

REVINATE

# A Deep Dive into Guest Data



## ABOUT THE DATA



**1000+**

Hotel databases



**75M+**

Guest Profiles



**15M+**

Guest reviews



**100M+**

Messages



**\$150M+**

Bookings and Upsells

# HOTELS DON'T REALLY KNOW THEIR GUESTS

Check-in Date

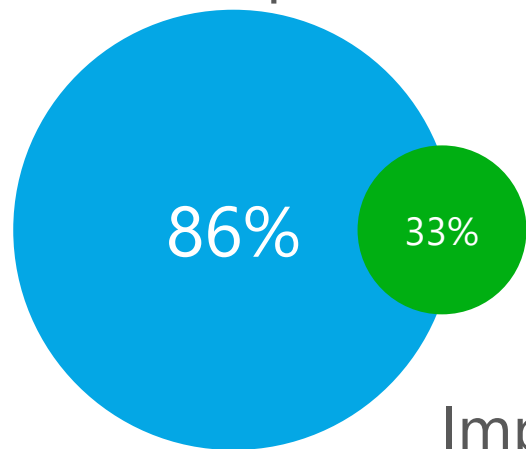
Check-out Date



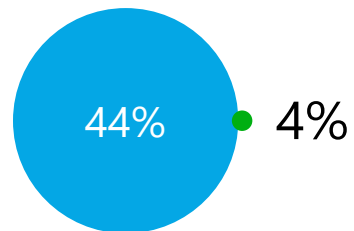
