

2025 EDITION



Hospitality Benchmark Report



2.4 billion emails

Optimize guest engagement and your hospitality marketing strategy with insights from 2.4 billion emails.



24 million reviews

Discover what drives guest satisfaction, loyalty, and repeat bookings based on over 24 million reviews.



5.9 million calls

Learn how your call center performance compares to others' based on data from 5.9 million guest calls.



23 million texts

Discover how AI-powered text messaging enhances the guest experience and saves time with data from 23 million texts.

Available data

How to navigate the benchmark report

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

Additionally, each section has a version tailored to your region (North America, APAC, EMEA, Global) with detailed breakdowns of local markets, along with benchmarks for various hotel classes and sizes.



Revinate Marketing

Discover how hoteliers are leveraging the email channel to drive ancillary revenue and manage their reputation.



Guest Feedback

Learn how top-performing hotels leverage guest feedback for reputation management and cart abandonment.



Revinate Ivy

Learn how AI-powered guest messaging decreases staff workloads and resolves guest requests faster than staff.



Reservation Sales

Discover how hoteliers are using the voice channel to increase their call center conversion rates.

Database health

Global

North America, Europe, Middle East and Africa (EMEA) and Asia Pacific (APAC) regions

The 2025 Hospitality Benchmark Report helps hoteliers assess performance, pinpoint improvements, and set goals. These benchmarks focus on global hotel database health for sanitizing guest data and identifying OTA referrals.






Hotel database health: introduction

Clean, accurate data is the foundation

The database health channel represents how well hoteliers know their guests and how effectively hoteliers can activate that data. Guests are constantly sharing valuable information with hotels during their stay, including contact information, preferences, and behavior.

For direct booking metrics, it's important for hoteliers to capture that information and turn it into a tailored experience that guests won't forget.

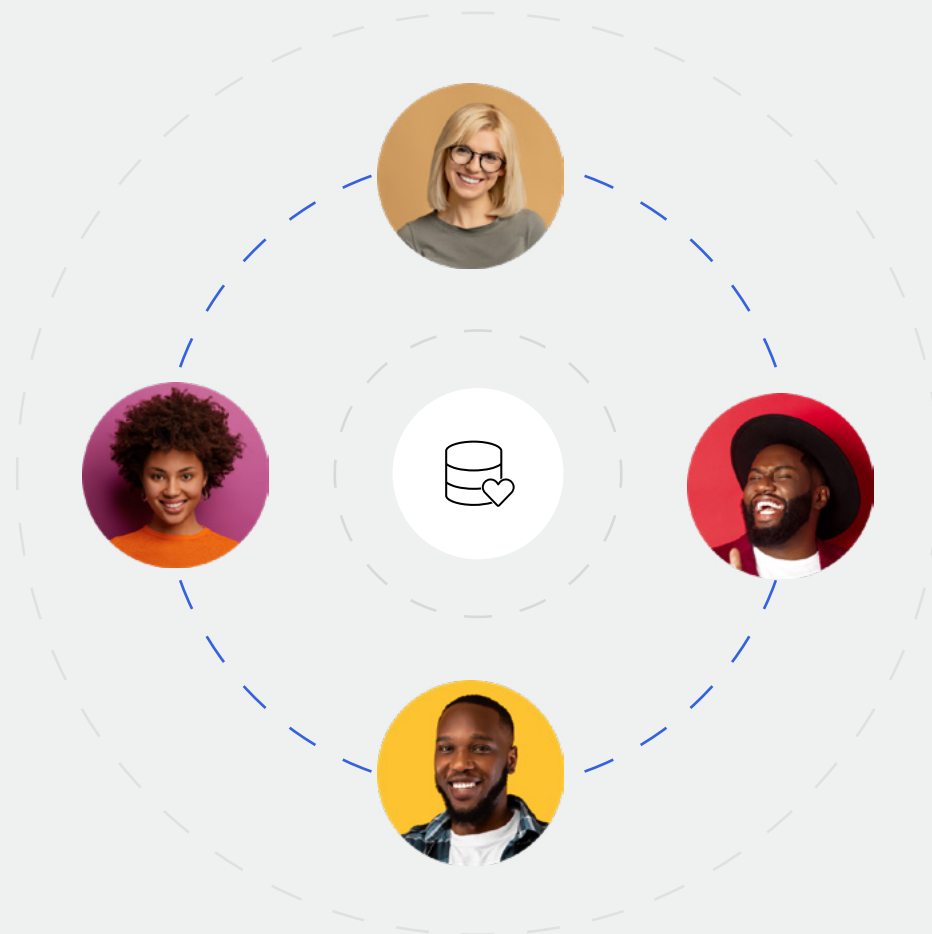


Inside your hotel database

How well do you know your guests?

The more guest information you have, the more valuable each record in your database can be. For example, examining your database can tell you how many guests have shared their email address and phone number.

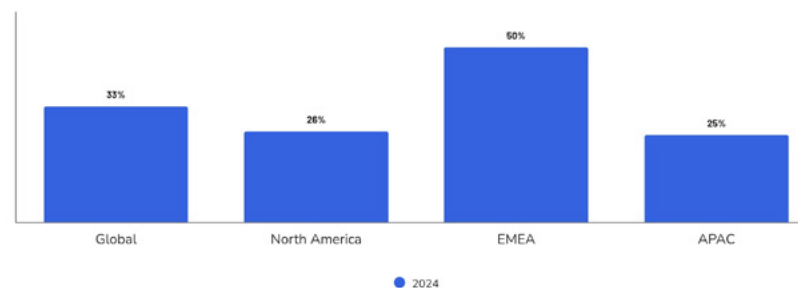
Having this first-party data is vital when third-party cookies fail or are blocked. See how well your guest database stacks up against your peers.



Database growth

Globally, EMEA outperformed other regions, growing its database by 50% YoY.

REVINATE
Database growth - overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

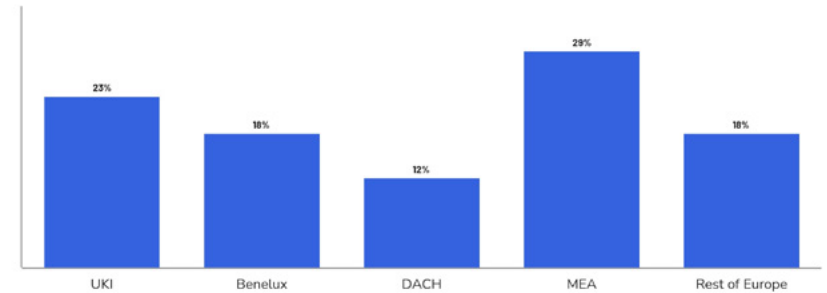
REVINATE

EMEA

Database growth

While every micro-region saw double-digit growth, the Middle-East and Asia reached 29%.

REVINATE
Database growth - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

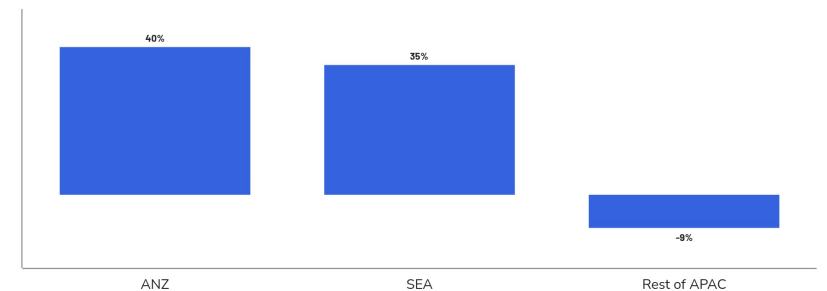
REVINATE

APAC

Database growth

Australia, New Zealand, and South East Asia saw tremendous growth while other micro-regions struggled.

REVINATE
Database growth - APAC



The YOY growth is tracked on a same-store sales measure.

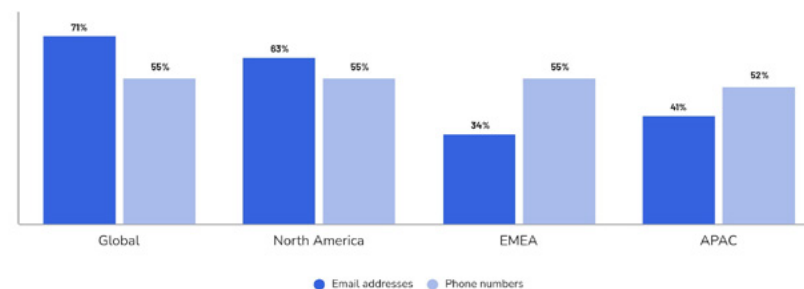
2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Database records with email and phone

North America performed the best in capturing email, while all regions were roughly on par for phone numbers.

REVINATE
Database records with valid email addresses and phone numbers - overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

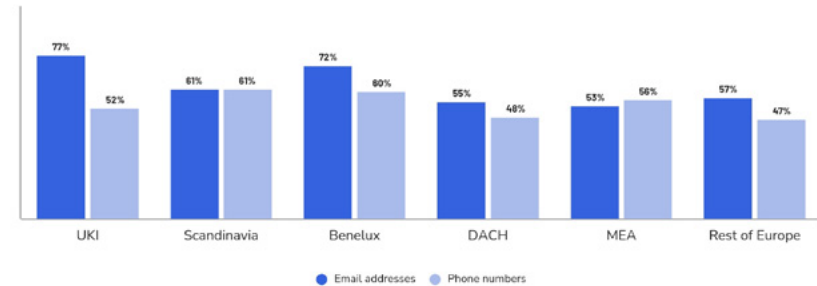
REVINATE

EMEA

Database records with email and phone

Across the micro-regions of EMEA, they almost uniformly captured more email addresses than phone numbers.

REVINATE
Database records with valid email addresses and phone numbers – EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

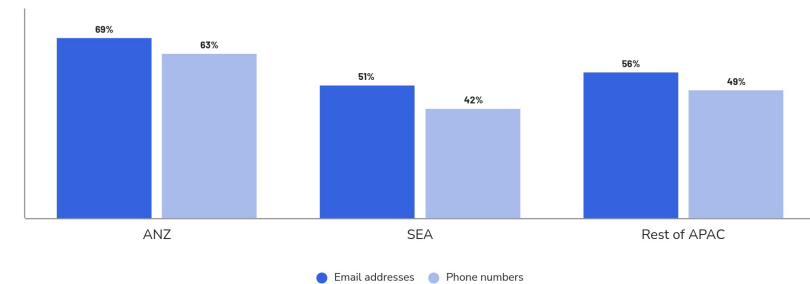
REVINATE

APAC

Database records with email and phone

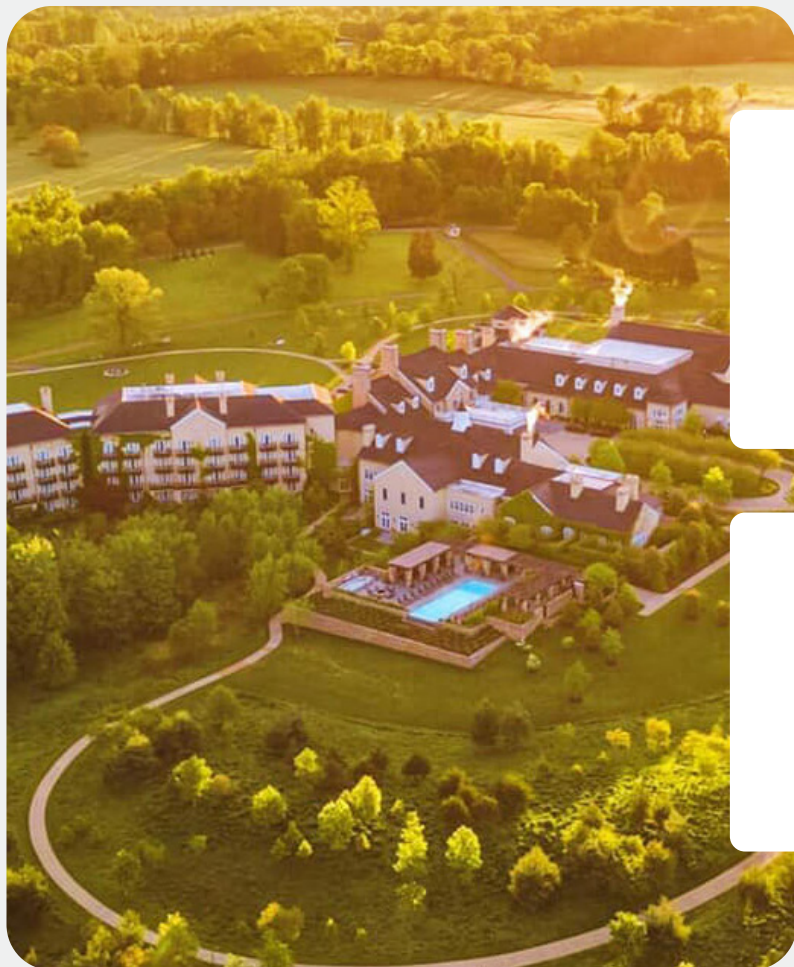
Across the micro-regions of APAC, they uniformly captured more email addresses than phone numbers.

REVINATE
Database records with valid email addresses and phone numbers – APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

With Revinate, we finally have a single, full-service, enterprise-class solution that drives real results.

Liz Longo Martin
Vice President of Marketing, Salamander Collection

The Salamander Collection improved their outbound revenue growth by 270% improvement from March to April 2024.

[Read the full customer story](#)

Value of records with email and phone

North America saw parity between records with either type of contact information, most likely due to a strong voice channel.

REVINATE
Value of records with email addresses and phone numbers - overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

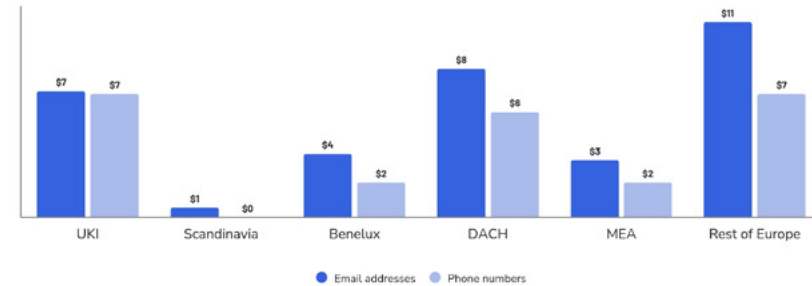
REVINATE

EMEA

Value of records with email and phone

Records with email addresses outperformed records with phone numbers almost uniformly across EMEA.

REVINATE
Value of records with email addresses and phone numbers - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

APAC

Value of records with email and phone

Records with email addresses outperformed records with phone numbers across APAC.

REVINATE
Value of records with email addresses and phone numbers - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

With Revinate, we're seeing our guest database grow with a measurable shift in our direct booking strategy.

Marc Winchell
Corporate CRM Manager, Pacific Hospitality Group

Pacific Hospitality Group has achieved a lifetime revenue of \$13M within one year of launch.

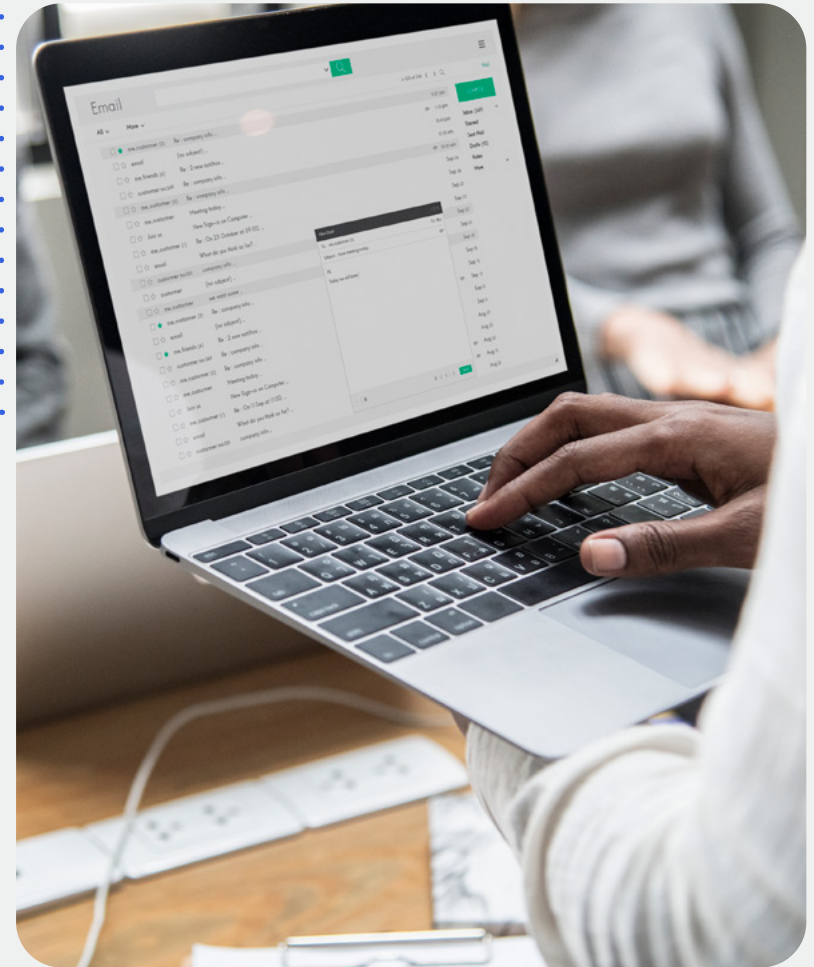
[Read the full customer story](#)

Identity resolution

Controlling the guest relationship

OTAs are an important source for bookings, but an overreliance on them can have an outsized negative impact on revenue.

