



DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event



23rd August 2023 | PHUKET THAILAND

How to use Benchmarking to improve your Marketing and Guest Feedback Performance AT



DIGITAL MARKETING CONFERENCE

Will Howes

Enterprise Sales Director & APAC Sales Manager
Revinate

23rd August 2023
PHUKET THAILAND



15,000+

Customers worldwide

14+ yrs

of hospitality and data expertise

500+

San Francisco | Amsterdam | Singapore

#1

Award Winning Marketing CRM for 5 Years in a Row





2023 Benchmark Report

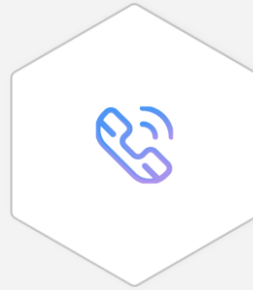
2023 Benchmark Report



30M
guest reviews



19M
text messages



5M
phone calls



655M
emails

Analyzed data from January 2022 - December 2022

Do you know how your guest
communication channels perform
compared to other hoteliers?

Thailand

2023 YTD Performance

January 1 through June 30, 2023

2.3 M

Number of Emails Sent

Increased +25%

from same time last year

30%

One Time Campaigns
Open Rate

Increased +6%

compared to same time last year

3964

Number of Reservations
booked

Increased +61%

compared to same time last year

APAC Region

2023 YTD Performance

January 1 through June 30, 2023

Thailand TH

- Open Rate: 30% **(+6%)**
- CTR: 3% **(+1%)**
- No. of Reservations: **+61%**

Australia AU

- Open Rate: 35% **(+1%)**
- CTR: 4% **(+2%)**
- No. of Reservations: **+59%**

The Maldives MV

- Open Rate: 32% **(+4%)**
- CTR: 3% **(+1%)**
- No. of Reservations: **+380%**

Rest of APAC

- Open Rate: 34% **(+1%)**
- CTR: 2.4% **(+0.5%)**
- No. of Reservations: **+62%**