Guest Name

Confirmation #

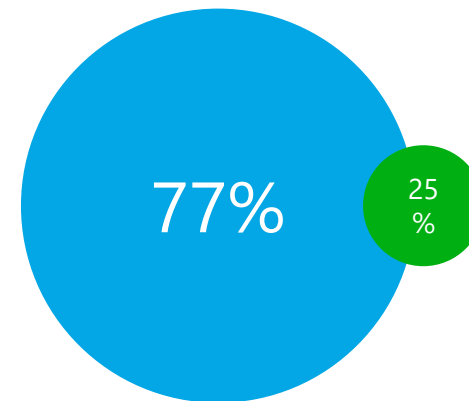
Importance of previous experience



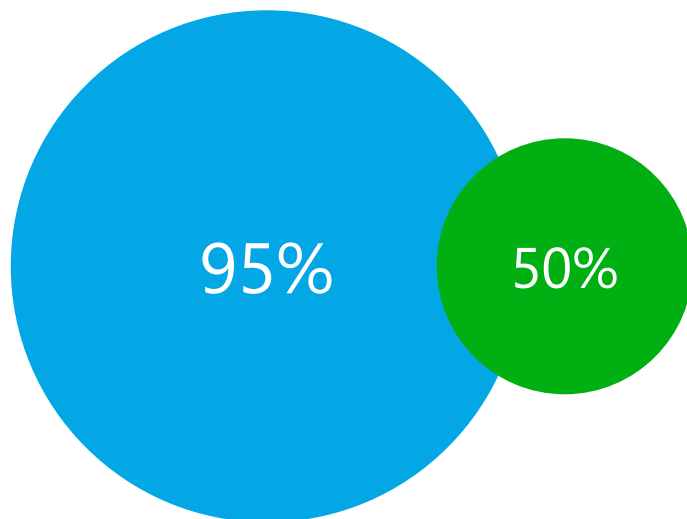
Importance of offers



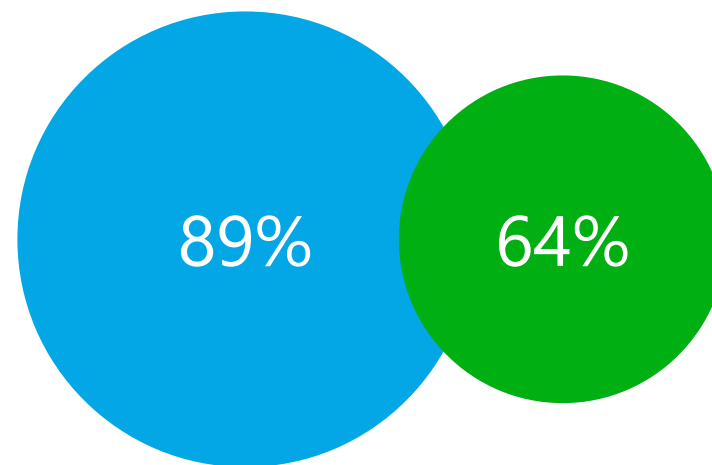
Importance of amenities



Importance of price



Importance of online reviews



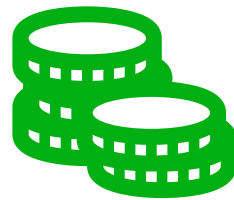