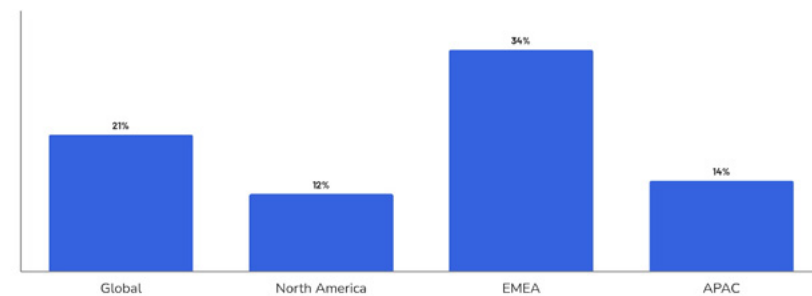
This is especially true when OTAs mask guest emails, preventing hotels from contacting guests directly for repeat bookings and driving loyalty. To maximize revenue, hotels must have a method for unmasking guest emails.



Percentage of OTA-masked email records

On average, 21% of database records around the world contained a masked email, with OTAs keeping control of the guest relationship.

REVINATE
Database records with an OTA-masked email address - overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

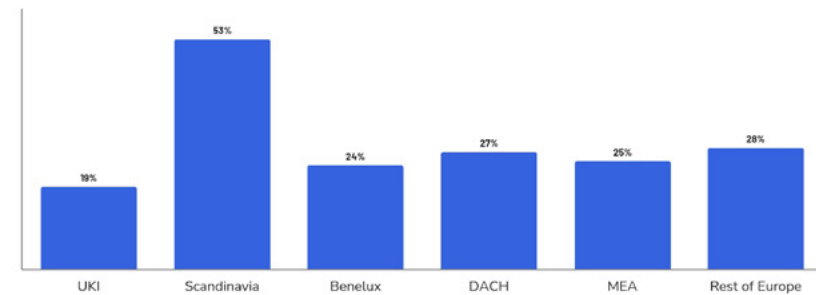
REVINATE

EMEA

Percentage of OTA-masked email records

Across EMEA, OTAs maintained the firmest grip in Scandinavia, with 53% of all database records having masked emails.

REVINATE
Database records with an OTA-masked email address - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

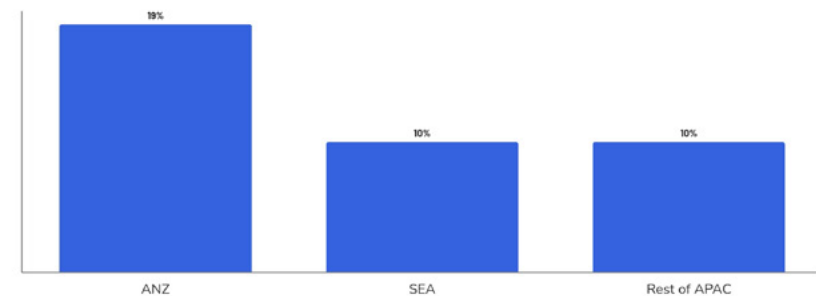
REVINATE

APAC

Percentage of OTA-masked email records

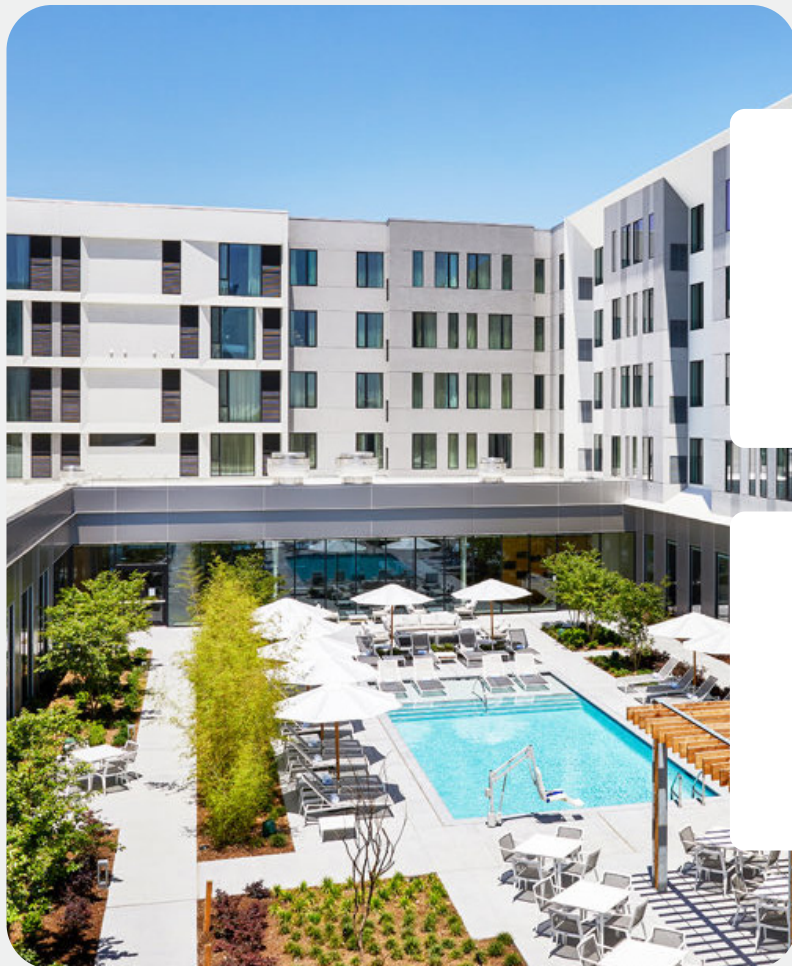
Across APAC, Australia and New Zealand had the most number of OTA-masked emails in their database.

REVINATE
Database records with an OTA-masked email address - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

Revinate does a great job sharing best practices. I'm always learning new ways to improve guest engagement.

Lindsay Armstrong
CRM Manager, Daniel Thwaites

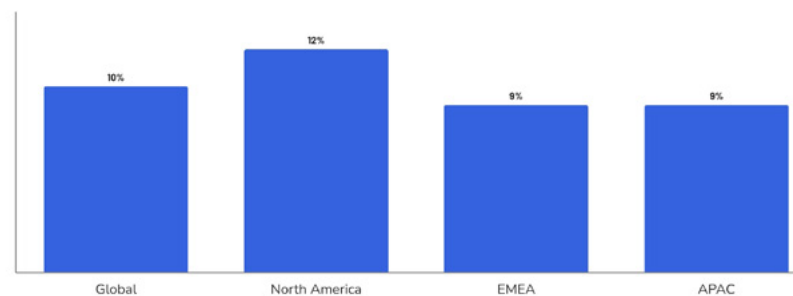
With Revinate, Daniel Thwaites has achieved a lifetime revenue of £7M.

[Read the full customer story](#)

Percentage of merged profiles per database

Globally, North America enjoys a slight lead against all other regions, merging 12% of its database profiles that had a masked OTA email address.

REVINATE
Merged profiles per database - overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

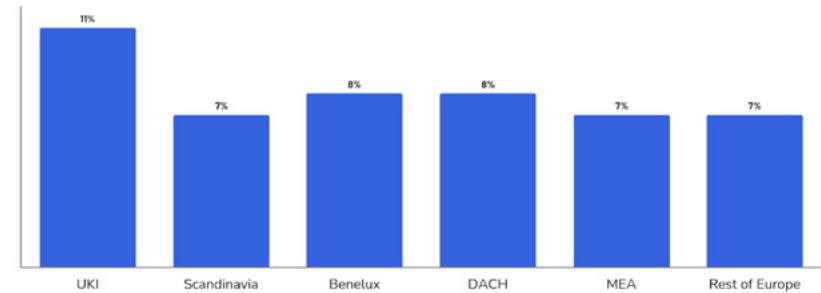
REVINATE

EMEA

Percentage of merged profiles per database

Across EMEA, the UKI had a slight lead of 11% over other regions in database with profiles that included OTA masked emails.

REVINATE
Merged profiles per database - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

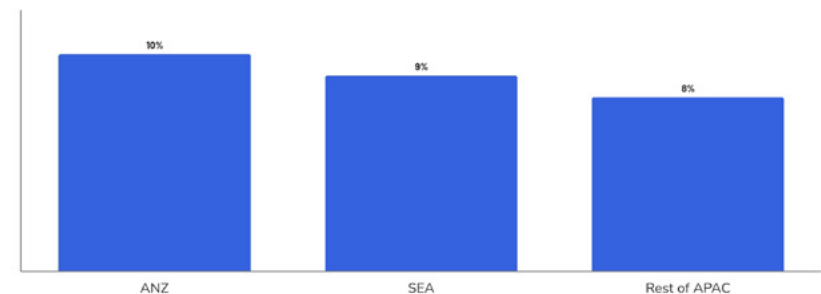
REVINATE

APAC

Percentage of merged profiles per database

Across APAC, the different regions were almost on par averaging 8-10% of merged accounts in their database.

REVINATE
Merged profiles per database - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Ready to increase your direct bookings?

Tell us a bit about yourself, and we'll set up an appointment for an interactive demo.



Email channel

Global

North America, Europe, Middle East and Africa (EMEA) and Asia Pacific (APAC) regions

The 2025 Hospitality Benchmark Report helps hoteliers assess performance, pinpoint improvements, and set goals. These email marketing benchmarks focus on the global email channel for segmentation impact, campaign performance, upsells, and surveys.






Email channel: introduction

Communication is key to any guest
relationship

The email channel represents how well hoteliers communicate with guests and leverage the channel to drive ancillary revenue while managing reputation. Guests are constantly bombarded with email from various senders – including other hotels.

That's why it's important that every email sent out is targeted, personalized, and relevant. Not only will guests be more likely to read your emails, but it may result in upsells and better reviews.

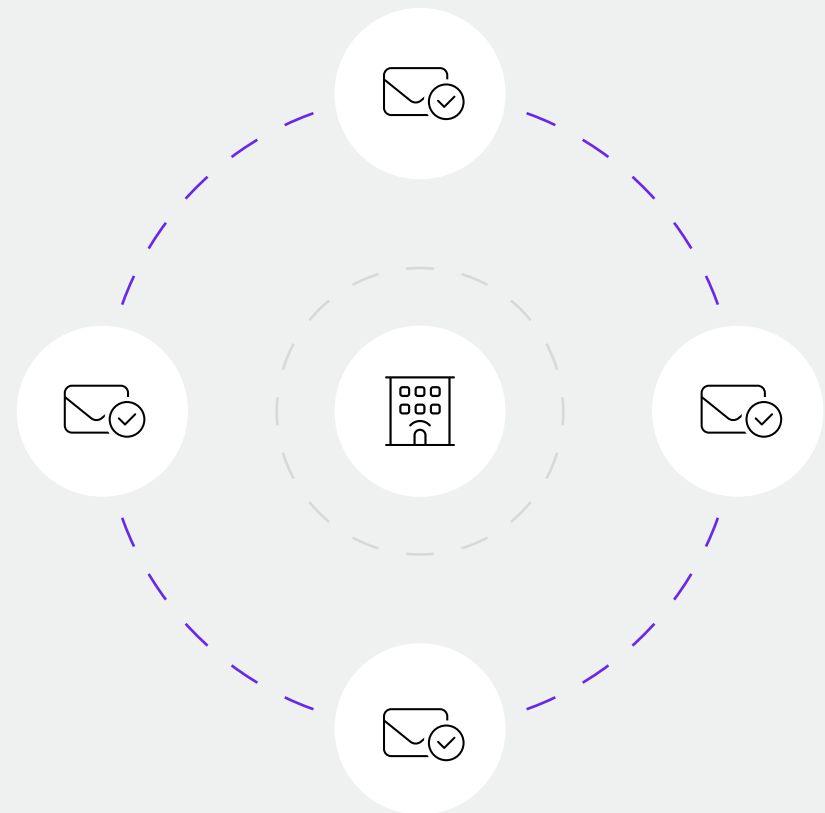


Hotel email campaign performance

Fundamental metrics of any email

It's important to measure open rates, click-through rates, and conversions for any email, but it's also important to have a granular perspective to assess performance accurately.

To that end, we've provided metrics for one-time campaigns and recurring campaigns, since their use cases can be completely different. We also identify the best performing campaign types.

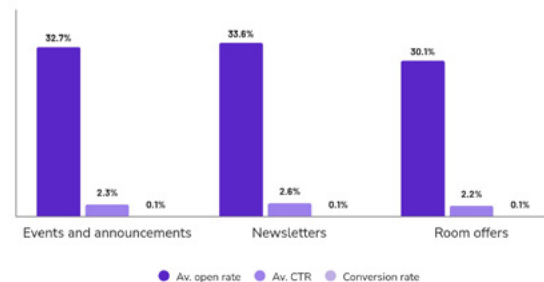


GLOBAL

One-time campaigns

Newsletters not only had the best core email performance, it also earned the highest average booking value.

REVINATE MARKETING
One-time campaigns - Global



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

\$1,074 average booking value and 496 room nights booked per events and announcements campaign

\$1,257 average booking value and 278 room nights booked per newsletter campaign

\$918 average booking value and 375 room nights booked per room offer campaign

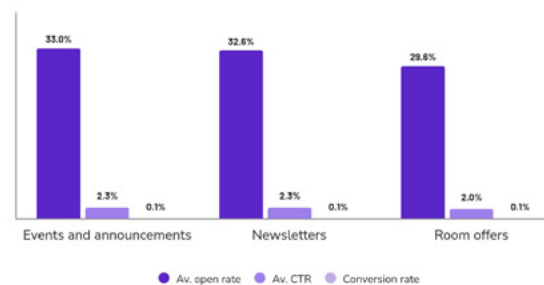
REVINATE

NORTH AMERICA

One-time campaigns

Events and announcements not only had the best core email performance, it also earned the highest average booking value.

REVINATE MARKETING
One time campaigns - North America



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

\$1,317 average booking value and 569 room nights booked per events and announcements campaign

\$1,260 average booking value and 253 room nights booked per newsletter campaign

\$1,132 average booking value and 429 room nights booked per room offer campaign

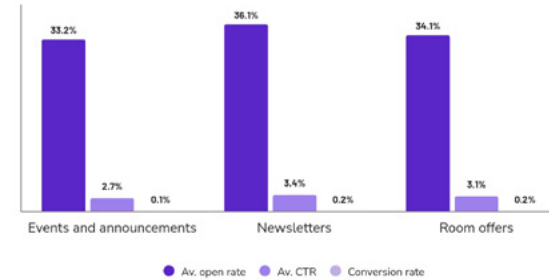
REVINATE

EMEA

One-time campaigns

Newsletters not only had the best core email performance, it also earned the highest average booking value.

REVINATE MARKETING
One-time campaigns - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

\$583 average booking value and 174 room nights booked per events and announcements campaign

\$1,082 average booking value and 272 room nights booked per newsletter campaign

\$507 average booking value and 164 room nights booked per room offer campaign

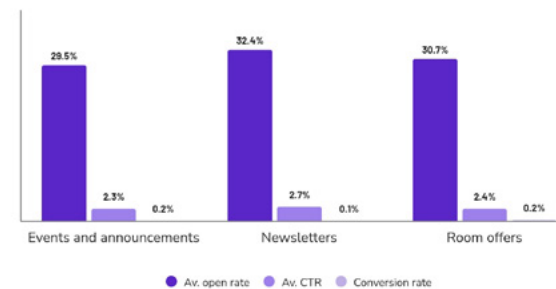
REVINATE

APAC

One-time campaigns

Newsletters not only had the best core email performance, it also earned the highest average booking value.

