



NORTH AMERICA

 REVINATE

# 2024 Hospitality Benchmark Report



# Introduction

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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?

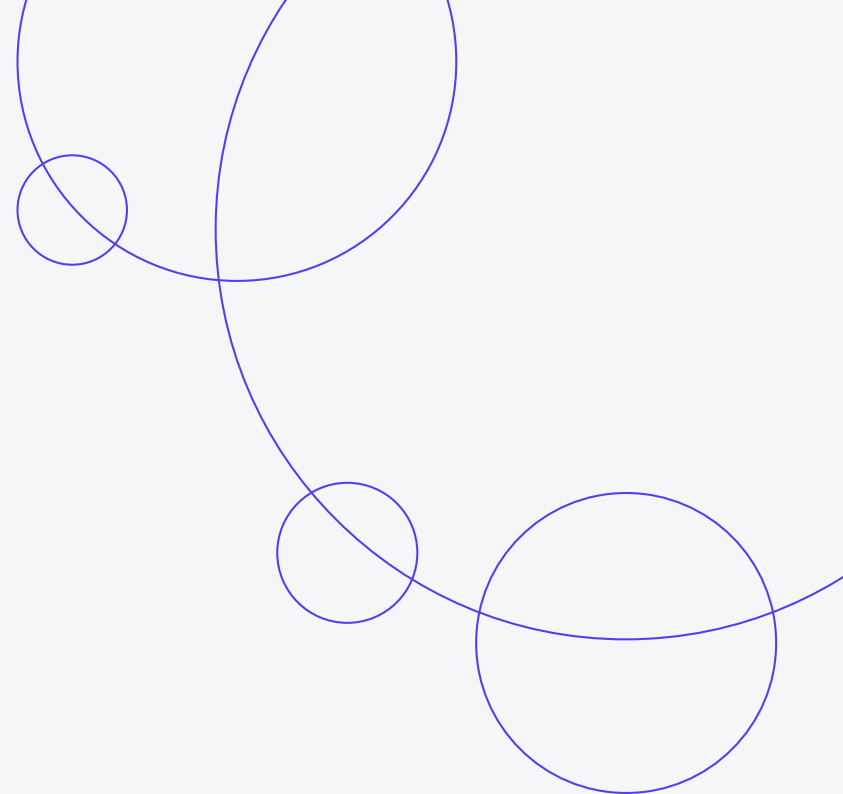
We've tapped into our customer data to help you answer these questions, using insights drawn from over 12,000 hoteliers, billions (yes, that's with a "B"!) of hotel marketing emails, and hundreds of millions of other data points across our solutions.

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](mailto:media@revinate.com)



## Methodology

This report contains data collected from Revinate (Revinate Reservation Sales) from January 1, 2023 through December 31, 2023.

**To create this report, we analyzed 4.6 million calls from hoteliers located in North America.**



**4.6 million  
calls**

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

# Voice channel

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## Introduction

Sometimes, you just want to talk to a real person.

Despite headline after headline declaring that “people don’t call anymore,” the voice channel remains an extremely valuable communication avenue, especially for hoteliers. Thirty percent of consumers pick up the phone to contact brands, according to a [recent survey](#). And yes, this includes people of all ages.

Hoteliers use the voice channel to offer high-touch service for guests, handle complex bookings, and drive direct revenue. Your hotel reservation team can be a revenue powerhouse for your property when they have the right data at their fingertips.

We’ll dive in to benchmarks for call center operations and voice channel conversion rates so that you can understand exactly what to expect from a high-performance reservation sales team.





Take it from [Ojai Valley Inn in California](#), a stunning AAA Five Diamond retreat. They had everything a hotelier could wish for — a beautiful, historic property, great culture, hardworking staff — but one thing was missing: data. The reservations team was out of the loop on marketing promotions, they couldn't staff intelligently to align with call volumes, and they missed out on bookings because they didn't have customer data for outbound follow-up.

After implementing [Revinat Reservation Sales](#), the Ojai reservations and marketing teams could work in lock-step. They had the data to revamp their staffing schedules and re-energize the outbound sales team to keep the property fully booked.

And with Forbes Five-Star certified [RezForce](#) agents to call overflow and after-hours calls, reservations were no longer falling through the cracks.

Working together, call conversion rates increased by 16% and average stay value increased 23% in a one-year period.





# \$1,570

average booking value for  
voice channel reservations

## North America voice channel benchmarks

The voice channel is highly profitable, clocking in an average booking value of \$1,570 — higher than any other channel.