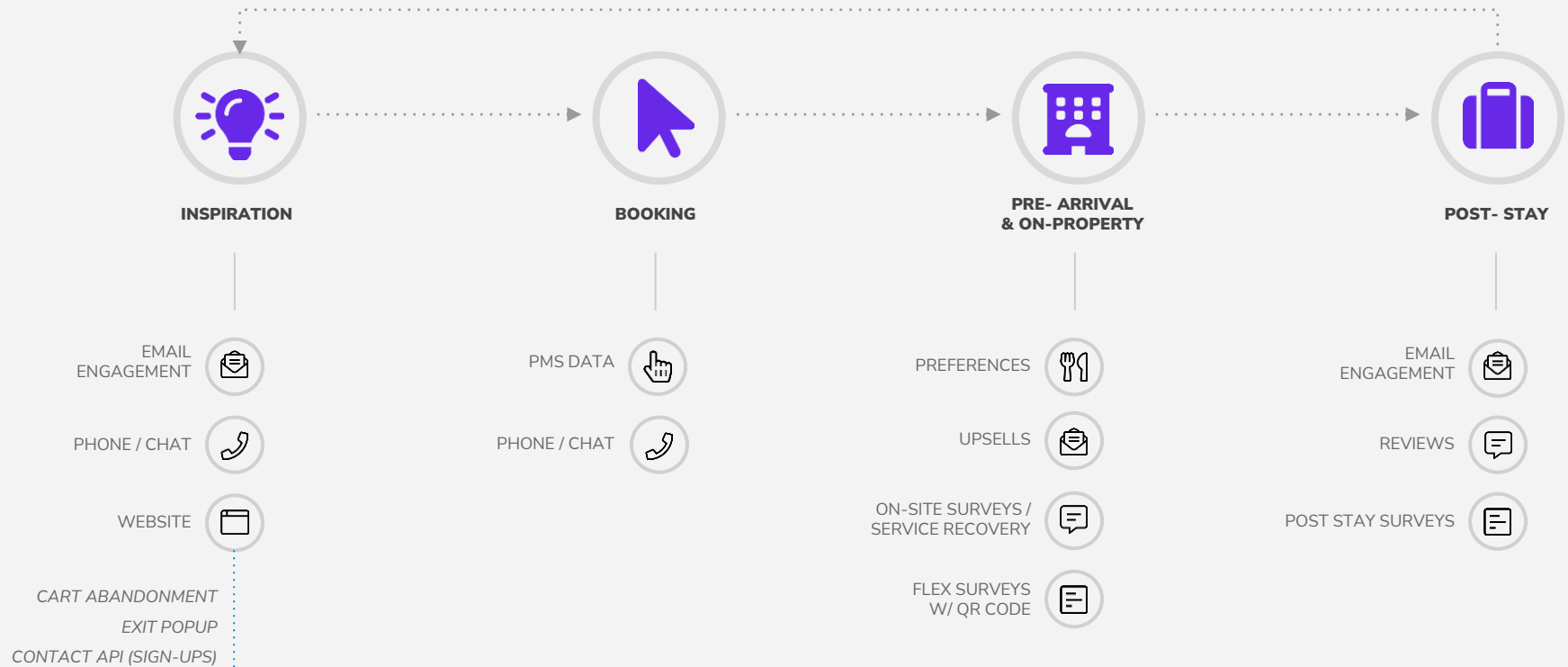


Build a strong foundation

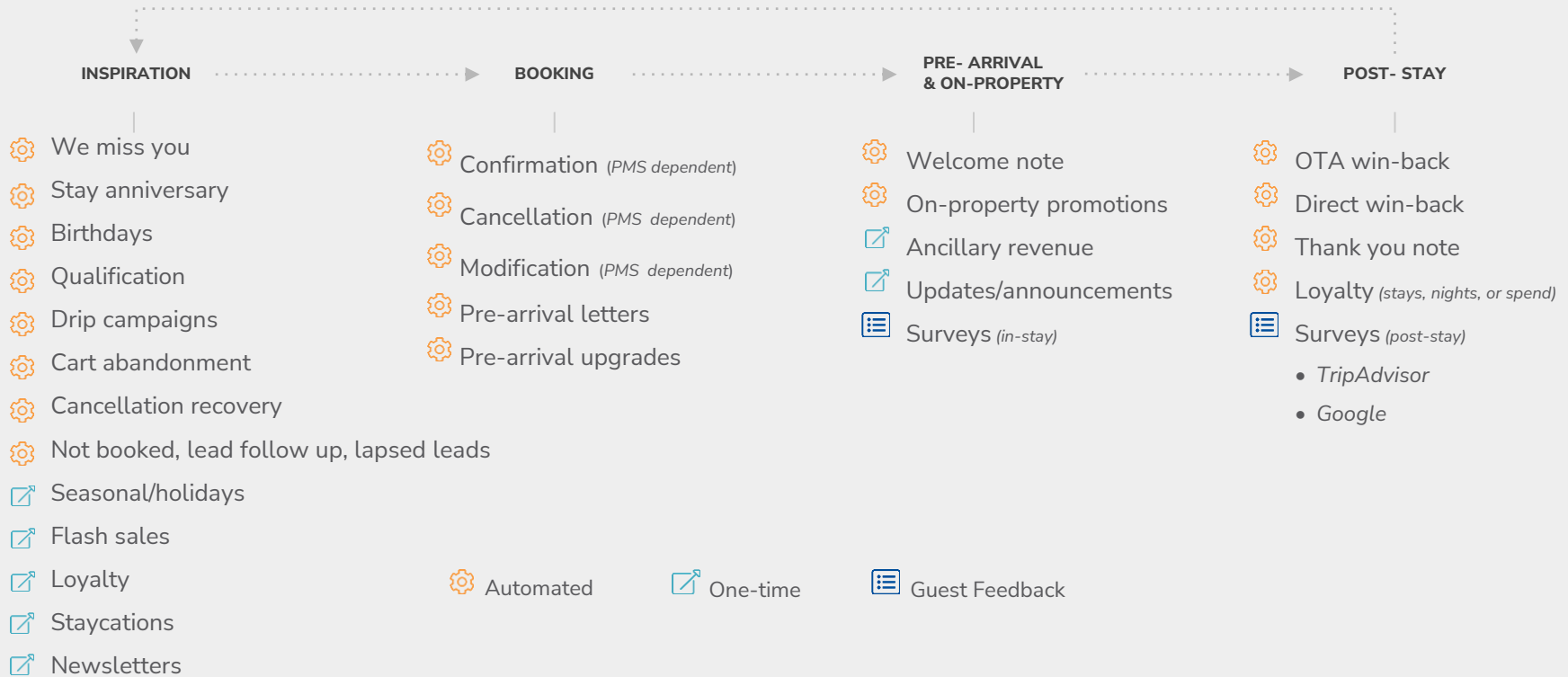
Focus on first party data

Collect data wherever you can

Gather guest data throughout the full journey into a single source database



Create a complete digital guest journey



THE SLATE

A PHUKET PEARL RESORT

LOCATION

Thailand

PROPERTIES

Independent property

PREVIOUS SOLUTION

Mailchimp

PROBLEM

The Slate was determined to drive direct bookings despite the impact of the Covid-19 shutdown.

Personalization and segmentation were lacking from their email campaigns and targeting guests from specific countries wasn't possible.

65

AVG. ROOM NIGHTS
BOOKED PER
CAMPAIGN

52%

EMAIL OPEN
RATE

16%

EMAIL CTR

105

TRIPADVISOR
RANKING*

*OUT OF 1,208 HOTELS
IN PHUKET

Solution

The Slate adopted Revinate Marketing to target specific markets as restrictions lifted while leveraging Revinate Guest Feedback to improve their online reputations with post-stay surveys.

Results

The Slate proudly improved their online reputation by 47%. Generate **\$4m annually** from mostly geo-targeted campaigns as well as automating the guest journey.



Guest Feedback performances

APAC Region

2023 Benchmark Highlights

Average Hotel Rating



82% of travelers will not book a property without having first read reviews