REVINATE MARKETING
One-time campaigns - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

\$728 average booking value and 508 room nights booked per events and announcements campaign

\$1,881 average booking value and 400 room nights booked per newsletter campaign

\$542 average booking value and 356 room nights booked per room offer campaign

REVINATE

“
Revinatē’s hospitality-specific solutions just
work for hoteliers because Revinatē gets
the industry and what we need.

Amber Watt
Director of Marketing, Hotel Wailea

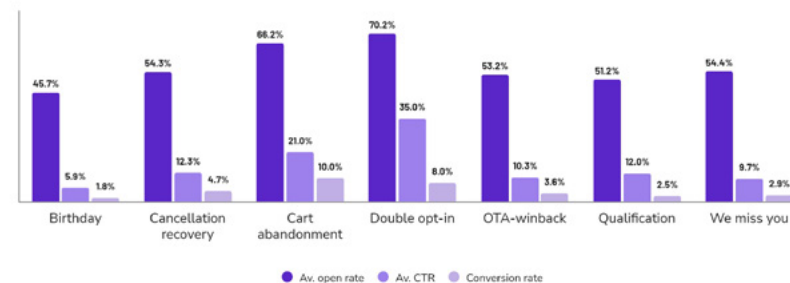


GLOBAL

Recurring campaigns

For automated recurring campaigns, double opt-in emails maintained an incredible open rate.

REVINATE MARKETING
Recurring campaigns - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

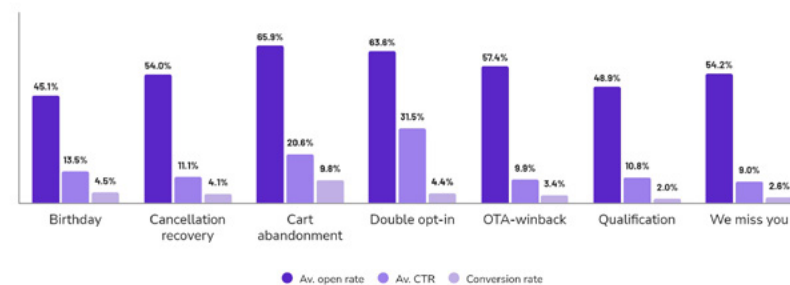
REVINATE

NORTH AMERICA

Recurring campaigns

For automated recurring campaigns, cart abandonment emails maintained an incredible open rate.

REVINATE MARKETING
Recurring campaigns - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

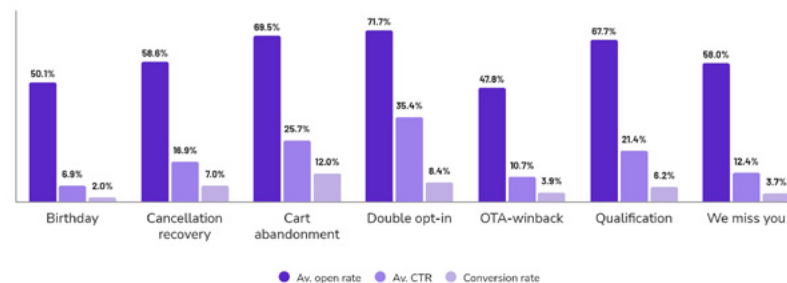
REVINATE

EMEA

Recurring campaigns

For automated recurring campaigns, double opt-in emails maintained an incredible open rate.

REVINATE MARKETING
Recurring campaigns - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

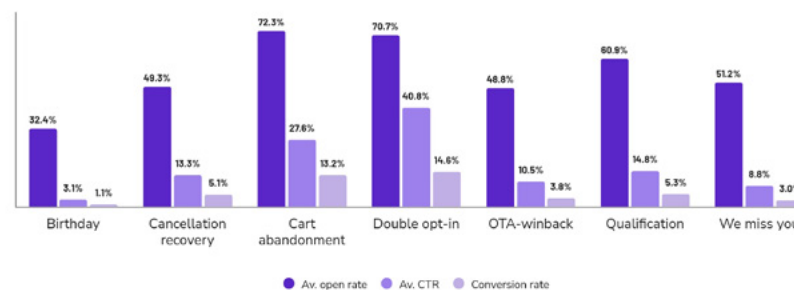
REVINATE

APAC

Recurring campaigns

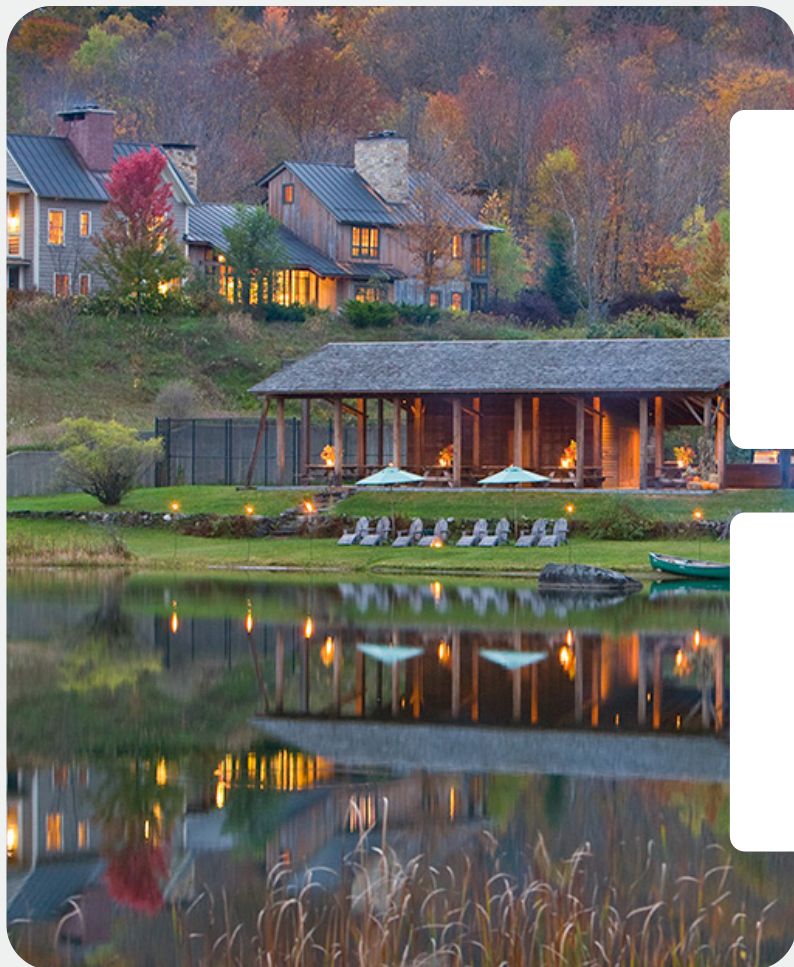
For automated recurring campaigns, cart abandonment emails maintained an incredible open rate.

REVINATE MARKETING
Recurring campaigns - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

Revinate is always sharing best practices
and helping us improve our performance.
It's a true partnership.

Andy Luersen
Twin Farms Marketing Consultant

The team at Twin Farms have already been able to drive
\$11M in lifetime revenue with Revinate.

[Read the full customer story](#)

GLOBAL

Average booking value and room nights booked for recurring campaigns

Double opt-in emails earned higher booking values than other recurring email types by a small margin.

NORTH AMERICA

Average booking value and room nights booked for recurring campaigns

Birthday emails earned higher booking values than other recurring email types by a wide margin.

REVINATE MARKETING

Average booking value and room nights booked for recurring campaigns - Global

Birthday

- \$679 average booking value
- 4 room nights per booking

Cancellation recovery

- \$810 average booking value
- 4 room nights per booking

Cart abandonment

- \$1,189 average booking value
- 5 room nights per booking

Double opt-in

- \$1,479 average booking value
- 13 room nights per booking

Qualification

- \$1,171 average booking value
- 10 room nights per booking

We miss you

- \$727 average booking value
- 4 room nights per booking

Room nights booked are per booking for recurring campaigns.

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

REVINATE MARKETING

Average booking value and room nights booked for recurring campaigns - North America

Birthday

- \$2,948 average booking value
- 8 room nights booked

Cancellation recovery

- \$857 average booking value
- 4 room nights booked

Cart abandonment

- \$1,232 average booking value
- 5 room nights booked

Double opt-in

- \$1,246 average booking value
- 6 room nights booked

Qualification

- \$1,387 average booking value
- 6 room nights booked

We miss you

- \$1,024 average booking value
- 5 room nights booked

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

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

EMEA

Average booking value and room nights booked for recurring campaign

Double opt-in emails earned higher booking values than other recurring email types by a wide margin.

APAC

Average booking value and room nights booked for recurring campaigns

Cancellation recovery emails earned higher booking values than other recurring email types by a wide margin.

REVINATE MARKETING

Average booking value and room nights booked for recurring campaigns - EMEA

Birthday

- \$688 average booking value
- 4 room nights booked

Cancellation recovery

- \$506 average booking value
- 3 room nights booked

Cart abandonment

- \$608 average booking value
- 2 room nights booked

Double opt-in

- \$1,736 average booking value
- 16 room nights booked

Qualification

- \$783 average booking value
- 25 room nights booked

We miss you

- \$348 average booking value
- 3 room nights booked

Room nights booked are per booking for recurring campaigns.

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

REVINATE MARKETING

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

Birthday

- \$569 average booking value
- 4 room nights per booking

Cancellation recovery

- \$1,268 average booking value
- 4 room nights per booking

Cart abandonment

- \$806 average booking value
- 4 room nights per booking

Double opt-in

- \$823 average booking value
- 5 room nights per booking

Qualification

- \$393 average booking value
- 4 room nights per booking

We miss you

- \$306 average booking value
- 4 room nights per booking

Room nights booked are per booking for recurring campaigns.

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

“

Revinate is an incredibly powerful revenue generation solution.

Luis Estrada
Digital Marketing Manager, Grupo Brisas

Grupo Brisas team credits Revinate as the group's top direct channel driving 30% increase in direct channel revenue YOY.

[Read the full customer story](#)



GLOBAL

Top campaigns by average booking value

Double opt-in emails earned the highest average booking value, with newsletters coming in a close second.

REVINATE MARKETING Top campaigns by average booking value - Global

Double opt-in

- \$1,479 average booking value
- recurring campaign

Newsletter

- \$1,257 average booking value
- one-time campaign

Cart abandonment

- \$1,189 average booking value
- recurring campaign

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

NORTH AMERICA

Top campaigns by average booking value

Birthday emails earned the highest average booking value, with events & announcements coming in a distant second.

REVINATE MARKETING Top campaigns by average booking value - North America

Birthday

- \$2,948 average booking value
- recurring campaign

Qualification

- \$1,387 average booking value
- recurring campaign

Events/announcements

- \$1,254 average booking value
- one-time campaign

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

EMEA

Top campaigns by average booking value

Double opt-in emails earned the highest average booking value, with newsletters coming in a distant second.

REVINATE MARKETING Top campaigns by average booking value - EMEA

Double opt-in

- \$1,713 average booking value
- recurring campaign

Newsletter

- \$1,084 average booking value
- one-time campaign

Pre-arrival

- \$800 average booking value
- recurring campaign

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

APAC

Top campaigns by average booking value

One-time newsletter campaigns delivered the best average booking value, probably due to effective segmenting.

REVINATE MARKETING Top campaigns by average booking value - APAC

Newsletter

- \$1,881 average booking value
- one-time campaign

Cancellation recovery

- \$1,268 average booking value
- recurring campaign

Double opt-in

- \$823 average booking value
- recurring campaign

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

Thanks to Revinate, we were able to dramatically increase the efficiency of our digital campaigns to reengage with past guests and drive direct revenue.

Amanda Reuss
Regional Director of Digital Marketing, SCP Hotels

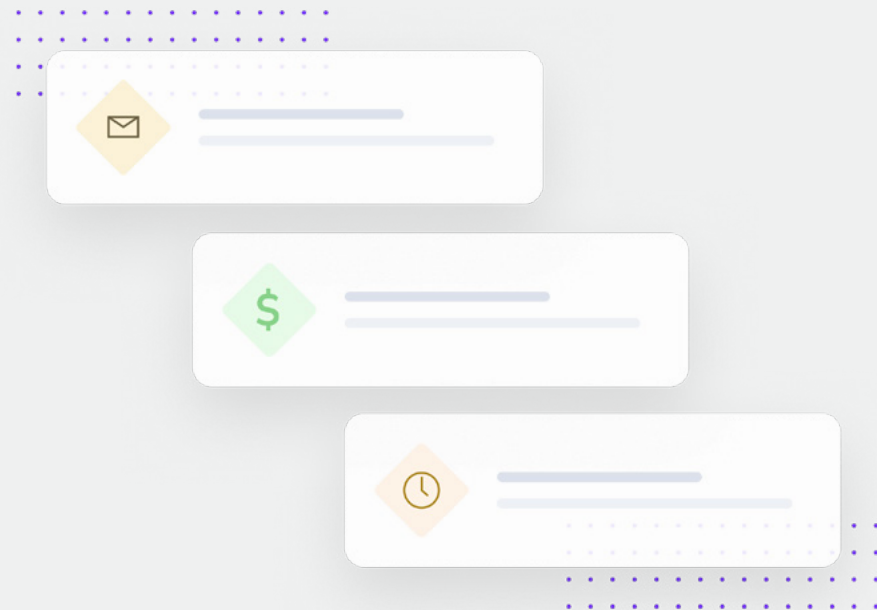


Segmentation impact

How targeted emails convert

Use the guest data you collect to create specific segments or customized messaging by applying multiple segment filters.

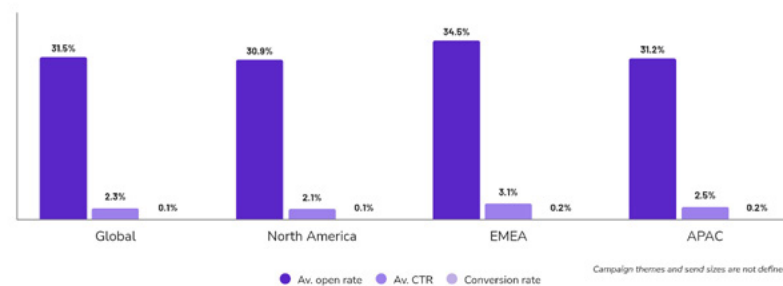
Better targeting leads to more personalized and relevant guest communications and offers. As a result, your emails can generate more revenue.



Overall email marketing benchmarks with no segmentation

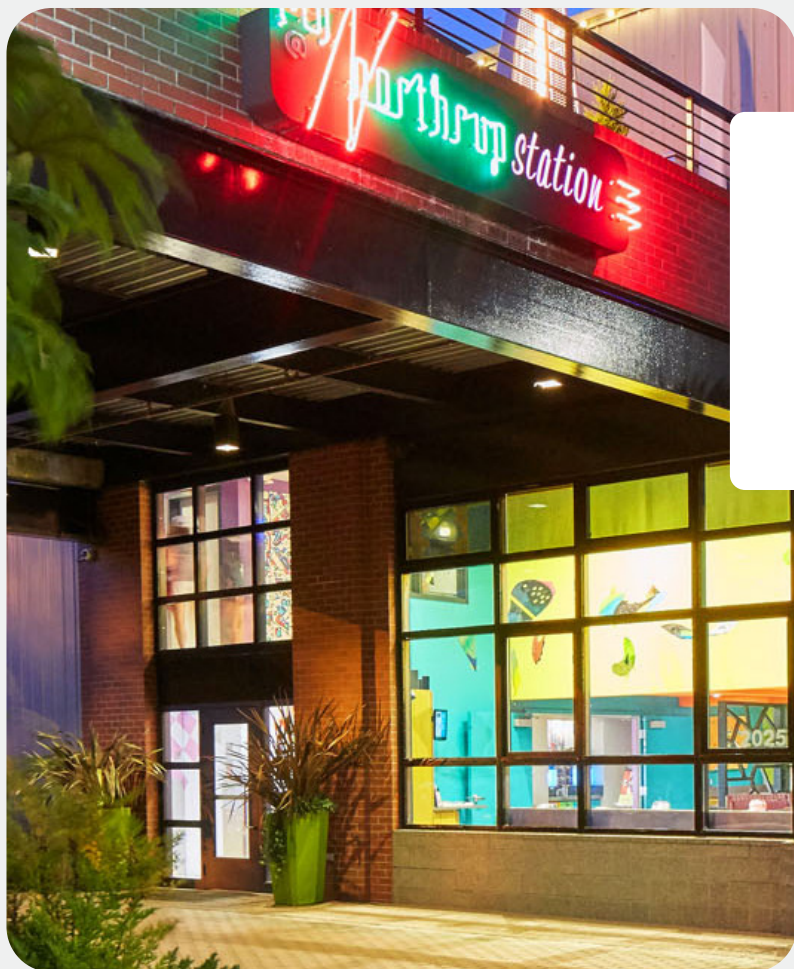
Without any filters applied in any region, open rates hovered around 30% for all regions.