As such, you need a smart approach to securing those bookings. One side of that is having the data and technology to [coach your agents](#) effectively, and the other side is tracking [important metrics](#) to measure your overall call center performance.

Keep these benchmarks in mind for identifying what metrics to track and how your hotel measures up.

## From inbound to outbound: Benchmarks for lead call volume, conversion rates, non-booked leads, and more

The guest journey to booking can be complex, with 1-3 touchpoints across multiple channels per booked call on average.

We'll use the benchmarks of this report to trace the journey of an inbound call to an outbound booking, and direct revenue in the bank.





## Call volume

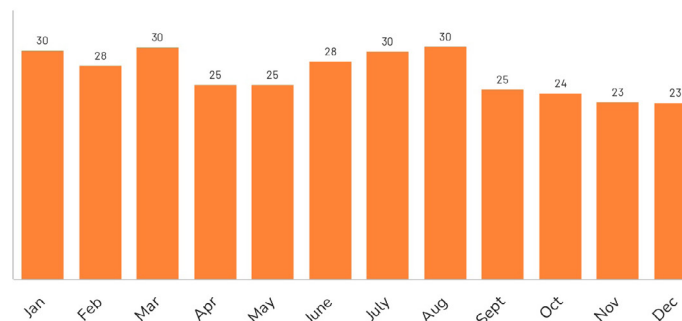
Call volume is essential for knowing how to smartly staff your team. We found that the average inbound call volume for hoteliers in North America ranged from 23 - 30.4 calls per room each month. Of course, you need to account for more than just busy and lean seasons, and plan down to the shift.

Revinate Reservation Sales provides a granular call volume report specific to your property and its historical data to give you information on who is calling, when they are calling, and the purpose of their calls. It also tracks call abandonment, daily lead numbers, and other relevant data.

We now have the right people scheduled at the right time, even down to the half-hour. Data from Reservation Sales helped me position agents who were comfortable selling higher and more expensive room categories into the appropriate shifts

Miranda Cubillas, Director of Reservations and Recreation,  
Ojai Valley Inn

RESERVATION SALES  
Inbound call volume



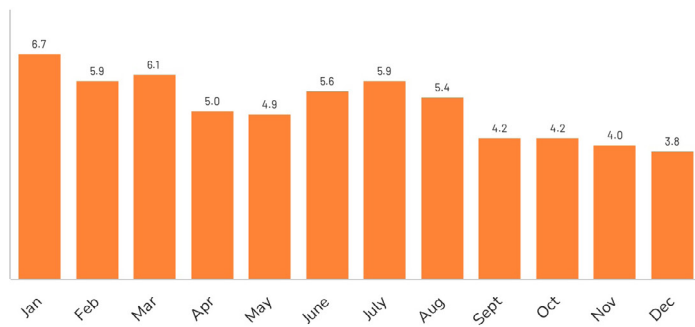
26.9  
average  
monthly  
inbound calls  
per room

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Inbound lead call volume



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5.1  
average  
monthly  
inbound lead  
calls per  
room

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## Lead call volume

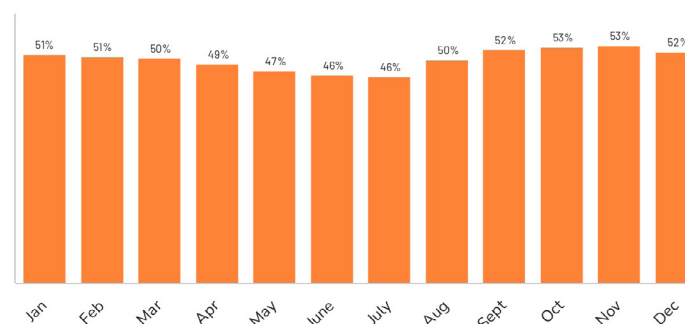
Of course, out of all the calls your hotel receives, a smaller portion of them will be lead calls, i.e., calls from potential guests with a high intent to book. Our data shows that average monthly lead call volume ranges between 3.8 - 6.7 calls per room, depending on the season.

## Lead call conversion rate

How many of these high-intent callers actually make a booking? About half – a percentage that stays fairly consistent throughout the year.

The Texas-based [Hyatt Regency Lost Pines Resort and Spa](#) implemented Revinate Reservation Sales because they wanted to increase the performance of their voice team to achieve new heights in both the guest experience and direct revenue generation. In less than a year, the Lost Pines hit a lead call conversion rate of about 60% – well above the average benchmark – and increased their average room revenue per booked call by 72%.