THERE IS DATA ENOUGH



# GUEST DATA → GUEST INSIGHT



# GUEST INSIGHT DRIVES OPERATIONAL RESULTS

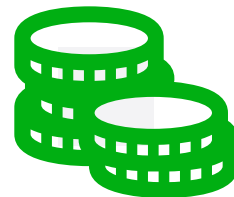


\$ results

# GUEST INSIGHT DRIVES OPERATIONAL RESULTS



Operational results





# WHAT IS GUEST DATA?

Identity

*Profile Data*

Quantitative

*Transactional  
Online activity  
Guest satisfaction*

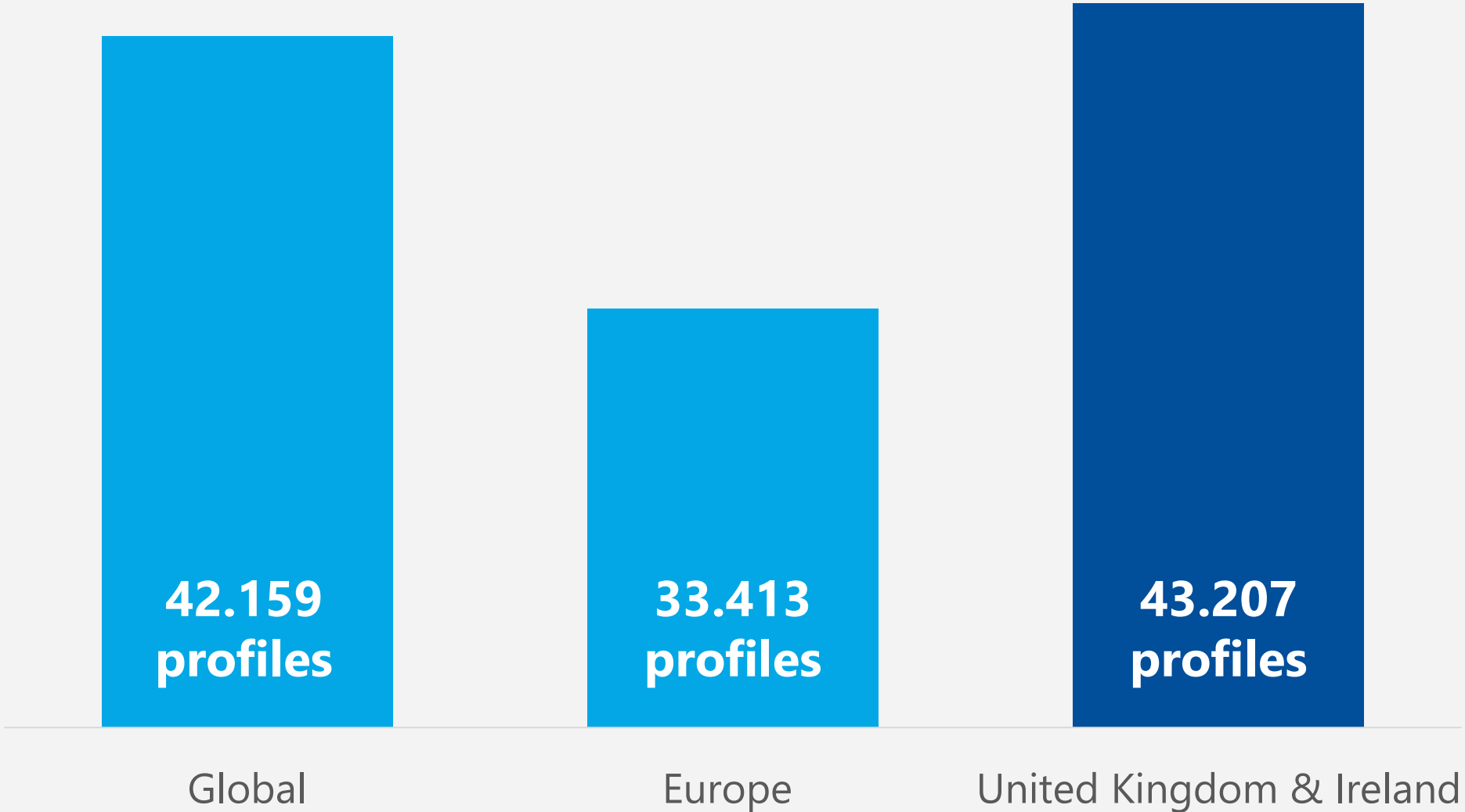