REVINATE MARKETING
Overall email benchmarks with no segmentation - Overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

Revinate has greatly improved our email marketing with the ability to connect our to our customer database and create guest segments.

Misty Moore
Director of Sales and Marketing, The Inn @ Northrup Station

GLOBAL

Email marketing benchmarks based on send size

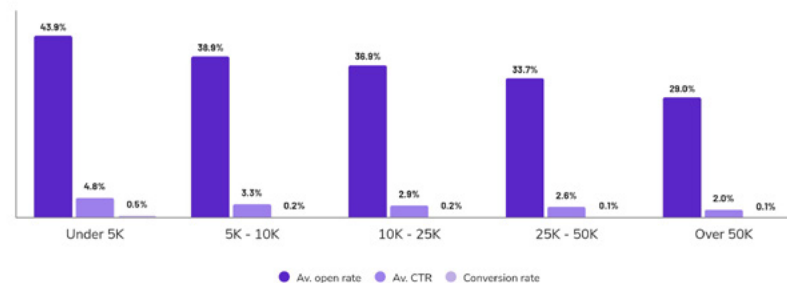
Globally, applying enough filters to reduce segments to under 5K resulted in a gain of roughly 15% in open rate.

NORTH AMERICA

Email marketing benchmarks based on send size

In North America, applying enough filters to reduce segments to under 5K resulted in a gain of roughly 15% in open rate.

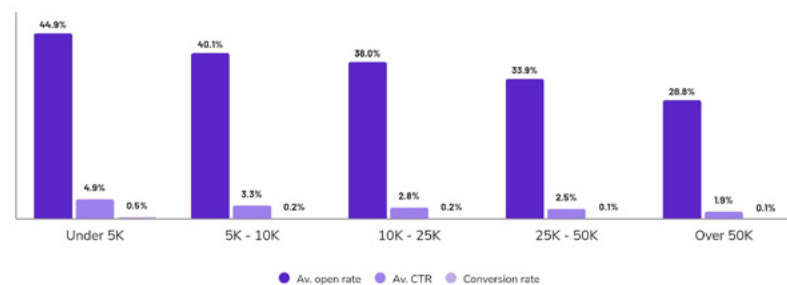
REVINATE MARKETING
Benchmarks based on send size - Global



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

REVINATE MARKETING
Benchmarks based on send size - North America



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

EMEA

Email marketing benchmarks based on send size

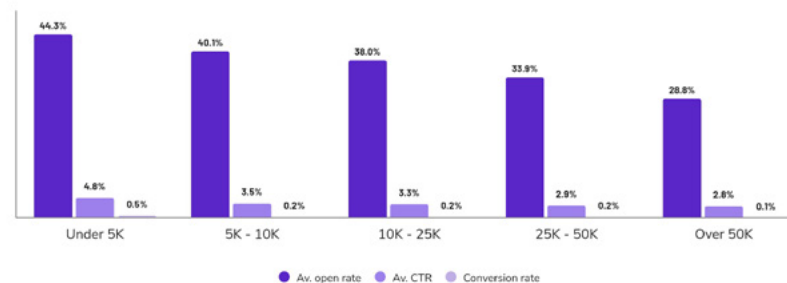
In EMEA, applying enough filters to reduce segments to under 5K resulted in a gain of roughly 10% in open rate.

APAC

Email marketing benchmarks based on send size

In APAC, applying enough filters to reduce segments to under 5K resulted in a gain of roughly 10% in open rate.

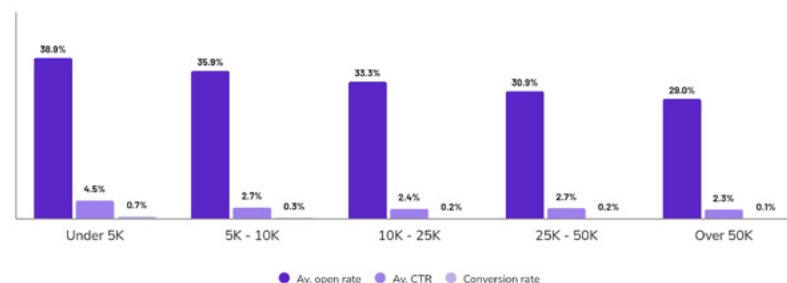
REVINATE MARKETING
Benchmarks based on send size - EMEA



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

REVINATE MARKETING
Benchmarks based on send size - APAC



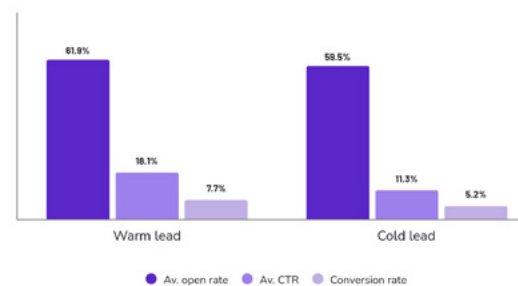
2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

Warm and cold lead campaigns

Warm lead campaigns had higher core metrics across the board but only a nominal advantage in booking value.

REVINATE MARKETING
Warm lead and cold lead campaigns – North America



\$2,378 average booking value and 7 rooms nights per booking for warm lead campaigns

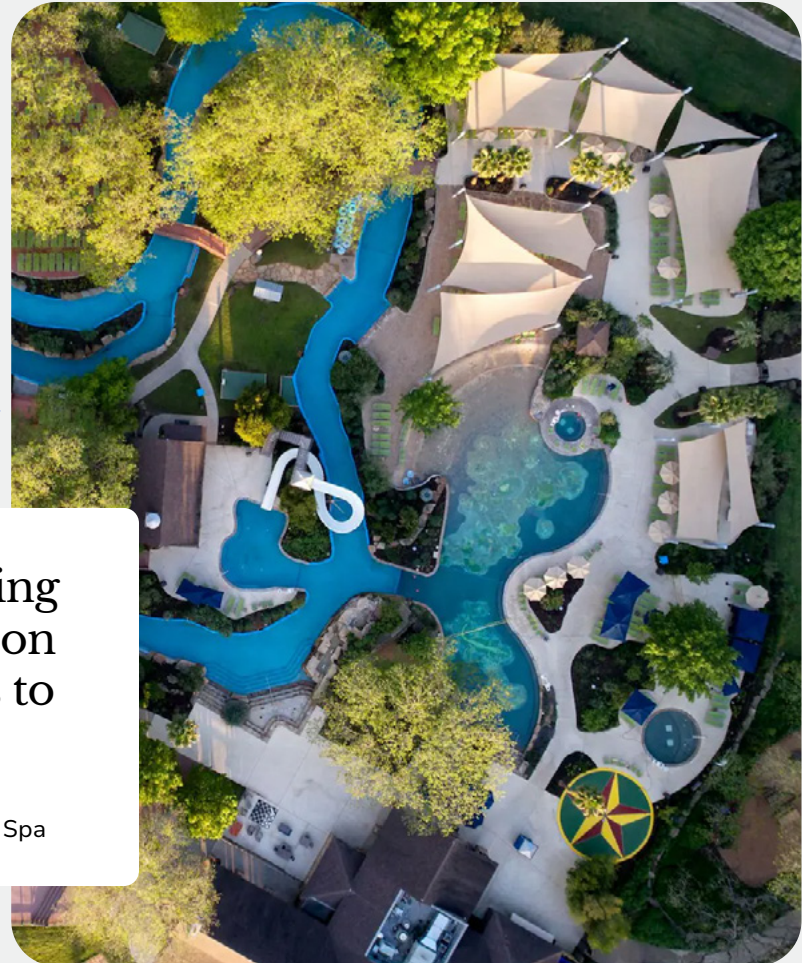
\$2,344 average booking value and 3 rooms nights per booking for cold lead campaigns

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

“
Revinate supported our goal of developing
a premium group of sales professionals on
the best technology, allowing Lost Pines to
quickly gain momentum.

Michelle LaFunte
Director of Revenue Management, Hyatt Regency Lost Pines Resort and Spa

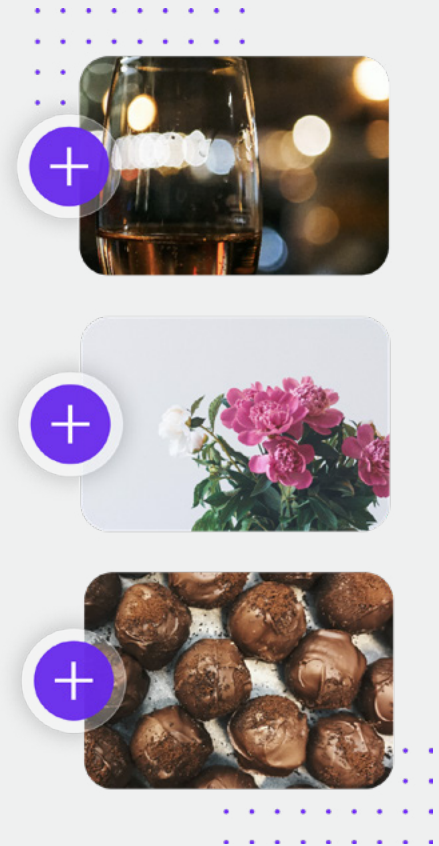


Upsells

Ancillary revenue is primary revenue

From pre-arrival to checkout, there are many touchpoints when guests expect to receive an email from you. These are perfect opportunities to upsell a product or service, like a room upgrade, spa discount, late checkout, and more.

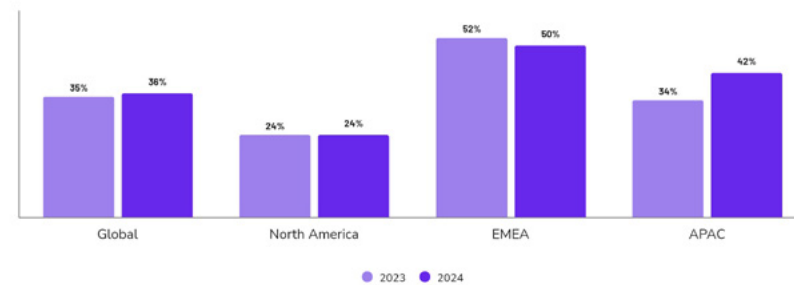
Are you doing everything you can to earn ancillary revenue?



Upsell utilization

EMEA leads the way, upselling in 50% of communications, with APAC improving significantly YoY.

REVINATE MARKETING
Upsell utilization - Overview



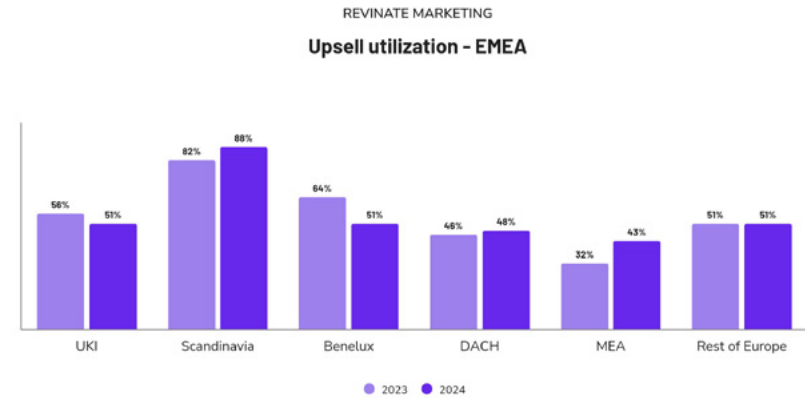
2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

EMEA

Upsell utilization

The micro regions across EMEA delivered mixed performance YoY, with Scandinavia and Middle East-Africa improving.



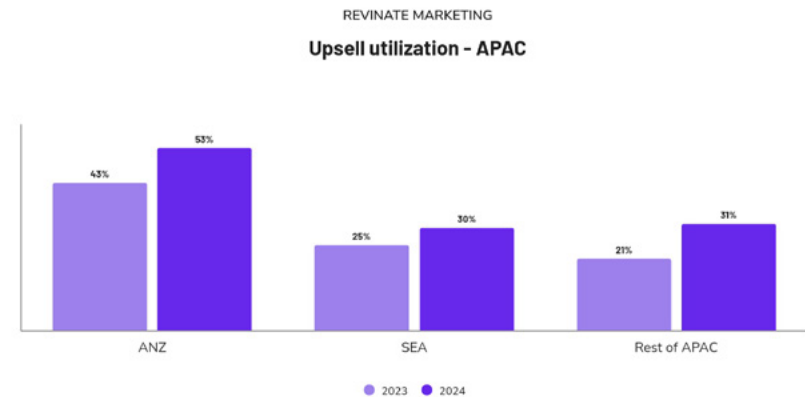
2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

APAC

Upsell utilization

APAC improved across all regions YoY, with the Australia-New Zealand micro region leading the way.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

Revinate's tools and support are brilliant. So many hotels use the platform globally, and Revinate does a great job sharing best practices. I'm always learning new ways to improve guest engagement.

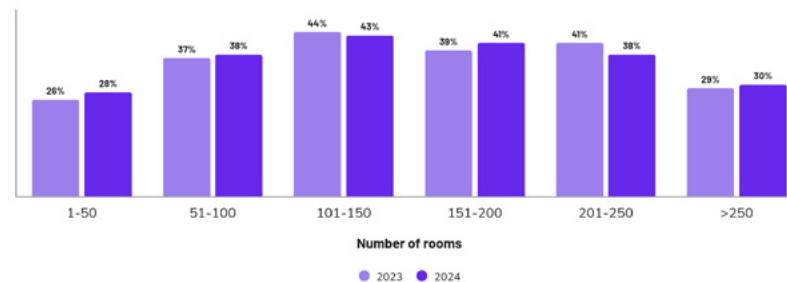
Lindsay Armstrong
CRM Manager, Daniel Thwaites

GLOBAL

Upsell utilization by hotel size

Globally, there was mixed performance across all hotel sizes but no big gains or losses.

REVINATE MARKETING
Upsell utilization (by hotel room count) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

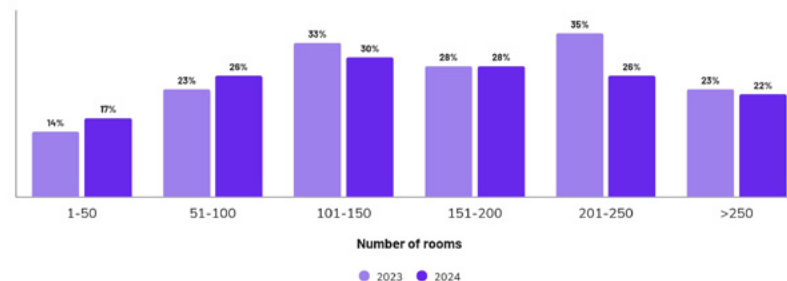
REVINATE

NORTH AMERICA

Upsell utilization by hotel size

Smaller hotels improved their use of upsells while larger hotels dipped – sometimes significantly.

REVINATE MARKETING
Upsell utilization (by hotel room count) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

EMEA

Upsell utilization by hotel size

Small and midsize hotels dipped or saw marginal gains, while large hotels embraced upsells.

REVINATE MARKETING
Upsell utilization (by hotel room count) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

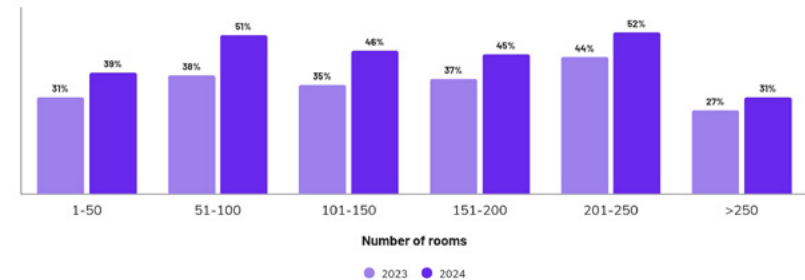
REVINATE

APAC

Upsell utilization by hotel size

All hotel sizes saw tremendous gains in upsells; some improvements were over 10%.

REVINATE MARKETING
Upsell utilization (by hotel room count) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

“
Revinate is robust but simple to use. It allows us to clearly differentiate our offers from OTAs and has been instrumental in helping us drive millions in direct revenue.

