2022 and the number of database records those same customers had in 2023, and calculated the percent change. This method is called same-store sales, and it represents the average growth of a hotelier's database in that time period. (The number of database records of hoteliers in 2023 minus the number of database records of those same hoteliers in 2022) divided by the number of database records of the same hoteliers in 2022."
Database records with an OTA-masked email address	The number of raw profiles with a known OTA-masked email address divided by the total number of raw profiles.
Database records with phone numbers	The number of records in a database with a phone number divided by the total number of records.
Database records with valid email addresses	The number of records in a database with a valid email address divided by the total number of records. A valid email address is defined as one not masked by an OTA.
Email capture rate	Total number of non-booked lead calls where emails were obtained in the process divided by the number of total non-booked lead calls.
Hotel class	Hotel classes are defined using the Smith Travel Research (STR) system, including Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, and Economy.
Hotel rating	The score a hotel receives on a scale of 1-5 on public review sites.

Hotel review volume	The average number of new public reviews a hotel receives each month.
Incoming message volume	Average number of messages that guests send to Ivy per month.
Incoming messages	Messages that guests send to Ivy.
Incremental revenue per room from outbound calls	The additional revenue a hotelier earns per room based on the outbound conversion rate of non-booked leads multiplied by the average booking value of a reservation made on the voice channel.
Lead call conversion rate	Total number of booked inbound lead calls divided by the total number of inbound lead calls.
Lead call volume	The average number of phone calls received from leads that a hotel receives per month. Lead calls are calls inquiring about reservations as opposed to other inquiries.
Median resolution time	The median is the midpoint in the range of times it takes for a guest message to be considered "resolved" – i.e. no further action is needed. Ivy's resolution time is based on her ability to auto-resolve guest messages, while staff resolution time is based on their time to manually address and resolve messages. We are presenting the median because it excludes extreme outliers — for example, when a hotelier has addressed a guest's concern but forgets to mark it as resolved.
Merged profiles per database	The number of merged profiles divided by the number of raw profiles in a customer database
Messaging engagement rate	The number of times a guest responds to Ivy's first message divided by the total number of first messages from Ivy each month summed across all months in 2023 divided by 12.
Messaging opt-out rate	The percent of guests who decline to receive further messages from Ivy.
Micro-region: ANZ	Data includes hotels located in Australia and New Zealand
Micro-region: Benelux	Data includes hotels located in Belgium, Luxembourg, and the Netherlands.
Micro-region: DACH	Data includes hotels located in Austria, Germany, Liechtenstein, and Switzerland.

Micro-region: MEA	Data includes hotels located in the Middle East and Africa.
Micro-region: Rest of APAC	Data includes hotels located in Bangladesh, Bhutan, China, Cook Islands, Fiji, French Polynesia, Guam, Hong Kong, Japan, Republic of Korea, Macao, Maldives, Mongolia, Nepal, New Caledonia, Northern Mariana Islands, Pakistan, Papua New Guinea, Samoa, Solomon Islands, South Korea, Sri Lanka, Taiwan, Tonga, Vanuatu, Palau
Micro-region: Rest of Europe	Data includes hotels located in Albania, Andorra, Armenia, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Georgia, Gibraltar, Greece, Guernsey, Hungary, Iceland, Italy, Latvia, Lithuania, Macedonia, Malta, Moldova, Monaco, Montenegro, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Turkey, and Ukraine.
Micro-region: Scandinavia	Data includes hotels located in Denmark, Norway, and Sweden.
Micro-region: SEA	South East Asia. Data includes hotels located in Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.
Micro-region: UKI	Data includes hotels located in the United Kingdom and Ireland.
Net Promoter Score	"Net Promoter Score (NPS) is a measure used to gauge customer loyalty, satisfaction, and enthusiasm with a company that's calculated by asking customers one question: "On a scale from 0 to 10, how likely are you to recommend this product/company to a friend or colleague?" To get the aggregate NPS scores, we make the following calculations: #Promoters = # of Surveys with NPS >= 8 #Detractors = # of Surveys with NPS <= 6 #Responders = # of Surveys with NPS >= 0 %Promoters =100 x (#Promoters / #Responders) %Detractors =100 x (#Detractors / #Responders) NPS = %Promoters - %Detractors"
Non-booked lead volume	Average total number of lead calls that do not result in a reservation.
One-time campaigns	Campaigns where all emails are sent to recipients at the same time.
Open rate	The number of emails opened divided by the number of sent emails.

Outbound conversion rate of non-booked leads	The number of booked outbound calls without any associated inbound call within 30 days prior to the booking divided by the total number of non-booked leads.
Outgoing messages	Messages that Ivy sends to a guest. Includes both automated messages and those written by staff.
Recurring campaigns	Campaigns where emails are sent to recipients at different times automatically based on certain events or triggers, such as checking in, a guest's birthday, or canceling a booking.
Region: APAC	Asia-Pacific. Data includes hotels in all APAC micro-regions combined.
Region: EMEA	Europe, the Middle East, and Africa. Data includes hotels in all EMEA micro-regions combined.
Region: Global	Data from North America, EMEA, and APAC combined
Region: NAM	North America. Data includes hotels located in Canada, the Caribbean, Central America, Mexico, and the United States.
Revenue per segment filter	The total average of (revenue of a segmented campaign divided by the number of emails sent).
Review response rate	The average number of new reviews a hotelier publicly responds to.
Room nights per booking (recurring campaigns)	The average number of room nights in an individual reservation from a recurring campaign within a segment.
Room nights per campaign (one-time campaigns)	The total number of room nights reserved as a result of one-time campaigns averaged across all one-time campaigns by segment within the year.
Send size	The number of emails sent in a campaign.
Survey response rate	The number of surveys sent to guests divided by number of surveys submitted by guests.
Upsell categorization	A statistically significant random sample of upsells were labeled to determine the population proportion of categories with 99% confidence and a bound of error of 5%.
Upsell revenue	The average revenue per upsell within a segment, i.e. the total upsell revenue divided by the number of upsell campaign emails sent within a segment.
Upsell utilization	Number of customer accounts who have deployed an upsell campaign divided by the total number of customer accounts within the segment. Only applies to customers with subscription in both 2022 and 2023 for accurate year-over-year comparison.
Value (in USD) of database records with phone numbers	Incremental value is determined by the difference between the average revenue of all bookings with a phone number compared to the average revenue of the remaining bookings without said information.
Value (in USD) of database records with valid email addresses	Incremental value is determined by the difference between the average revenue of all bookings with a valid email address compared to the average revenue of the remaining bookings without said information. A valid email address is defined as one not masked by an OTA.

About Revinate

Revinate empowers hoteliers to connect directly with guests at every touchpoint to deliver delightful experiences and drive direct revenue. Our data platform and guest communication solutions put hoteliers in control of every step of their guests' journeys - initial research, booking, check-in, throughout the stay, and even after check-out. We do this using the communication channels that the guests prefer, whether it's voice, text, email, or through the web.

More than 12,000 hotels bank on Revinate to power unforgettable guest experiences and drive direct revenue.

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