Descriptive

*Behavioral  
Preferences*

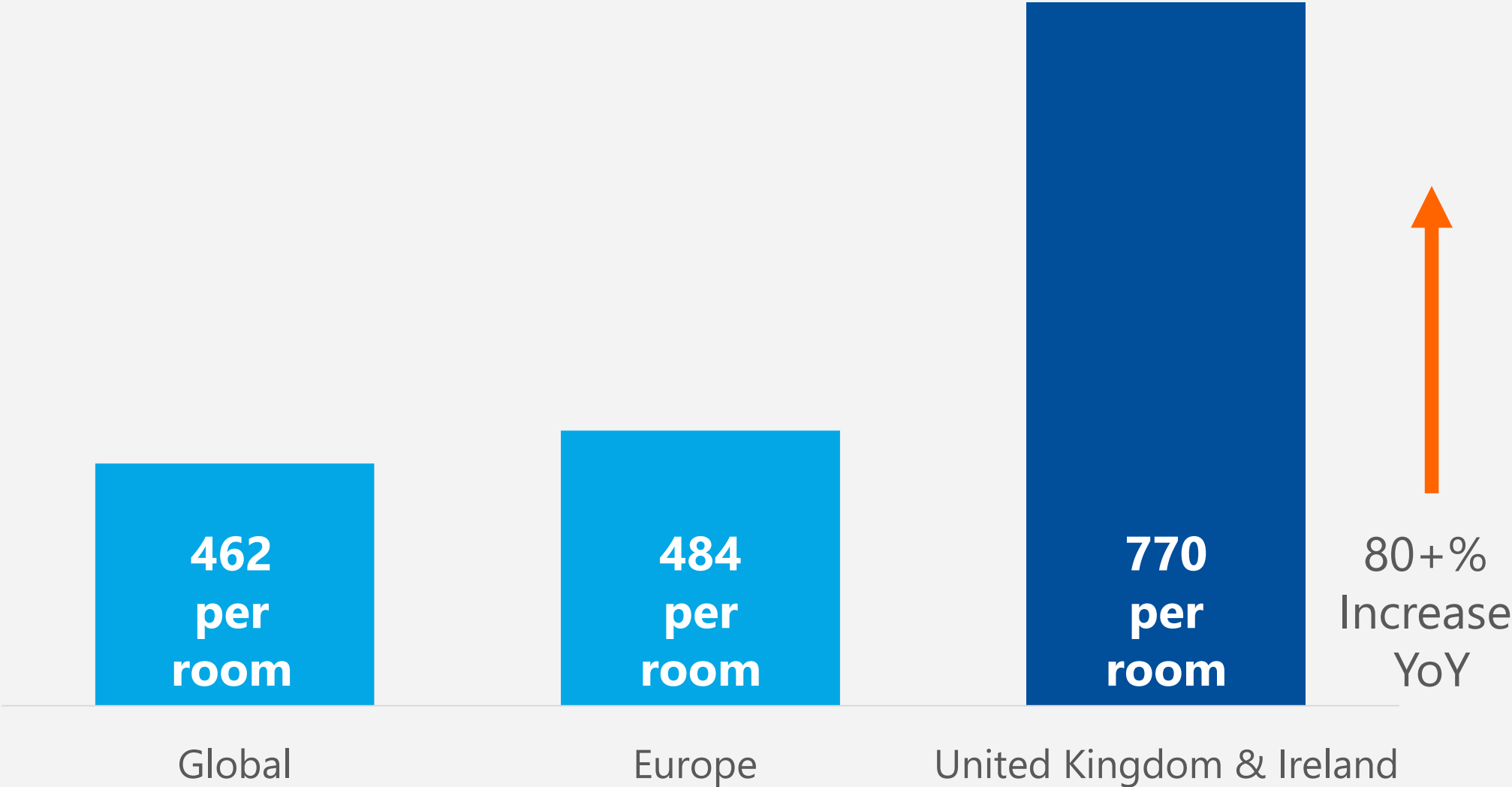
Qualitative

*Attitude  
Opinions*

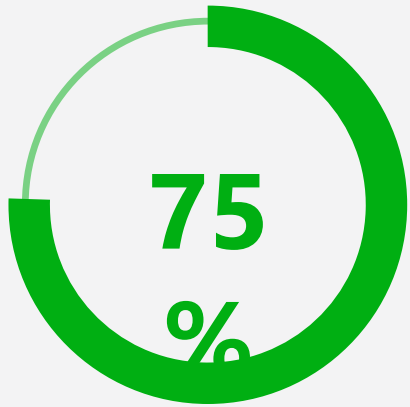
# TOTAL PROFILES PER HOTEL



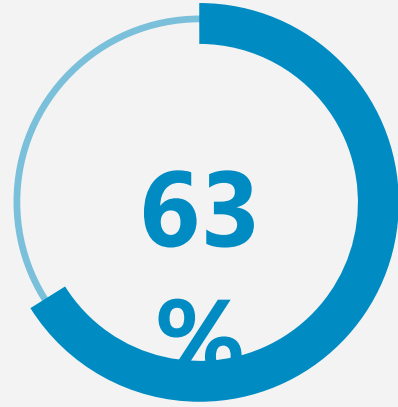
# PROFILES PER ROOM



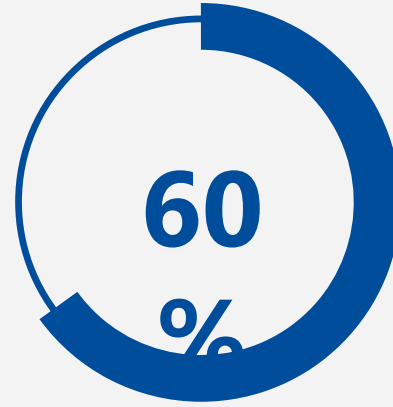
# DATA COVERAGE HOTELS



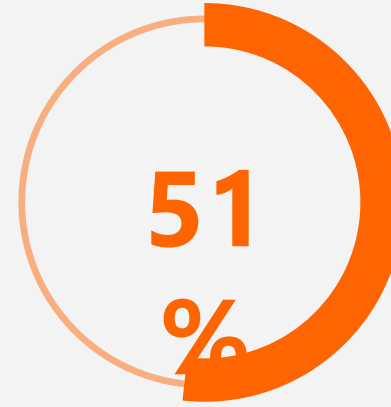