Ben Chan
Vice President of Revenue Strategy, Triumph Hotels

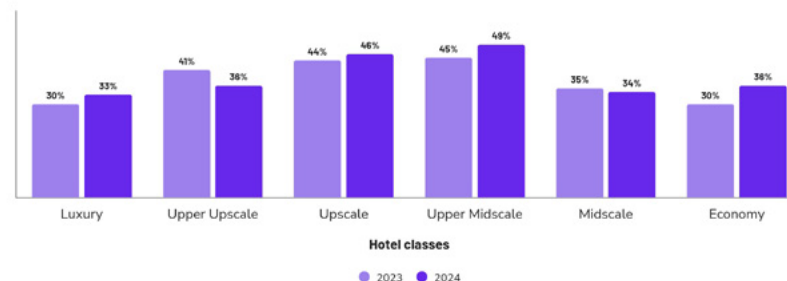


GLOBAL

Upsell utilization by hotel class

Overall, only upper upscale and midscale hotels saw dips in upsell utilization but not dramatically.

REVINATE MARKETING
Upsell utilization (by hotel class) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

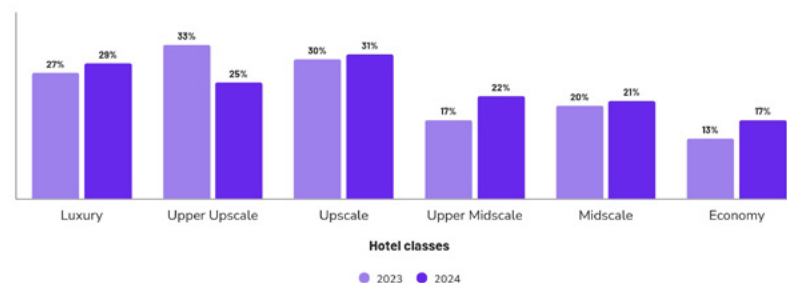
REVINATE

NORTH AMERICA

Upsell utilization by hotel class

Overall, each hotel class saw small gains in upsell use except for upper upscale hotels who saw a dramatic decrease.

REVINATE MARKETING
Upsell utilization (by hotel class) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

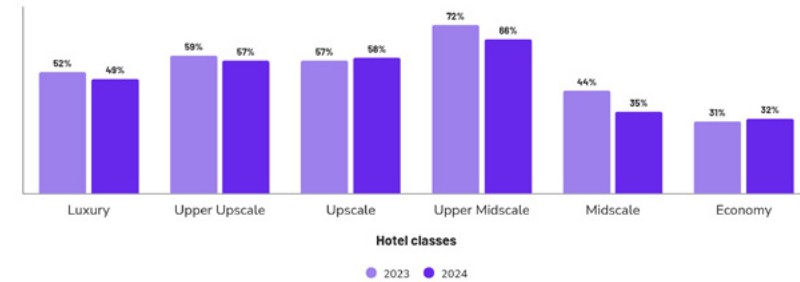
REVINATE

EMEA

Upsell utilization by hotel class

More mixed performance across the board YoY, but upscale and economy improved slightly.

REVINATE MARKETING
Upsell utilization (by hotel class) - EMEA



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

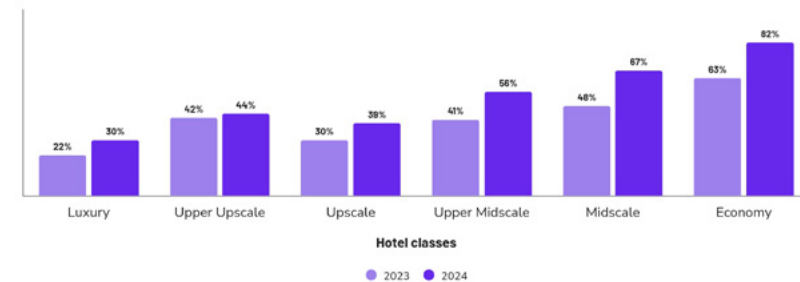
REVINATE

APAC

Upsell utilization by hotel class

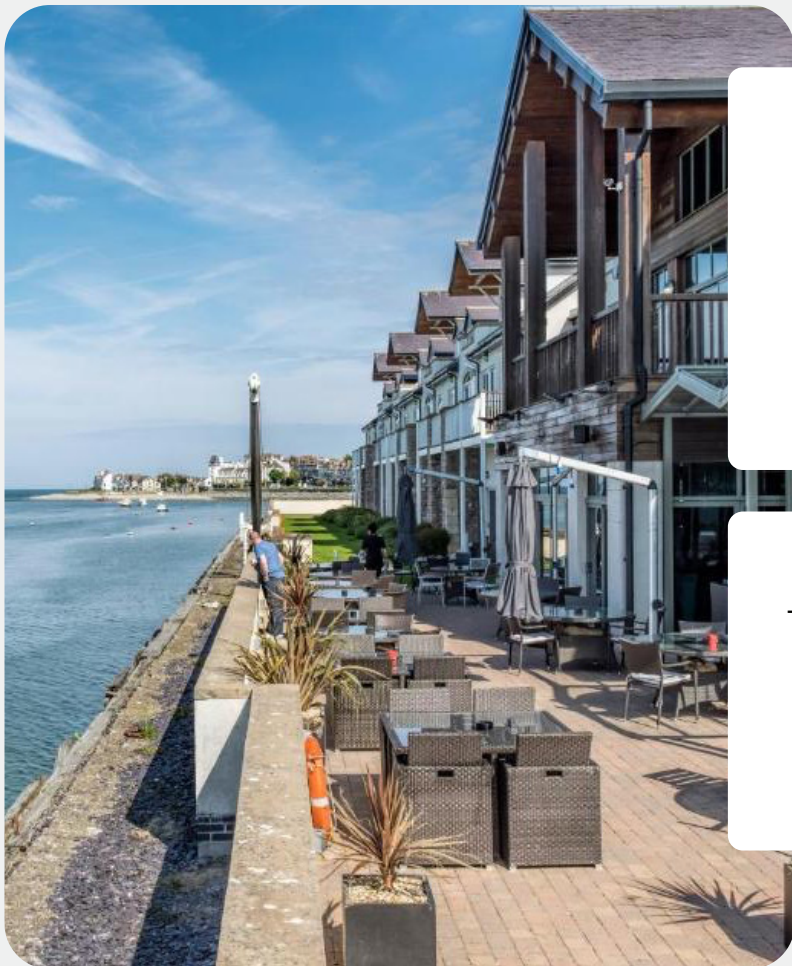
More improvements across the board YoY, but midscale and economy improved by nearly 20% each.

REVINATE MARKETING
Upsell utilization (by hotel class) - APAC



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE



“

With Revinate, we create relationships with our guests and clearly differentiate our product. We can show the customer why we are the best hotel in North Wales.

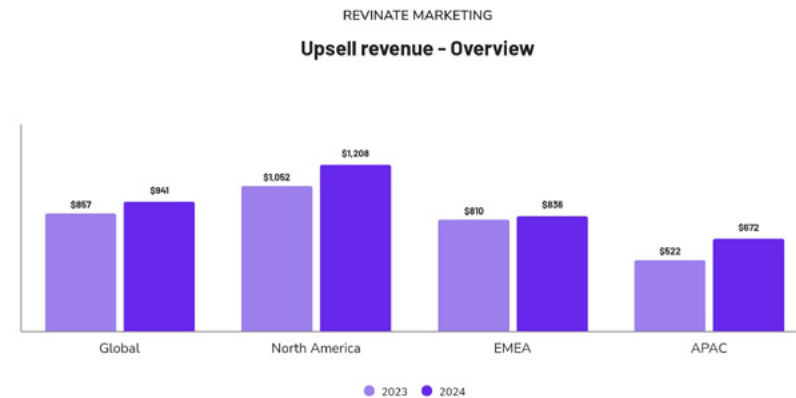
Shaun Oldfield
House Manager, The Quay Hotel and Spa

The Quay Hotel & Spa has achieved tangible and impressive returns on investment, showcasing the immediate impact of the platform on its success.

[Read the full customer story](#)

Upsell revenue per hotel per month

While every region improved YoY, North America and APAC increased monthly upsell revenue by roughly \$150.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

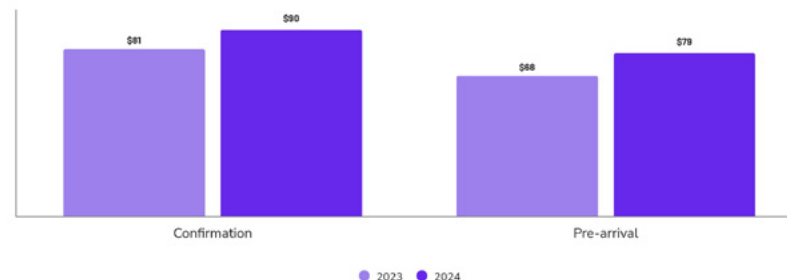
REVINATE

GLOBAL

Upsell revenue per booking per campaign type

Upsells for both confirmation and pre-arrival emails saw notable increases YoY.

REVINATE MARKETING
Upsell revenue per booking by campaign type - Global



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

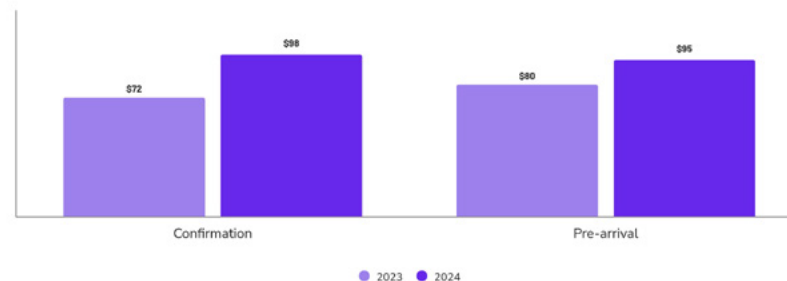
REVINATE

NORTH AMERICA

Upsell revenue per booking per campaign type

Upsells for both confirmation and pre-arrival emails saw tremendous increases YoY.

REVINATE MARKETING
Upsell revenue per booking by campaign type - North America



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

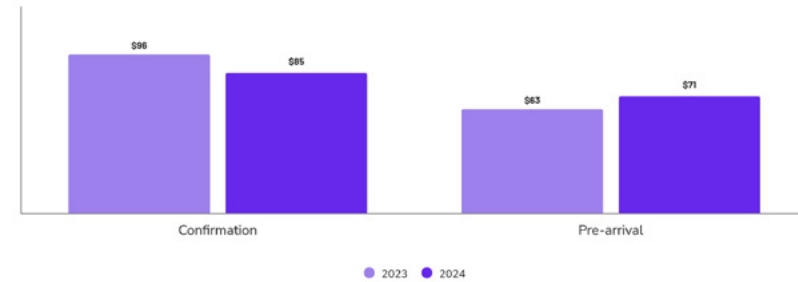
REVINATE

EMEA

Upsell revenue per booking per campaign type

Upsells appear to have become more effective the closer the stay date became.

REVINATE MARKETING
Upsell revenue per booking by campaign type - EMEA



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

EMEA

Upsell revenue per booking by campaign type

Benelux saw a collapse in confirmation email upsells, while the other micro regions grew pre-arrival upsells.

REVINATE MARKETING
Upsell revenue per booking by campaign type - EMEA



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

EMEA

Upsell revenue per booking by campaign type

Middle East-Africa grew both confirmation and pre-arrival upsells tremendously, beating the rest of Europe.

REVINATE MARKETING
Upsell revenue per booking by campaign type - EMEA



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

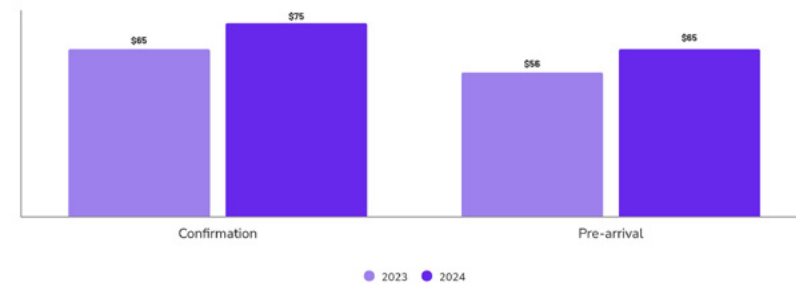
REVINATE

APAC

Upsell revenue per booking per campaign type

The revenue results are undeniable, with confirmation and pre-arrival upsells improving by nearly \$10 each.

REVINATE MARKETING
Upsell revenue per booking by campaign type - APAC

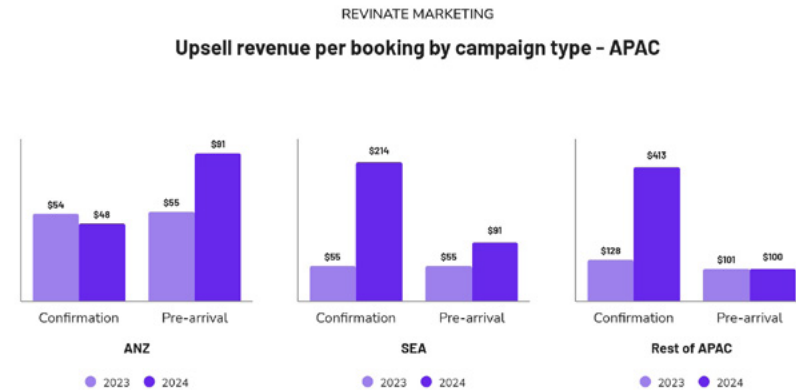


2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

Upsell revenue per booking by campaign type

Each micro region saw tremendous gains either confirmation or pre-arrival emails.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



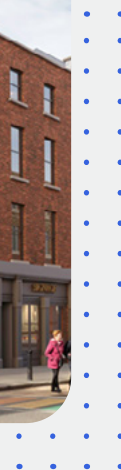
“

Revinate provides us with invaluable insights into guest preferences, demographics, and behaviors – key factors in understanding our target audience & delivering the right message.

Matthijs Wols
Marketing Executive, The July

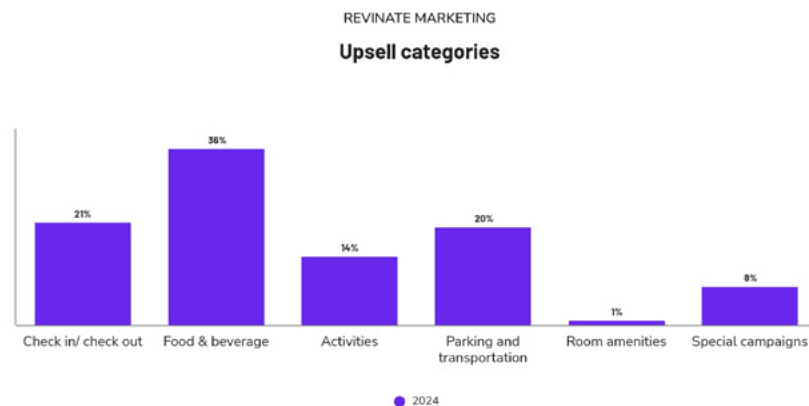
The team at The July have achieved 11X ROI in the last 12 months with the use of advanced segmentation and personalization.

[Read the full customer story](#)



Upsell categories

Across the globe, food & beverage were upsold the most, while check-in/check-out offers were a distant second.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

We went from high bounce rates to 40% open rates. Revinate Marketing has made a huge impact on our ability to engage our guests.

Adele Garbutt
Owner and Company Director, Calabash Hotel

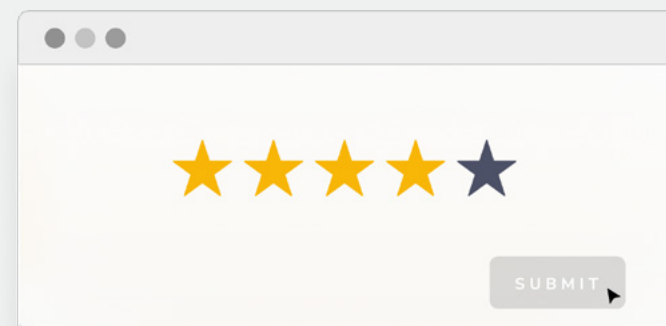


Surveys

Feedback is a gift that could foster loyalty

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.

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



Survey response rate

Of all the regions, it was guests in APAC who were the most likely to respond to a survey.