RESERVATION SALES  
Inbound lead call conversion rate

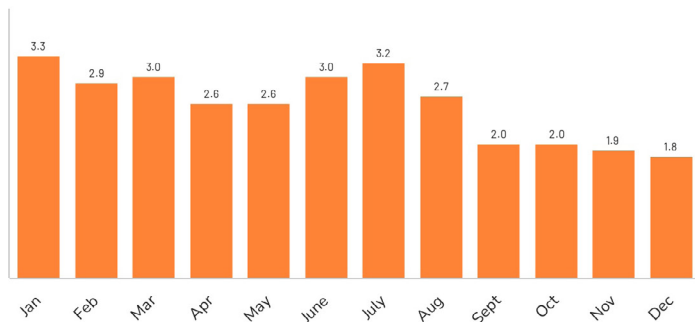


49.9%  
average  
inbound lead  
call  
conversion  
rate

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RESERVATION SALES  
**Non-booked inbound lead volume**



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**2.6**  
average  
monthly non-  
booked lead  
calls per  
room

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## Non-booked lead volume

But what about the other half of lead calls that didn't complete a booking? Those are your non-booked leads, and they are one of your most important opportunities to capture more direct revenue.

If you can't track the volume of these callers and get in touch with them again, then you are leaving it up to chance on whether they'll call back, book through an OTA, or with your competition.

The monthly average non-booked lead call volume ranged from 1.8 - 3.3 throughout the year.



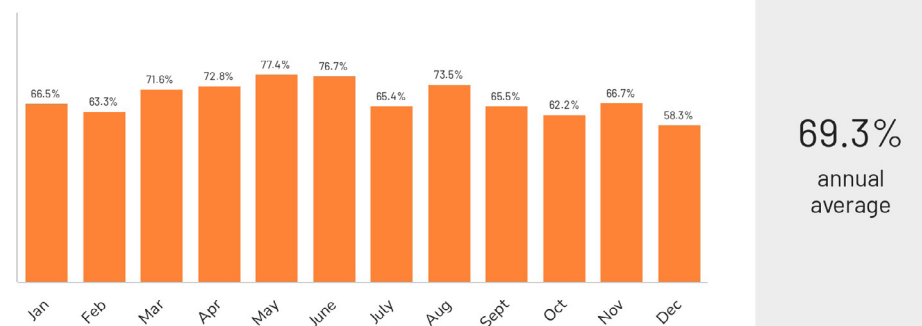
## Email capture rate

One vital action a reservation agent should take with a non-booked call is to ask for the caller's email address. With an email address, you can automate follow-ups with warm or cold lead campaigns and include these guests in other email offers.

If a guest then converts through the email channel, you're securing the same revenue while saving agents valuable time.

The average email capture rate for non-booked calls is 69.3%.

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Email capture rate for non-booked calls



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[Paradise Point Resort and Spa](#) blended the voice and web capture channels to great success using first-party data in the Revinate Customer Data Platform. As a result, they won back share from OTAs and locked in \$1.5 million in direct bookings in a single year.

With Revinate's shopping cart abandonment [campaigns], we can leverage information that prospects leave in the booking engine, which is really powerful, such as stay dates or room type. We can then pair this data with personalized drip campaigns and include a specific call-in number, so the reservation team has all the applicable details