Country



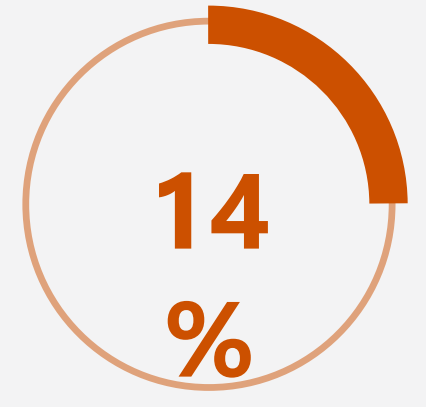
Gender



Email

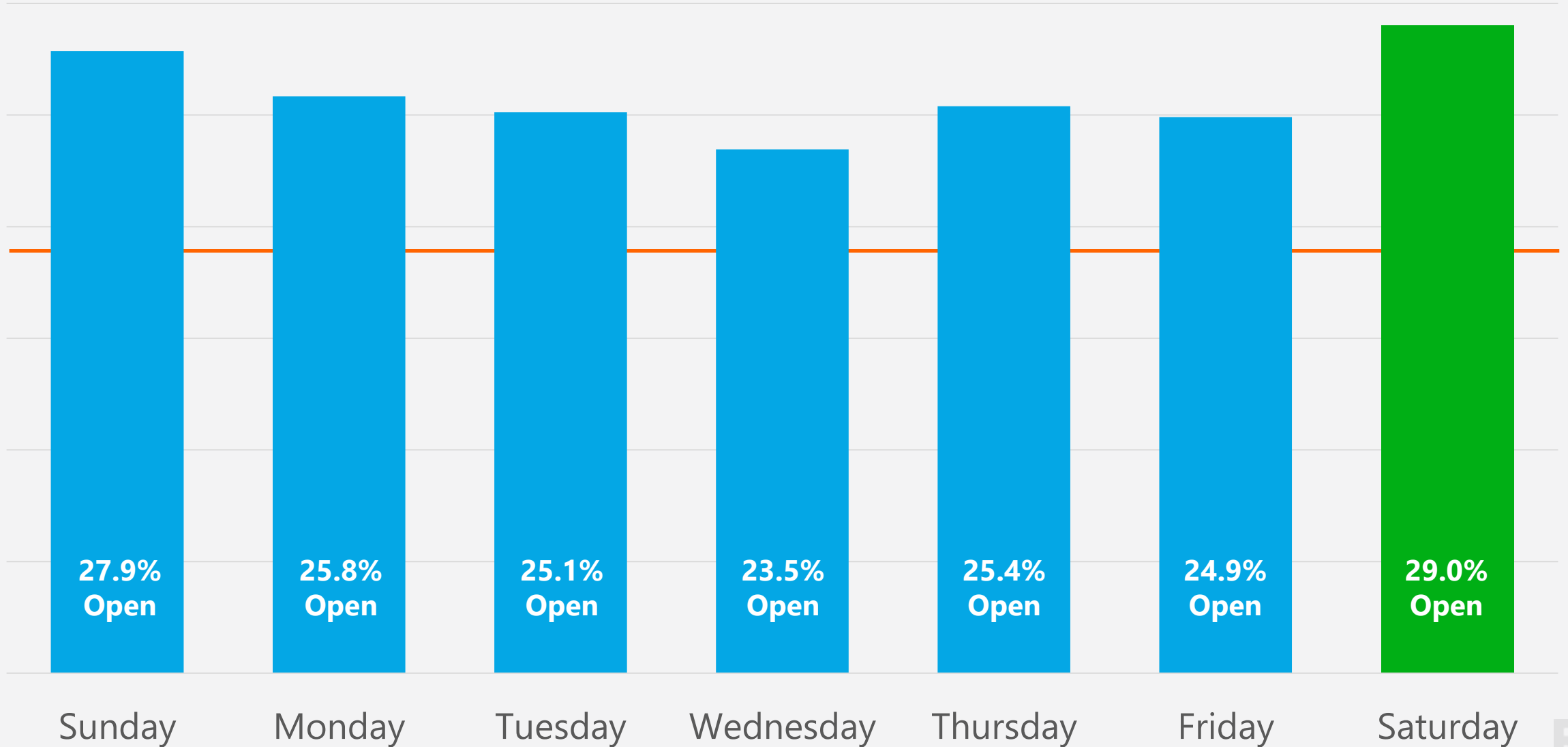


Phone

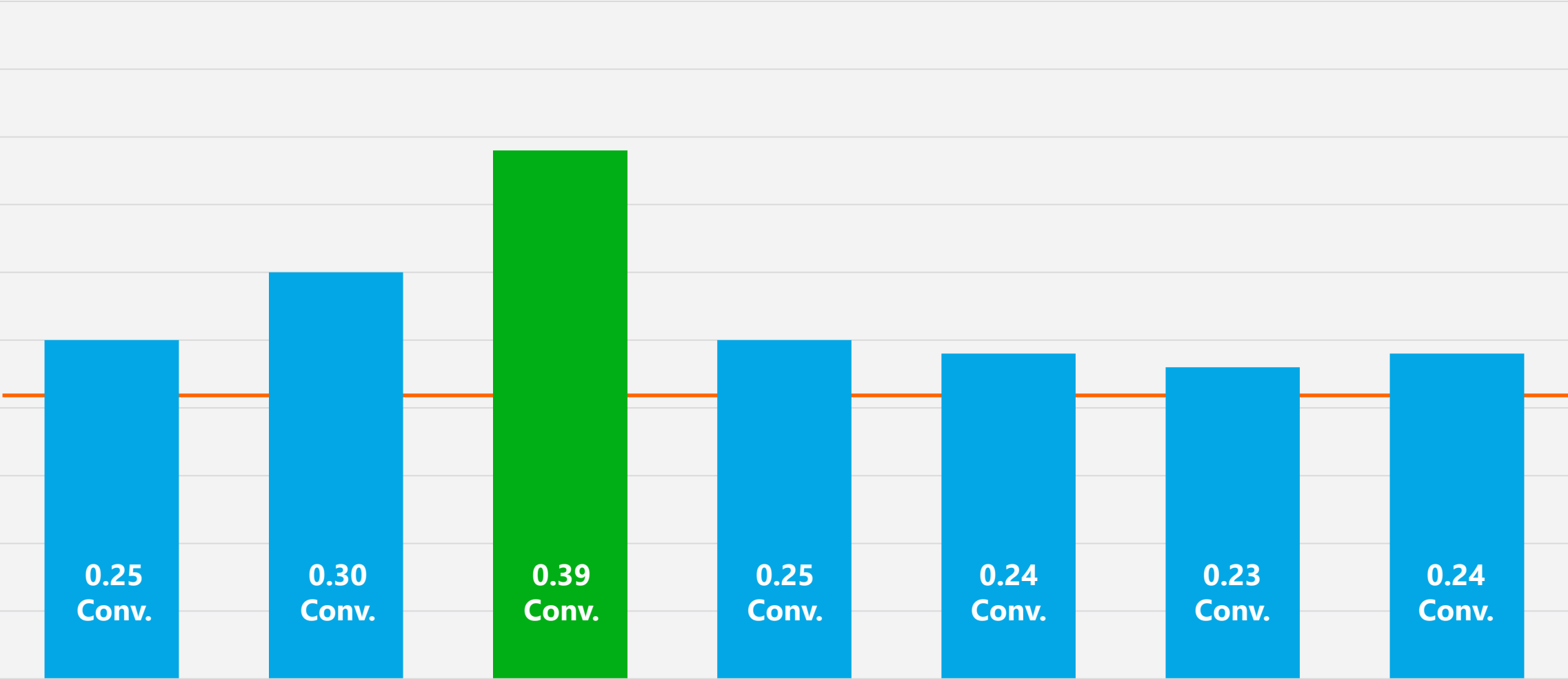


Date of Birth

# OPEN



# CONVERSION



Sunday

Monday

Tuesday

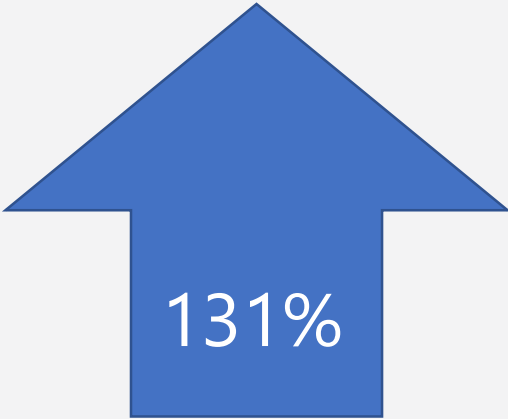
Wednesday

Thursday

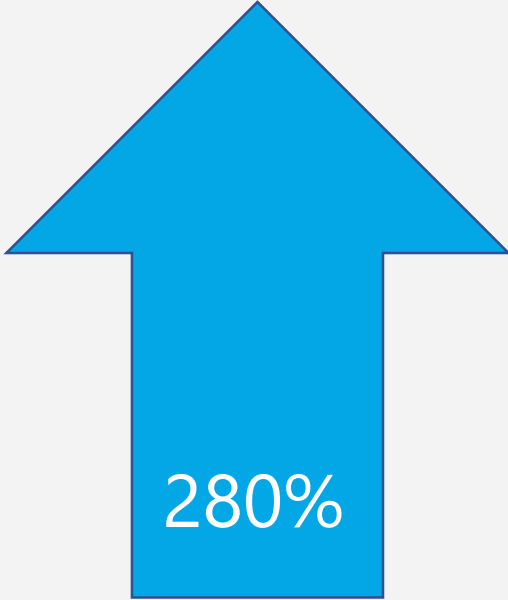