REVINATE GUEST FEEDBACK
Survey response rate - Overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

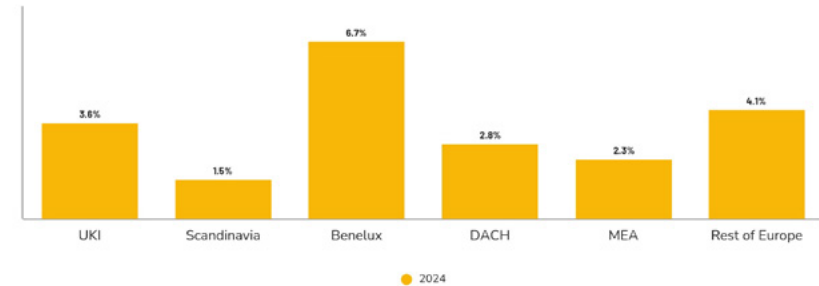
REVINATE

EMEA

Survey response rate

For EMEA, specifically, it was guests in Benelux who wanted to share hotel feedback the most, dwarfing other areas.

REVINATE GUEST FEEDBACK
Survey response rate - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

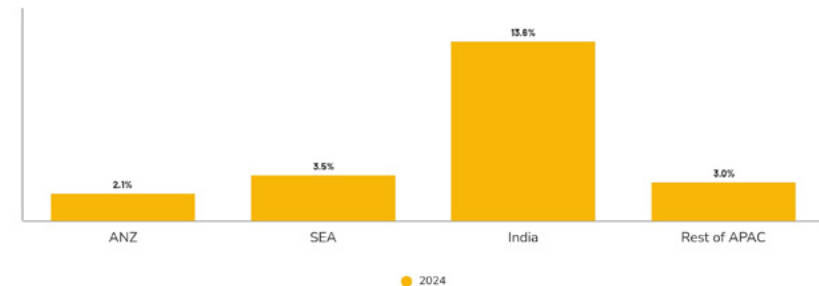
REVINATE

APAC

Survey response rate

For APAC, specifically, it was guests in India who wanted to share hotel feedback the most, dwarfing other areas.

REVINATE GUEST FEEDBACK
Survey response rate - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

“
Revinat has finally given us the ability to
leverage our data for driving direct revenue.

Daniel Bank
Reservations Manager, Parkhotel Adler

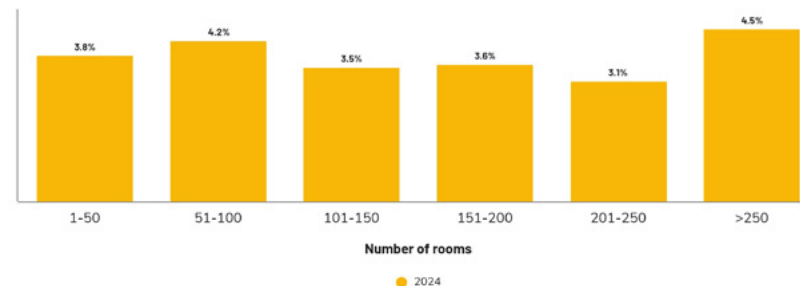


GLOBAL

Survey response rate by hotel size

Guests at smaller hotels and the largest hotels tend to respond to surveys more than at other hotels.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel room count) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

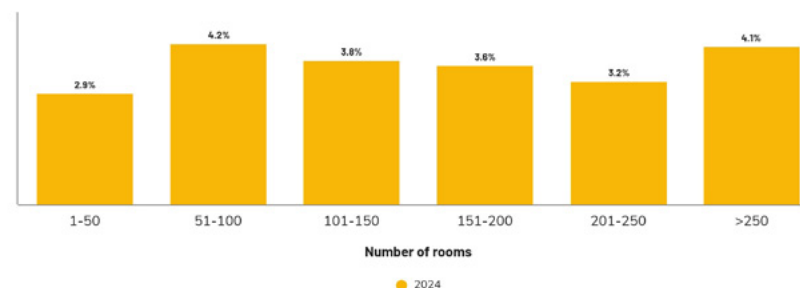
REVINATE

NORTH AMERICA

Survey response rate by hotel size

Guests at smaller hotels and the largest hotels tend to respond to surveys more than at other hotels.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel room count) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

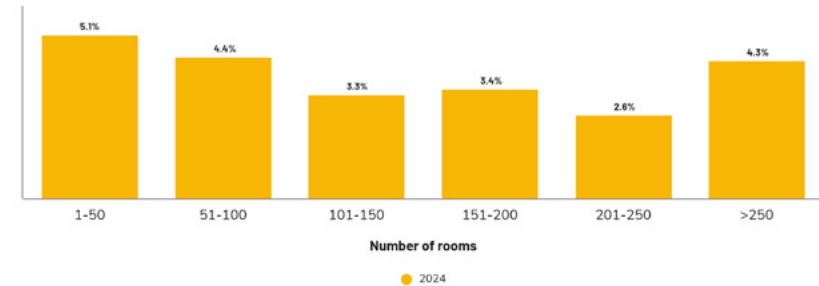
REVINATE

EMEA

Survey response rate by hotel size

Guests at smaller hotels tend to respond to surveys by one to two percentage points more than other hotels.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel room count) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

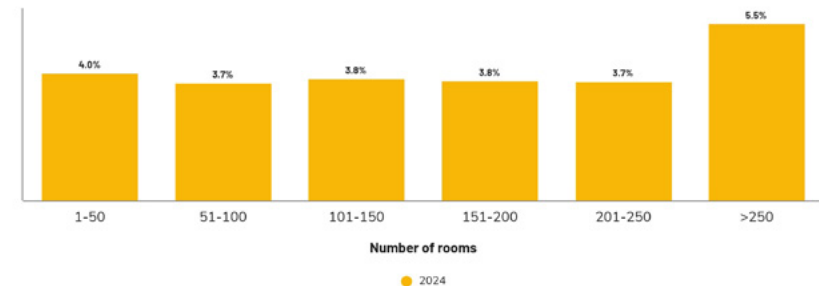
REVINATE

APAC

Survey response rate by hotel size

Guests at larger hotels tend to respond to surveys by a couple percentage points more than other hotels.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel room count) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

With Revinate, we finally have the data-based reporting and analytics we need to continually measure success and improve.

Madeleine Rohde
Head of Marketing, MOA Group

Hotel Heidegrund, an MOA Group property, has driven close to for €100K with just four automated campaigns.

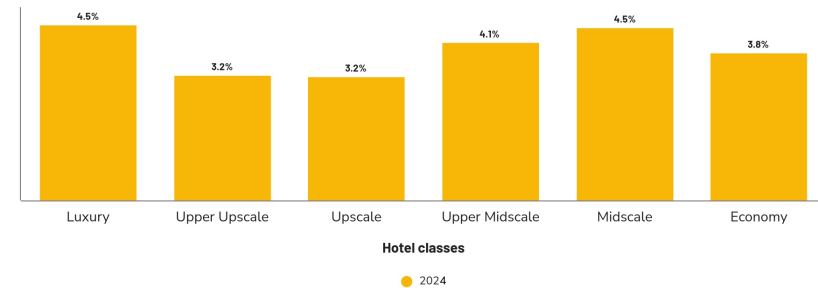
[Read the full customer story](#)

GLOBAL

Survey response rate by hotel class

Guests at midscale and luxury hotels were the most eager to share feedback, followed closely by upper midscale hotels.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel class) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

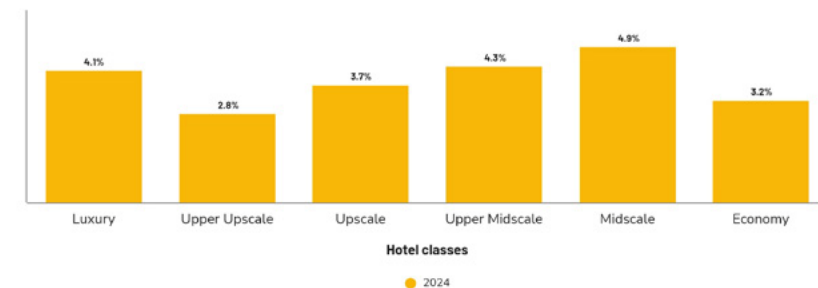
REVINATE

NORTH AMERICA

Survey response rate by hotel class

Guests at midscale hotels were the most eager to share feedback, followed closely by luxury hotels.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel class) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

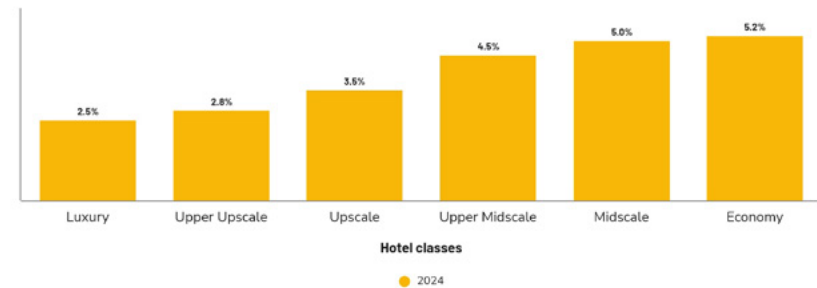
REVINATE

EMEA

Survey response rate by hotel class

Economy hotels had the highest response rate, and the trend decays the higher the scale of the hotel.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel class) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

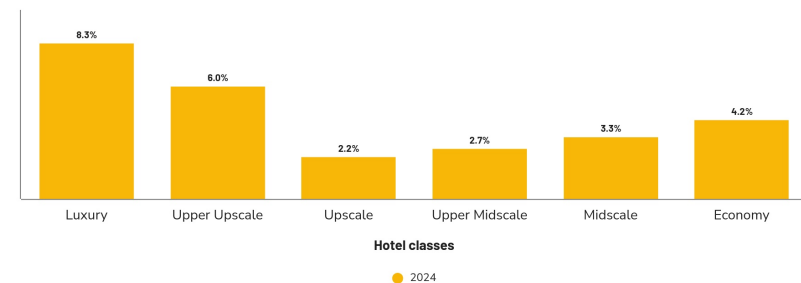
REVINATE

APAC

Survey response rate by hotel class

Luxury hotels had the highest response rate, possibly due to high expectations of guests.

REVINATE GUEST FEEDBACK
Survey response rate (by hotel class) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

“

Revinate Marketing has been a game-changer for understanding our guests and engaging them in a personalized way.

Allie Singer
Vice President, Marketing & Digital Strategy, TPG Hotels & Resorts

TPG properties have earned \$82,000 in direct revenue till date by from deployment of “We Miss You” campaigns alone.

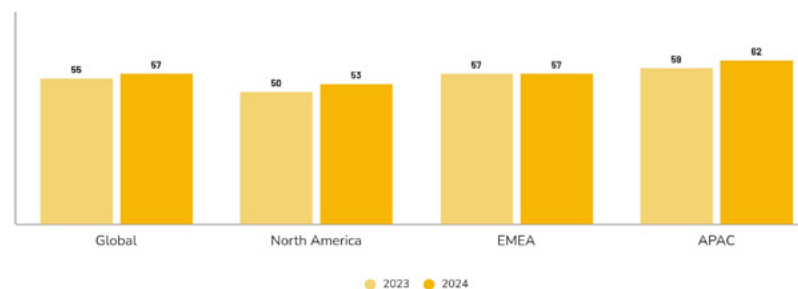
[Read the full customer story](#)



Net Promoter Score

NPS ticked up slightly or maintained value for all regions, but APAC led the way with the highest score.

REVINATE GUEST FEEDBACK
Net Promoter Score overview



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

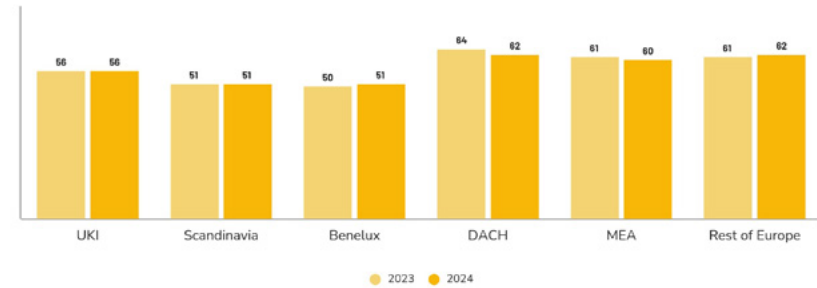
REVINATE

EMEA

Net Promoter Score

NPS held relatively steady throughout all of Europe, with only nominal fluctuations.

REVINATE GUEST FEEDBACK
Net Promoter Score - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

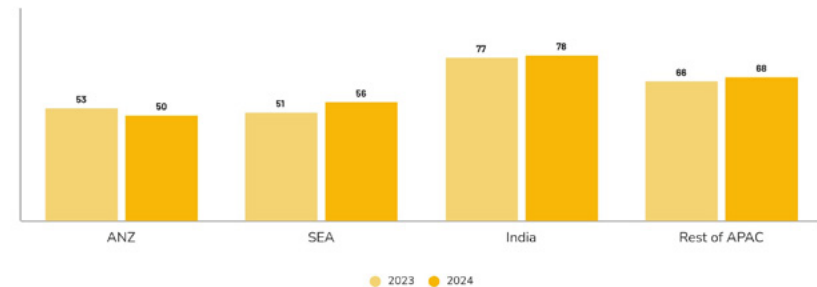


APAC

Net Promoter Score

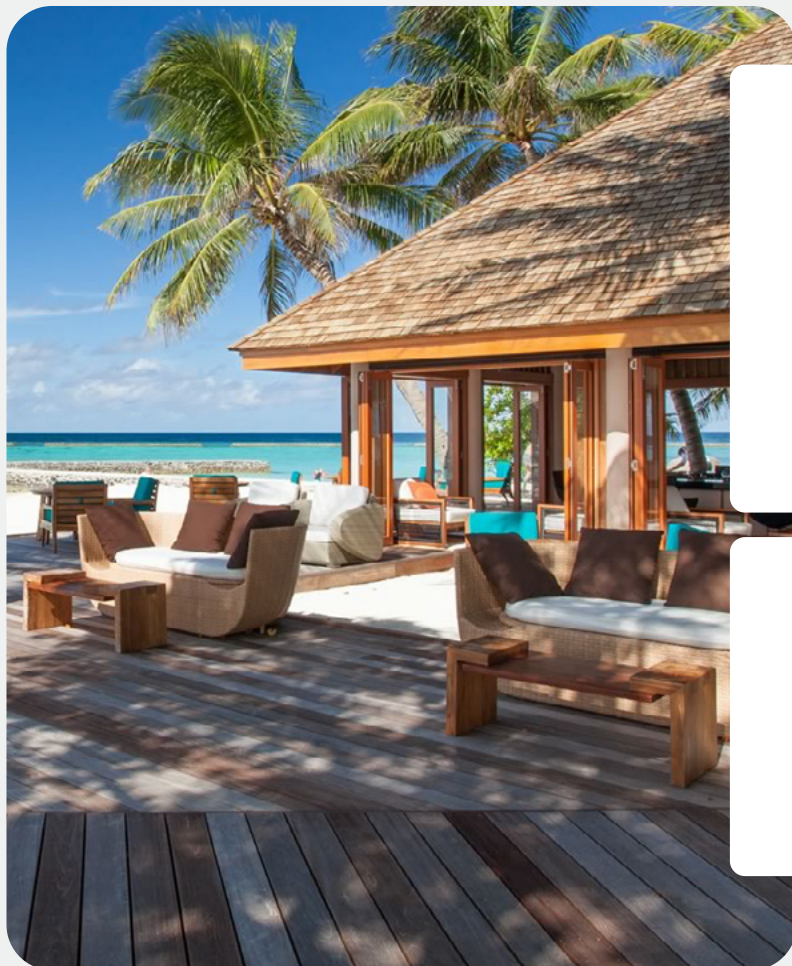
APAC micro regions were slightly mixed with Australia-New Zealand dipping while other areas improved marginally.

REVINATE GUEST FEEDBACK
Net Promoter Score - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.





“

Revinate enables us to make data-driven decisions and drive revenue by rapidly rolling out direct booking promotions – ensuring we stay ahead of the competition.

Ruchira Wimalaratne
Director of E-Commerce, Crown & Champa Resorts

TPG properties have earned \$82,000 in direct revenue till date by from deployment of “We Miss You” campaigns alone.