Josh Connaughy, Reservation Sales Manager, Paradise Point Resort & Spa



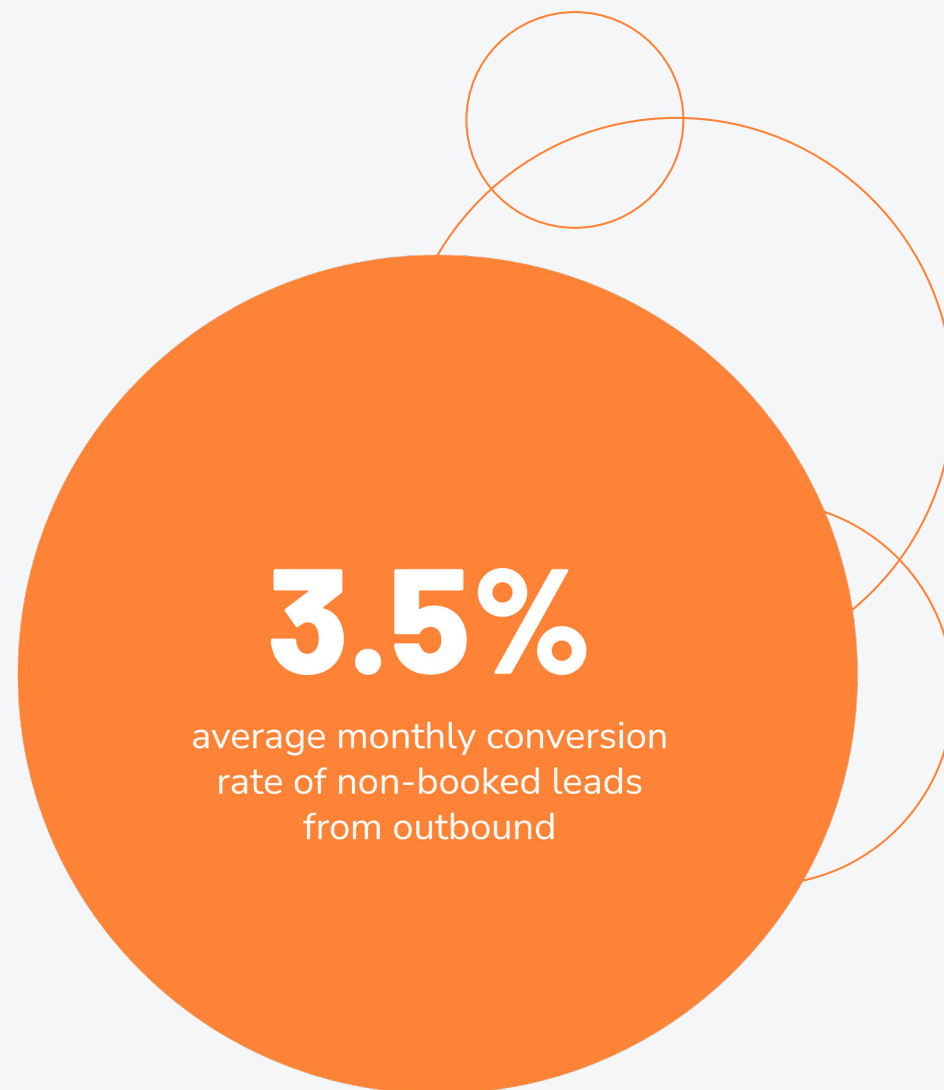
## Outbound conversion rate of non-booked leads and incremental revenue

Even when you integrate the email channel, there are still critical revenue opportunities from non-booked leads to be secured on the voice channel through an outbound call strategy. Chasing these leads brings in pure incremental revenue, since it's less likely that these guests would have converted another way.

To calculate this conversion rate, we only looked at outbound call conversions from non-booked leads who did not have an inbound call associated with them in the system in the last 30 days. This excludes a regular follow-up call, which reservation agents should do as a matter of course.

The result? An average monthly conversion rate of 3.5%.

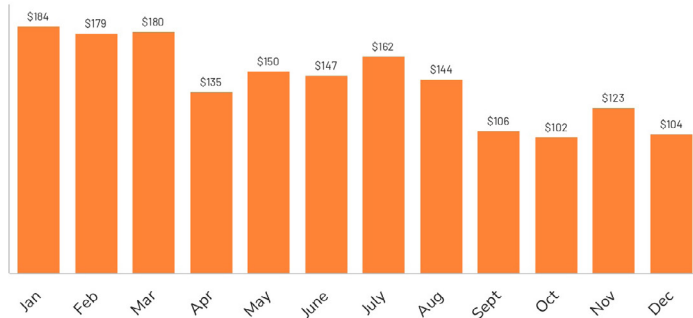
These extra bookings can mean the difference between crushing your quarterly targets and falling short of your revenue goals.





#### RESERVATION SALES

##### Incremental revenue per room from outbound calls



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\$1,717  
yearly total  
average

## Incremental revenue per room

Using the average booking value of reservations made on the voice channel, an outbound call strategy like this brings in an additional \$1,717 of direct revenue per room each year.

Multiply that by the number of rooms on your property, and you can take that straight to the bank.

The team at [Dream Inn Santa Cruz](#) used [Revinate Reservation Sales](#) to power an outbound sales strategy that paid off. By pairing with our [email marketing solution](#), their small reservations team could focus on voice channel sales. Their annual outbound booking revenue recently hit \$350K.

Within one week of using Revinate I had the call data that I always wanted. I knew Revinate had the power to revolutionize our outbound sales, and it has

Dan Smart, Director of Sales & Marketing, Dream Inn Santa Cruz

# 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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