Friday

Saturday

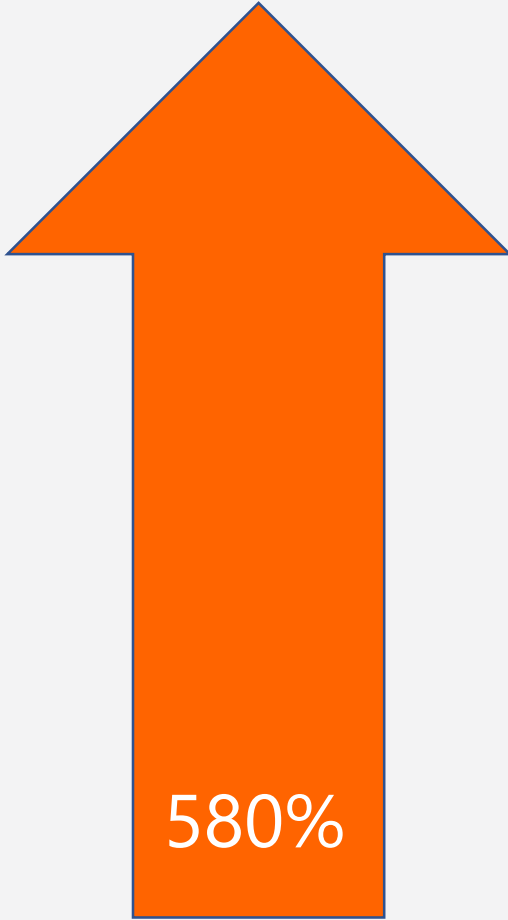
# SEGMENTATION WITH GUEST DATA



OPEN

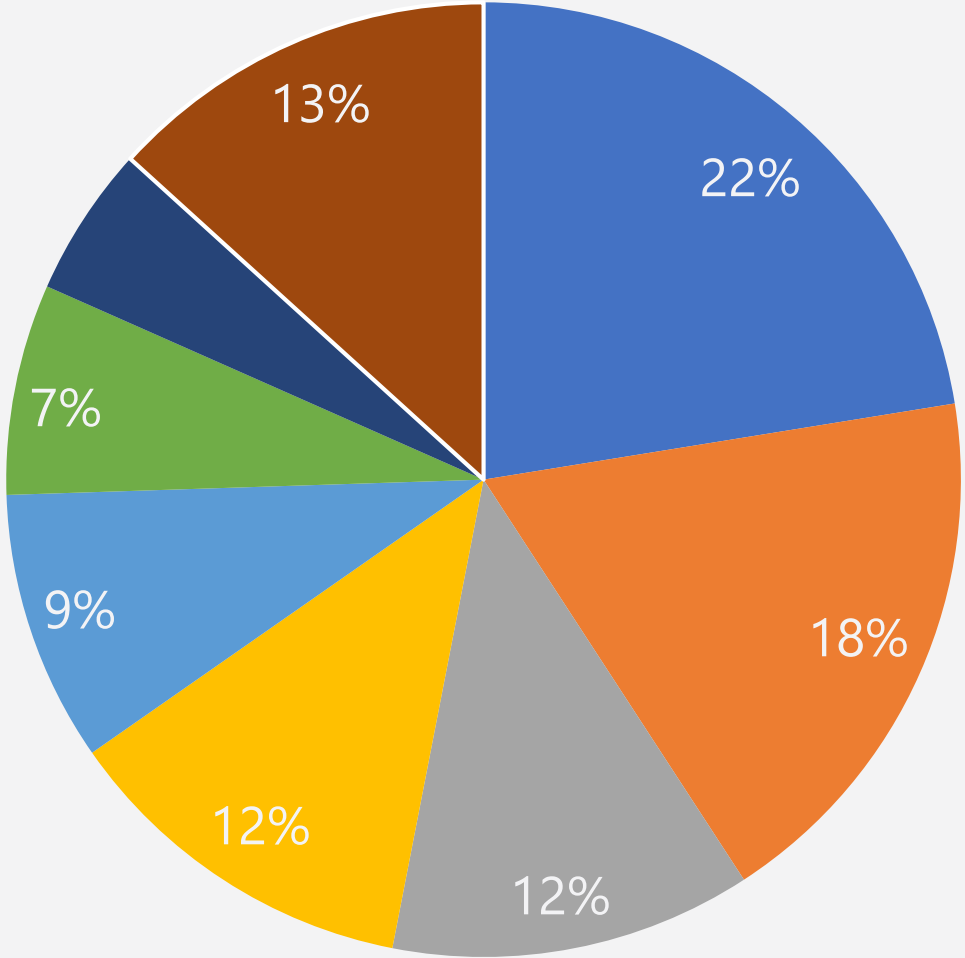


CTR



CONVERSION

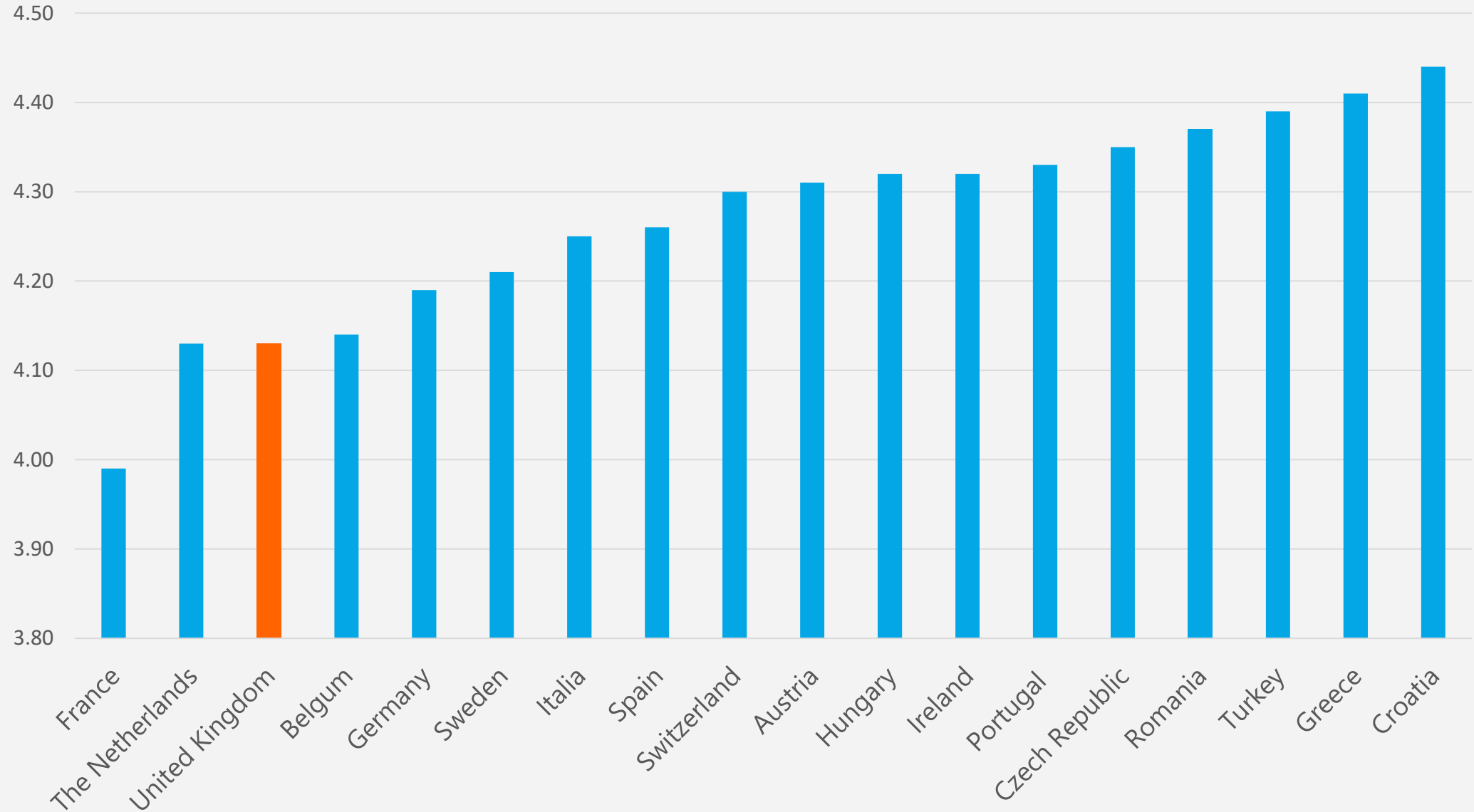
# UPSELLS



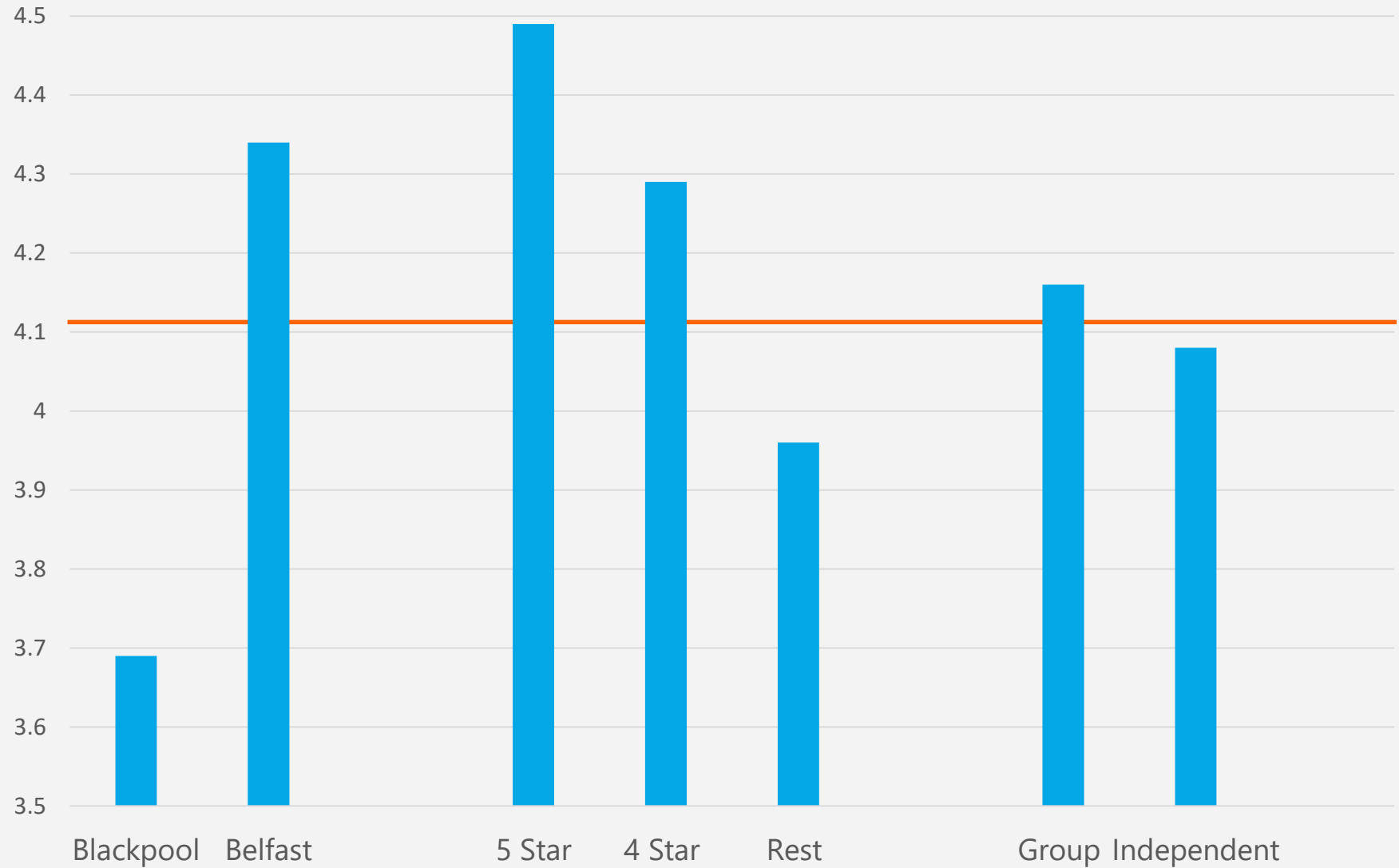
- Breakfast
- Food Amenity
- Checkout
- Parking & Transportation
- Dinner
- Spa
- Room Amenity