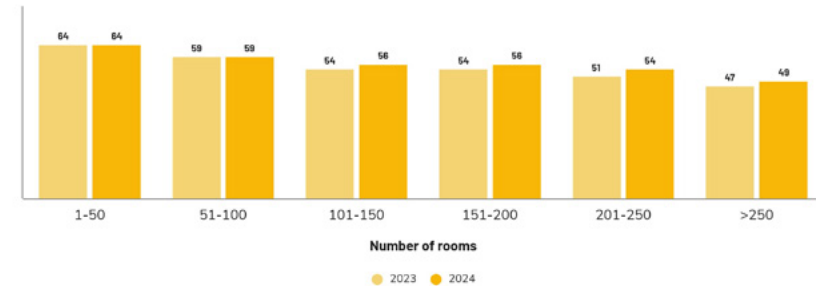
[Read the full customer story](#)

GLOBAL

Net Promoter Score by hotel size

Almost all hotel sizes managed to improve NPS YoY except for hotels with 1-50 rooms which maintained its score.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel room count) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

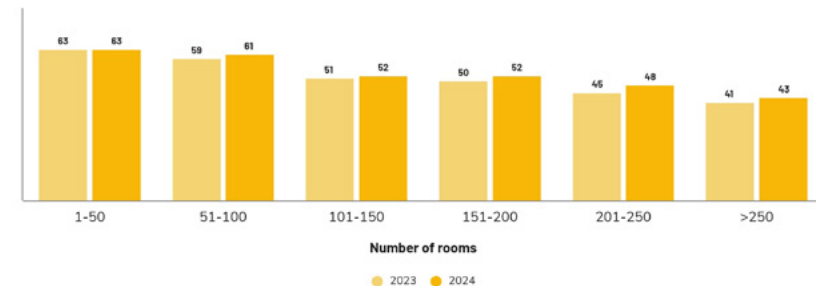
REVINATE

NORTH AMERICA

Net Promoter Score by hotel size

Almost all hotel sizes managed to improve NPS YoY except for hotels with 1-50 rooms which maintained its score.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel room count) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

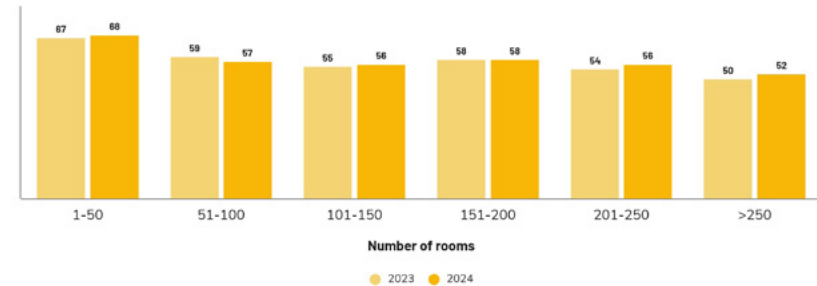
REVINATE

EMEA

Net Promoter Score by hotel size

Almost all hotel sizes managed to improve NPS YoY except for hotels with 51-100 rooms.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel room count) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

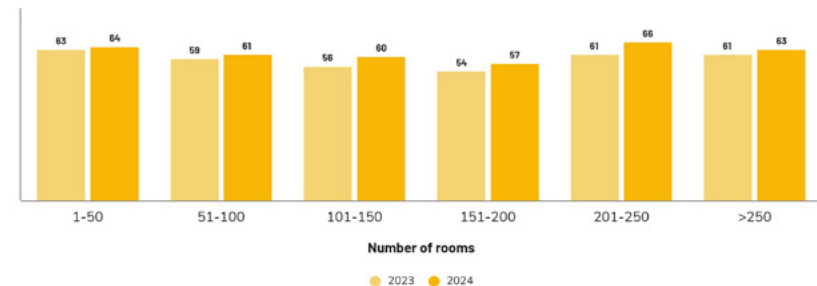
REVINATE

APAC

Net Promoter Score by hotel size

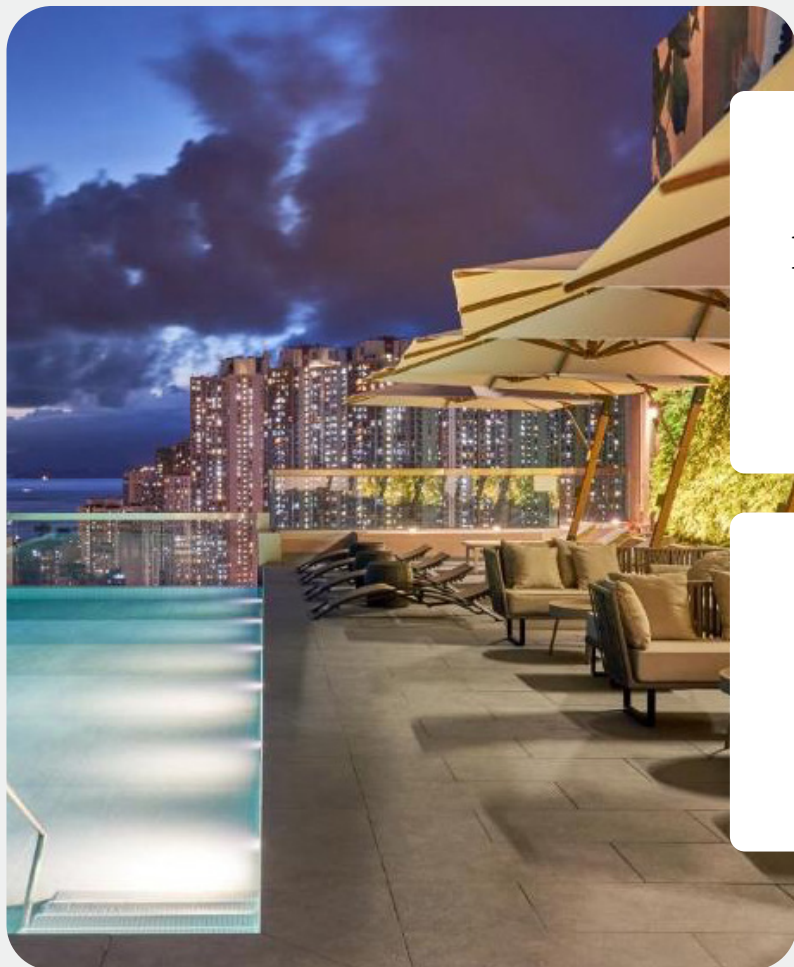
It's the smallest and largest hotels that have the best NPS, but all hotel sizes improved a little.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel room count) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

By leveraging guest data and implementing personalized campaigns, we've strengthened guest relationships and driven loyalty.

Jiho Kim
Hotel Cluster General Manager, The Arca

With Revinate Marketing, The Arca overcame the hurdles of fragmented data and inefficient processes, ultimately enhancing guest satisfaction, driving loyalty, and bolstering their competitive edge in the market.

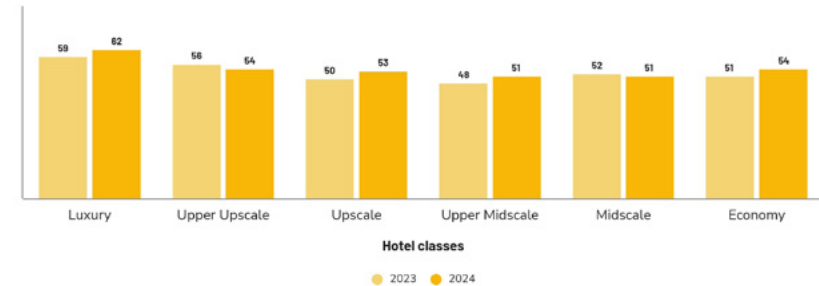
[Read the full customer story](#)

GLOBAL

Net Promoter Score by hotel class

NPS increased across almost all hotel classes with only a nominal dip in the midscale and upper upscale classes.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel class) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

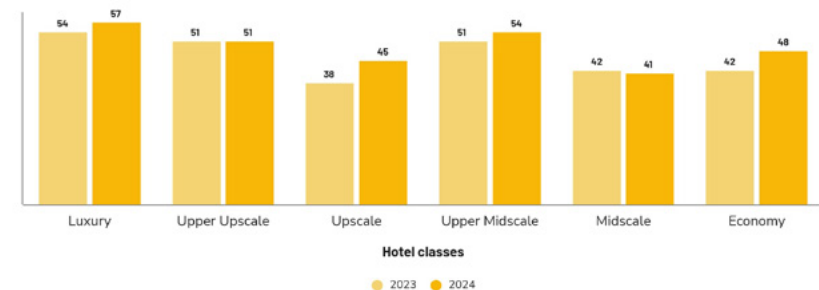
REVINATE

NORTH AMERICA

Net Promoter Score by hotel class

NPS held steady or increased across all hotel classes with only a nominal dip in the midscale class.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel class) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

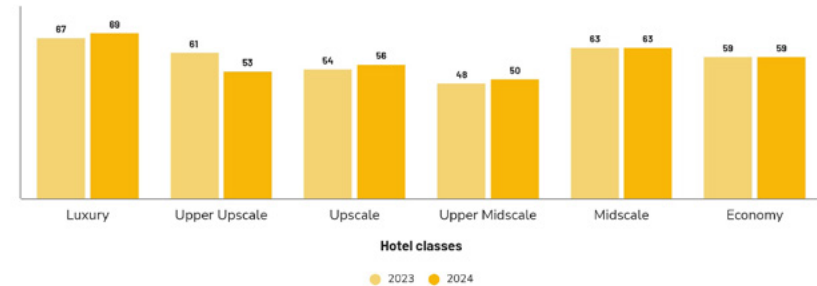
REVINATE

EMEA

Net Promoter Score by hotel class

Luxury hotels and lower end hotels maintain the highest NPS, with mixed performance by hotels in the middle.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel class) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

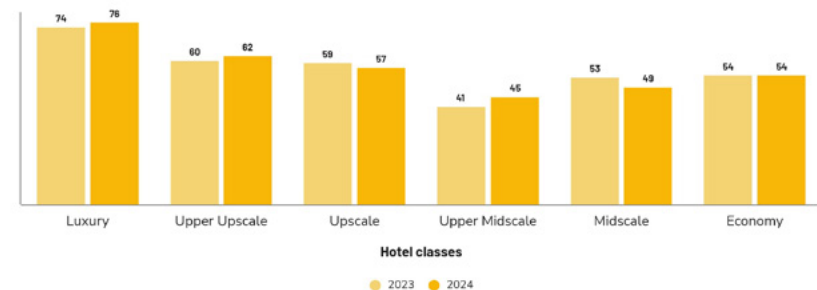
REVINATE

APAC

Net Promoter Score by hotel class

Unsurprisingly, it's the luxury hotels that have the highest NPS, most likely due to the luxury experience.

REVINATE GUEST FEEDBACK
Net Promoter Score (by hotel class) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

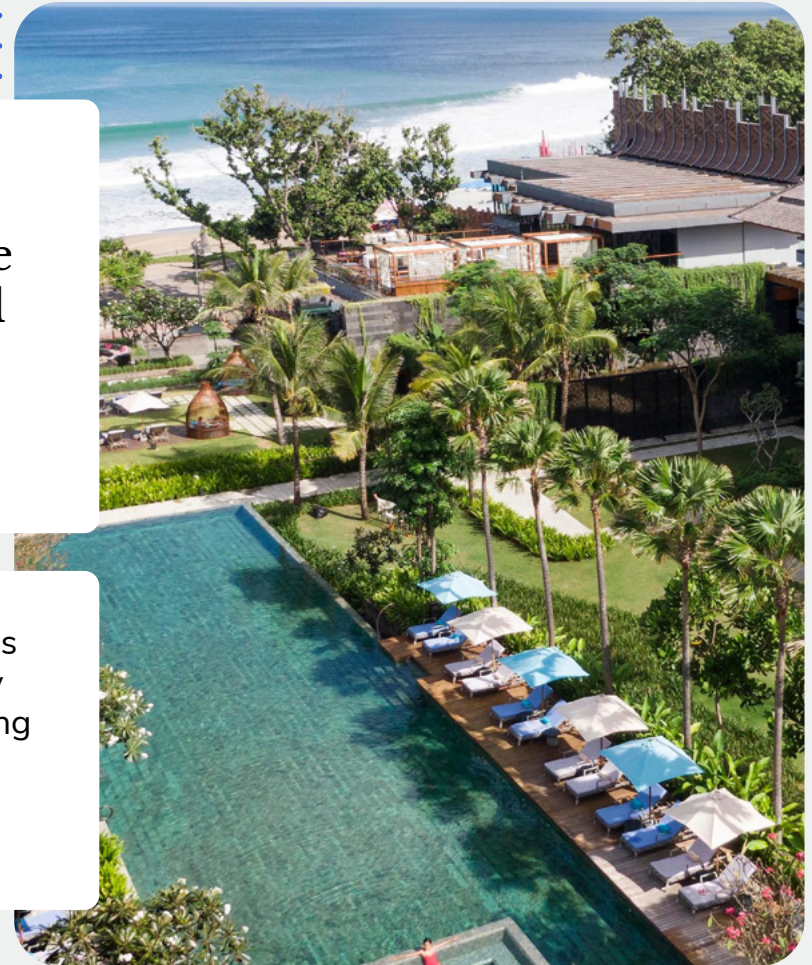
“

We deliver the right message to the right customers at the right time, increasing the effectiveness of our marketing efforts and allowing us to attract more customers.

Ria Ayu
Digital Marketing Manager, Sales & Marketing, Hotel Indigo Bali

With Revinate Marketing, The Arca overcame the hurdles of fragmented data and inefficient processes, ultimately enhancing guest satisfaction, driving loyalty, and bolstering their competitive edge in the market.

[Read the full customer story](#)



Ready to increase your direct bookings?

Tell us a bit about yourself, and we'll set up an appointment for an interactive demo.



Voice channel

North America

The 2025 Hospitality Benchmark Report helps hoteliers assess performance, pinpoint improvements, and set goals. These benchmarks focus on North America's voice channel for tracking inbound call metrics and lead activations.





Hotel voice channel: introduction

Nothing converts better than the
human voice

The voice channel represents how hoteliers maximize the value of their call centers. Revinate captures call data via our voice channel product, Revinate Reservation Sales, in the form of call volume, conversion rates, incremental revenue, and more.

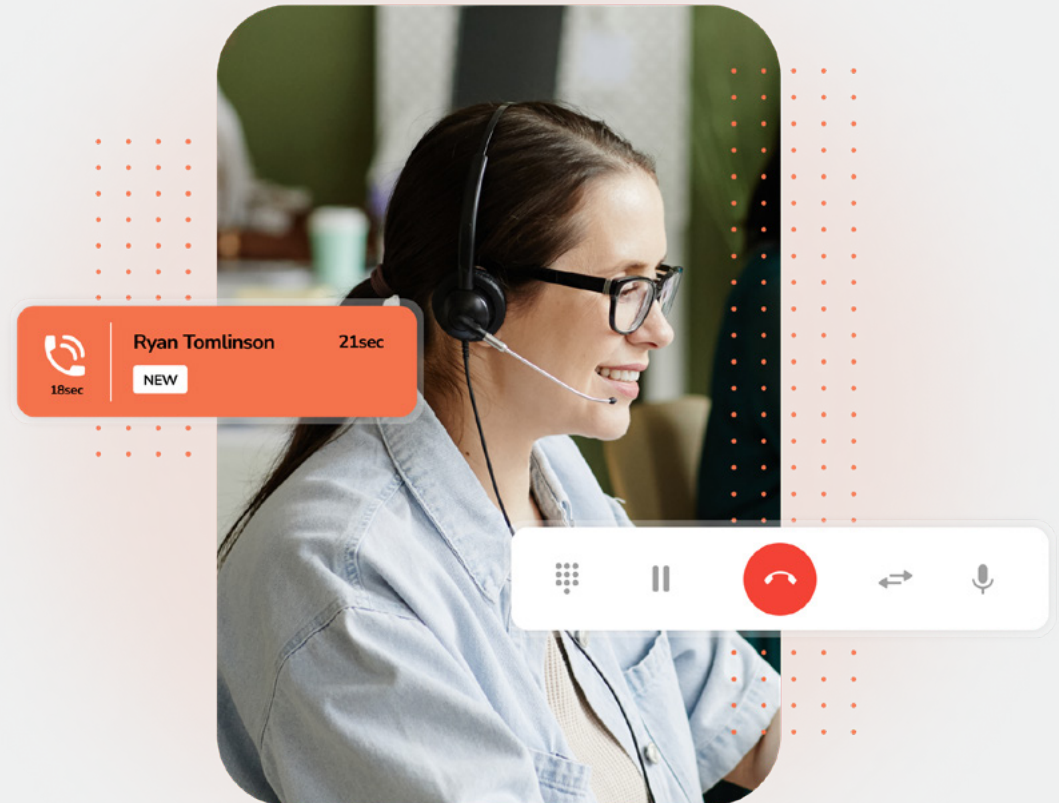
Hoteliers can compare their own call center efforts to this data and decide if they need to invest more into the voice channel to make sure revenue isn't left on the table.

Reservation Sales

Every call is a potential booking

An inbound call can be as valuable as a guest walking into the lobby, if handled properly. Is the guest's number captured during the call, so that historical data can be referenced by the agent?