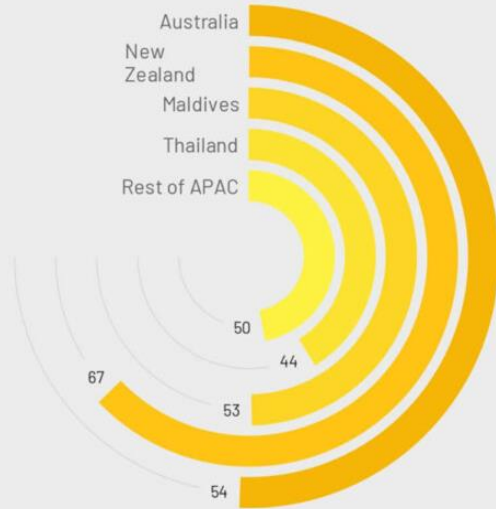
- TravelBoom 2022

Reputation Management

In APAC, across micro-regions

Average number of reviews

APAC — monthly



150%

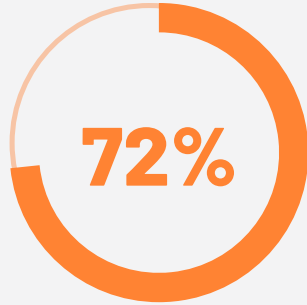
YoY increase in Thailand —
the highest percentage
change for all of APAC.



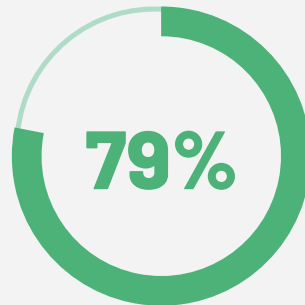
Takeaway

Responding to
reviews is just as
important as
receiving them!

Importance of managing reviews



Customers will **value guest ratings over a hotel's brand** 72% of the time



When deciding between two similar properties, **79% of consumers are more likely to reserve a room at the hotel with a higher rating**



Travelers **read an average of 9 reviews** before deciding to book a hotel

Key Takeaways

- ➔ Get your data in order with a best-in-class data platform, build a first party data strategy.
- ➔ Responding to reviews is just as important as receiving them
- ➔ Automation is the ultimate answer to the continued staff shortage
- ➔ Don't be afraid to experiment with email marketing. send more upsell offers drives additional revenue, A/B test and more!



2023 Benchmark Report

Benchmark your guest communication channel data to see where there is room for improvement



GET THE REPORT

revinate.com/2023benchmark



Thank you.



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