# GUEST SATISFACTION



# GUEST SATISFACTION

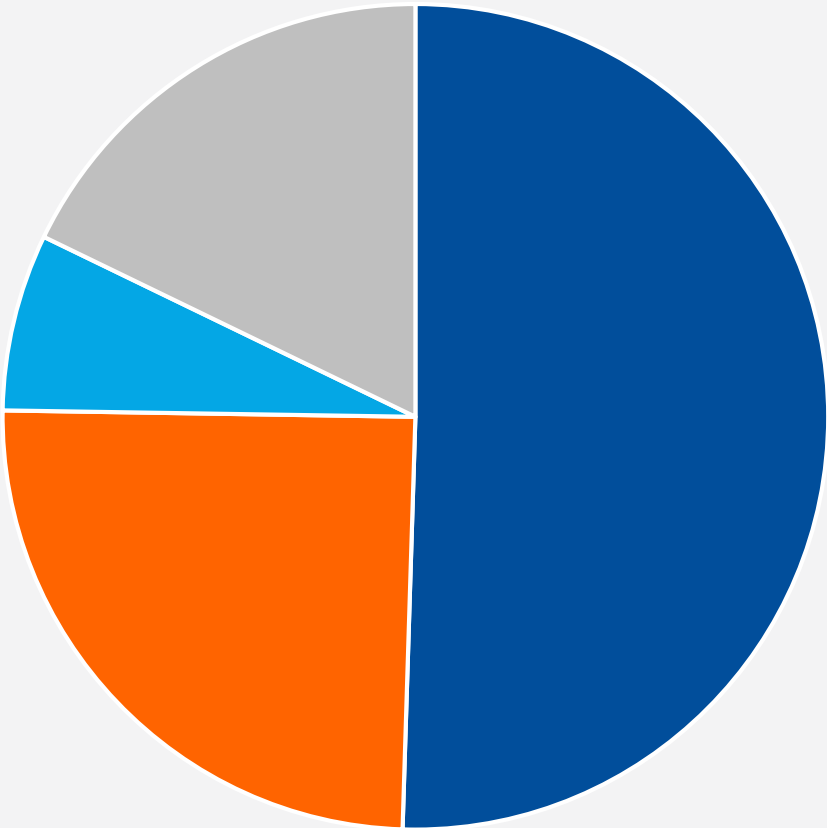


# GUEST SATISFACTION

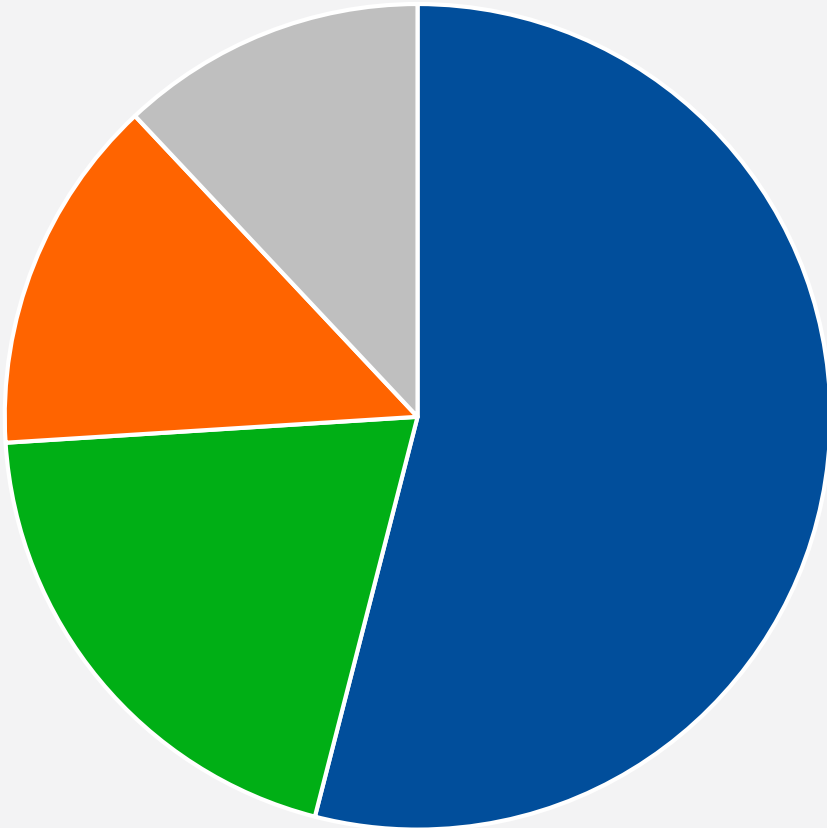


# REVIEW DISTRIBUTION

2014



2019



● Booking.com

● Tripadvisor

● Facebook

● Google

● Rest

# Trends & Take-Aways



It starts with guest profile data



Automation



Nurture Campaigns



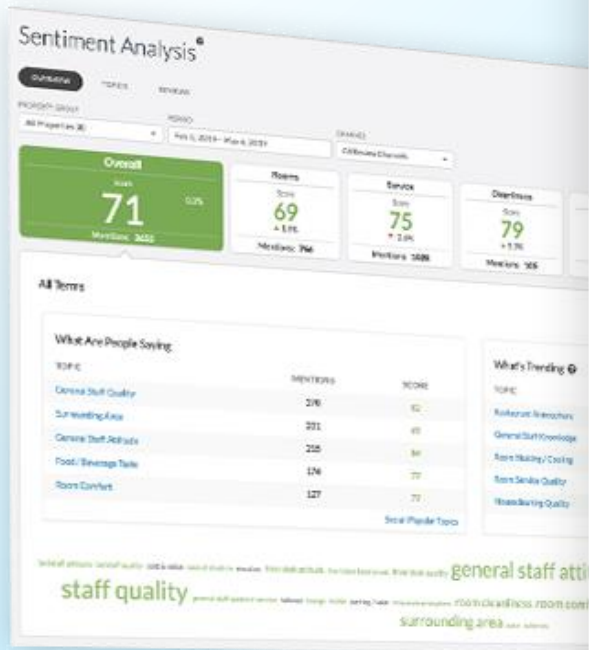
Preferences & Behavioral data



Dynamically priced Upsells



# The Guest Data Platform for Hoteliers



## Caroline Brettell

1234 Saint Francis Blvd, Seattle, WA (US)  
 (123) 456 7890  
 c\_brettel@gmail.com

VIP | EXPLICIT CONSENT

LIFETIME STAYS: **5** | LIFETIME NIGHTS: **12** nights | LIFETIME SPEND: **\$3,491** | LAST STAY: **97** days ago

PROFILE | STAYS | PREFERENCES | SURVEYS | ENGAGEMENT

**PERSONAL**

TITLE: Mrs  
 FIRST NAME: Caroline  
 LAST NAME: Brettel  
 GENDER: Female  
 LANGUAGE: English  
 PHONE: (123) 456 7890  
 COMPANY: Amazon, Inc.

ADDRESS 1: 1234 Saint Francis Blvd  
 ADDRESS 2: -  
 CITY, STATE: Seattle, WA  
 ZIP / COUNTY: 98122  
 COUNTRY: USA

**OTHER (3)**

HAS KIDS: 2  
 PETS: 1 (Lrg)  
 ANNIVERSARY: Oct 15

**STATUS**

EMAIL: c\_brettel@gmail.com  
 SUBSCRIPTION STATUS: EXPLICIT CONSENT  
 VIP STATUS: VIP  
 MEMBERSHIP: -  
 BADGES: Spa Lover | High floors

**CONTACT LISTS**

Guest USA | Contact Database

**NOTES (2)**

5/12/2016 11:20:50 AM (Avertine San Francisco)  
 Light Sleeper - needs higher floors.

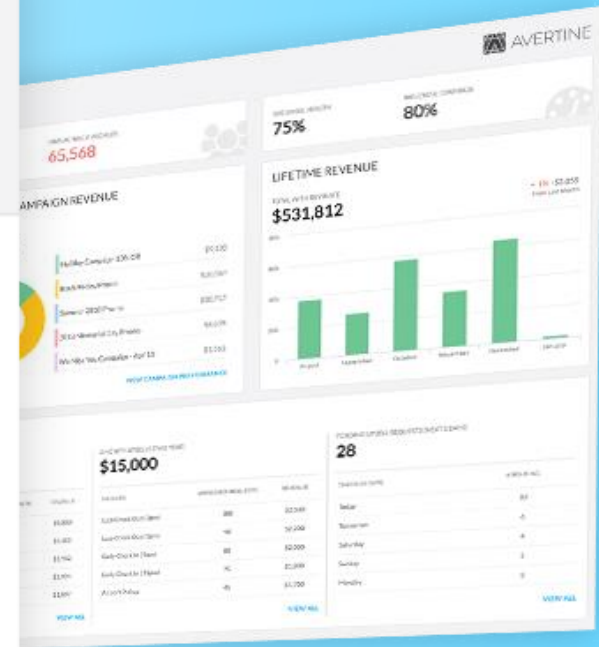
2/27/2015 7:10:20 PM (Polpatine Mexico)  
 Prefers softer pillows, extra blankets and towels.

**LOYALTY**

FIRST STAY W/ GROUP: Sep 2011  
 LIFETIME VALID STAYS: 5  
 LIFETIME CANCELLED STAYS: 1  
 LIFETIME VALID NIGHTS: 12  
 LIFETIME SPEND: \$3,491

**NEXT STAY**

CHECK IN: Dec 5, 2018  
 CHECK OUT: Dec 9, 2018  
 # OF NIGHTS: 4  
 CONFIRMATION CODE: 10938ABN  
 PROPERTY: Avertine San Francisco  
 ROOM TYPE: STQN  
 RATE: \$192 /night (PG)  
 CHANNEL: SABRE (SAB)  
 UPSSELLS: Early Check In



GUEST FEEDBACK

HOTEL CRM

MARKETING

# Thank you.

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*linkedin.com/in/tlanden*