Did the agent collect the guest's email in case they're not ready to book during the call? Is the agent representing the hotel's brand correctly? With the proper tools and processes in place, hoteliers can turn their voice channel into a powerful revenue driver.



NORTH AMERICA

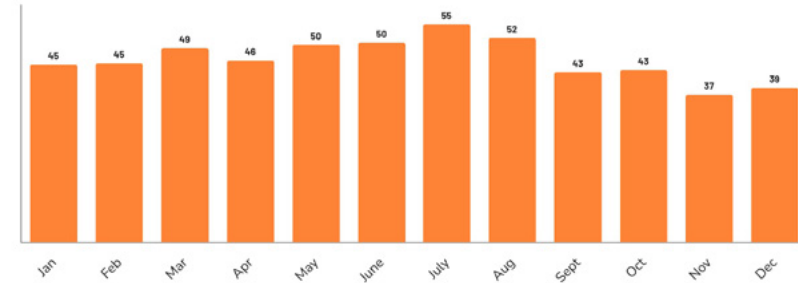
Inbound call volume per room

Average inbound call volume per room was steady throughout the year, except for the winter holiday season.

Inbound lead call volume per room

Average lead call volume per room was at its highest during the summer months, dipping in November and December as expected.

RESERVATION SALES
Inbound call volume



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

RESERVATION SALES
Inbound lead call volume

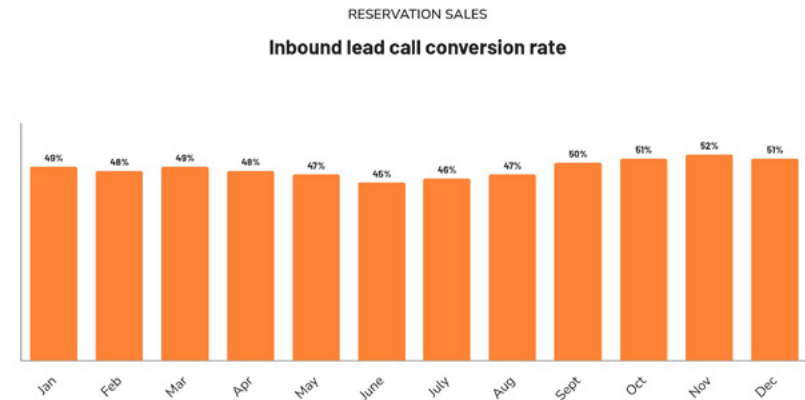


2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

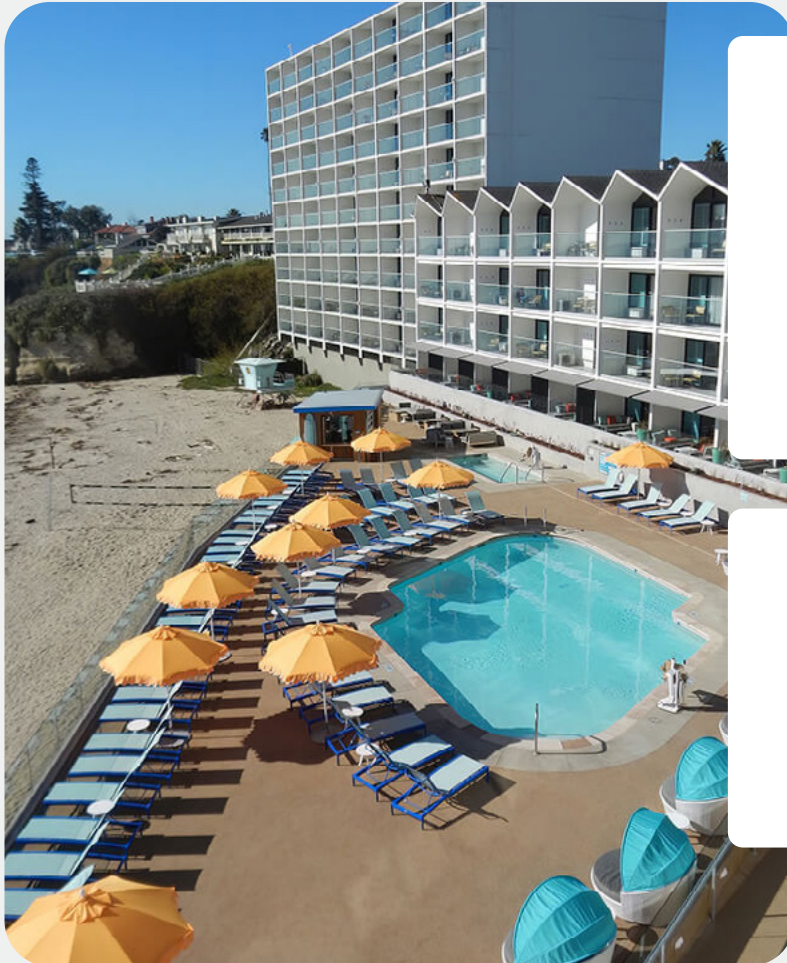
Inbound lead call conversion rate

There were no dramatic spikes in lead call conversions, with metrics hovering around 50% through the year.



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE



“

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

40% of Dream Inn's bookings are completed over the phone and 35% come direct, online, leaving the smallest percentage to OTAs.

[Read the full customer story](#)

NORTH AMERICA

Non-booked inbound lead volume per room

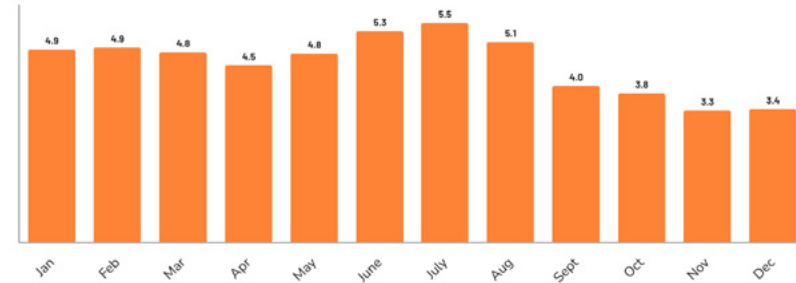
The summer peaks and dips in winter indicate the need to align staffing levels to not lose potential revenue.

Average incremental revenue from outbound calls

Outbound calls generate incremental revenue for hotels beyond seasonal peaks and lows of inbound calls.

RESERVATION SALES

Non-booked inbound lead volume



2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

RESERVATION SALES

Incremental revenue per room from outbound calls



\$1,748
incremental revenue per room per year from outbound calls

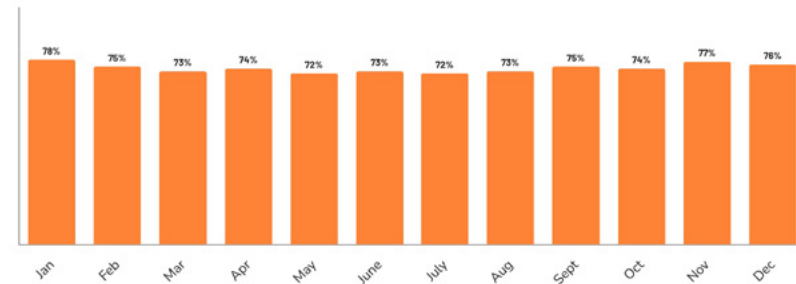
2025 Hospitality Benchmark Report, Statistics powered by Revinate.

REVINATE

Email capture rate for non-booked calls

The email capture rates stayed consistently high, boosting hoteliers' marketing efforts to convert callers who didn't book.

RESERVATION SALES
Email capture rate for non-booked calls



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

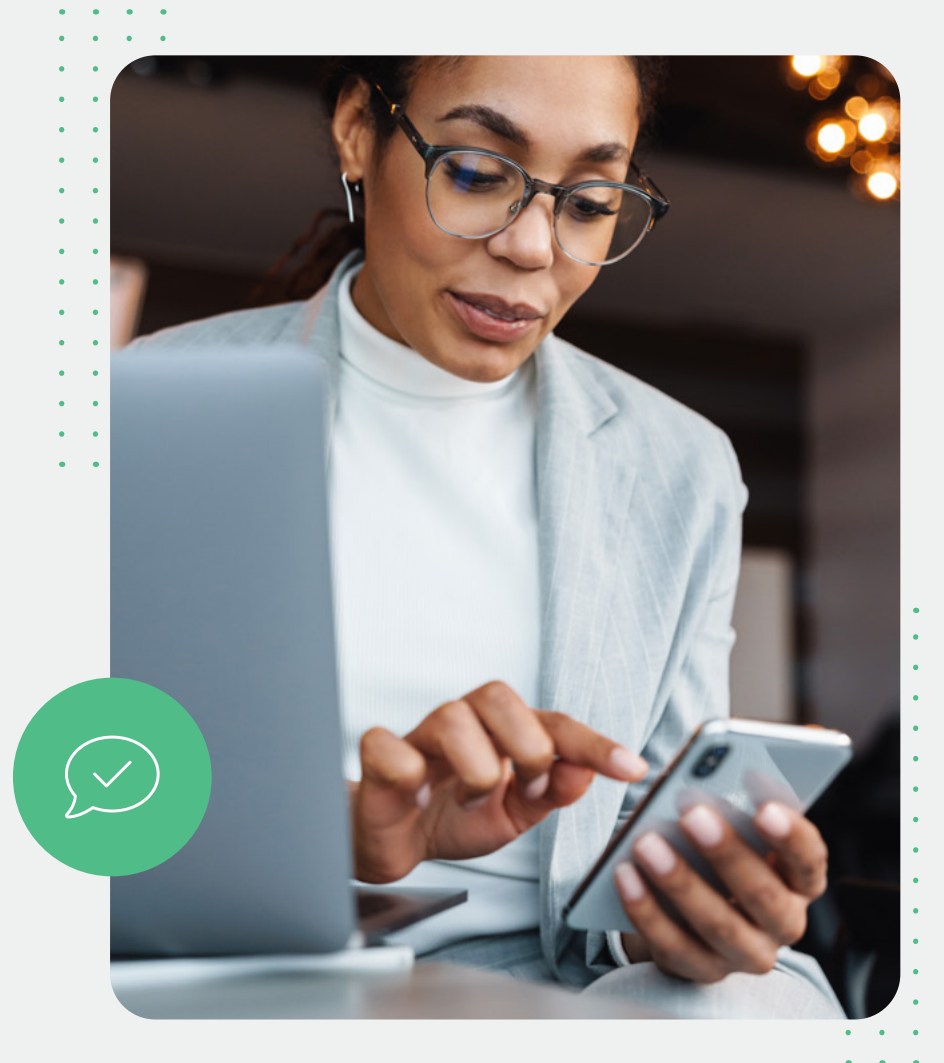
REVINATE

Messaging channel

North America

The 2025 Hospitality Benchmark Report helps hoteliers assess performance, pinpoint improvements, and set goals.

These benchmarks focus on North America's messaging channel for decreasing staff workload and enhancing the guest experience.





Guest messaging: introduction

Leveraging the power of text

The messaging channel represents how hoteliers interact with guests using the method guests are most familiar with – text. Revinate captures guest messaging data via our AI-powered messaging product, Revinate Ivy, in the form of engagement, message categories, response times, and more.

Hoteliers can supercharge their own messaging efforts with this data, surprising and delighting guests while reducing workload on frontdesk staff.

The power of direct messaging: Revinate Ivy

Communication is key to relationships

Guests have their phones with them almost at all times, and the vast majority check notifications within five minutes of receiving them.

When 78% of US consumers say that text is the fastest way to reach them for purchases, hoteliers must invest in a robust messaging product.



NORTH AMERICA

Incoming message volume

Guests sent hotels 1,109 messages each month on average with peaks during the summer.

REVINATE IVY
Incoming message volume



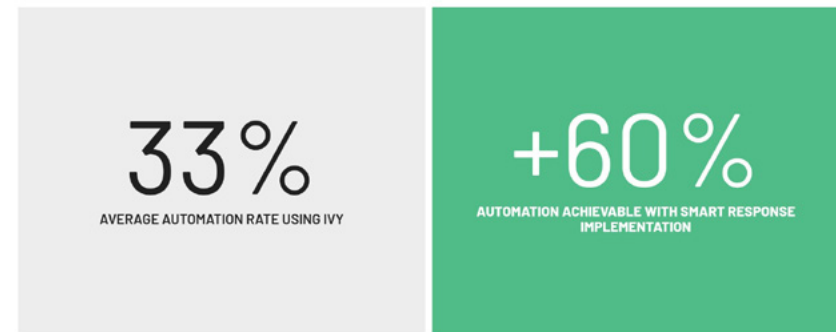
2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Automation rate

Hotel staff were able to automate solutions to roughly a third of guests messages normally answered manually.

REVINATE IVY
Automation rate

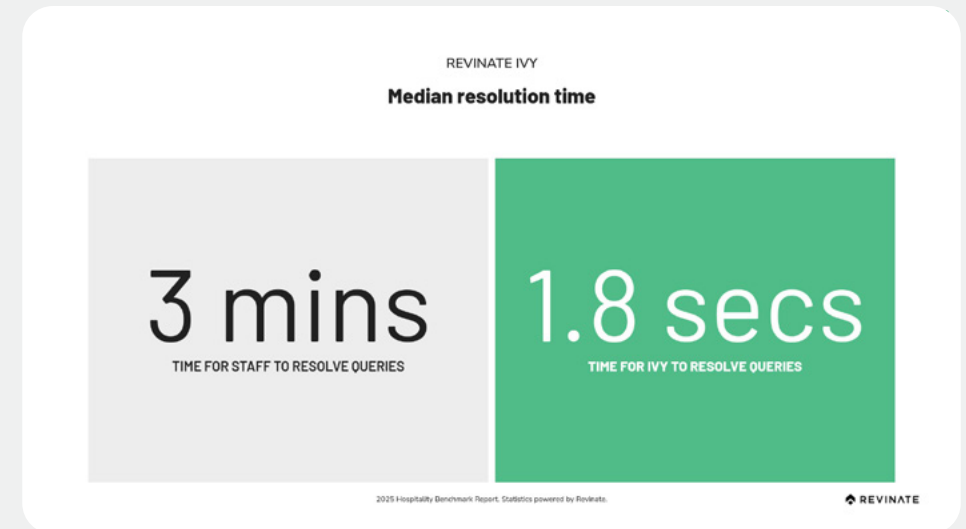


2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Median resolution time

An AI-powered messaging product resolved guest requests over 1,000% faster than staff.





“

Once we switched to Revinate Ivy, thanks to the built-in automation, we saw a 50-60% decrease in messages we needed to respond to.

Omkar Sawant
Revenue & Reservations Manager, One King West Hotel & Residence

With a 16% guest engagement rate and an impressive opt-out rate of just 0.91%, guests have clearly embraced [text messaging] as an essential communication tool.

[Read the full customer story](#)

NORTH AMERICA

Engagement and opt out rates

Nearly a quarter of guests engaged with messages, rivaling many email open rates.

Incoming and outgoing messages

Four times more messages were sent to guests than received from guests.

REVINATE IVY Engagement and opt out rate

22.42%
AVERAGE ENGAGEMENT RATE

3.9%
AVERAGE ANNUAL OPT OUT RATE

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

REVINATE IVY Incoming and outgoing messages

23,298,212
TOTAL NUMBER OF MESSAGES HANDLED BY IVY

20%
INCOMING MESSAGES

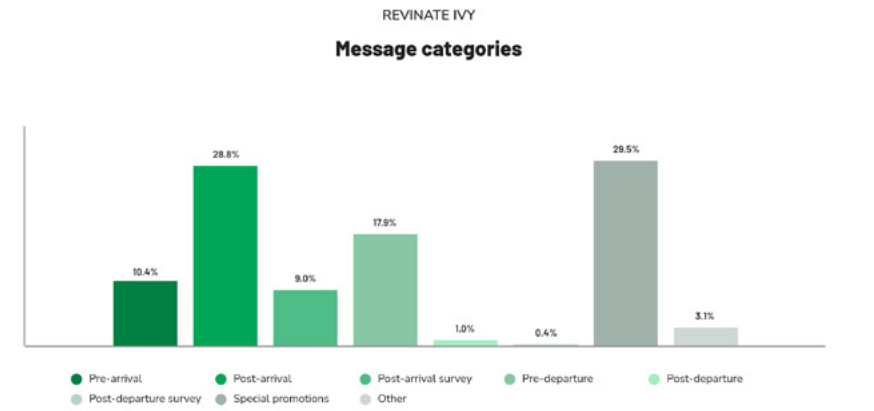
80%
OUTGOING MESSAGES

2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Message categories

See where in the guest journey hotels focused their messaging strategy for maximum engagement.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.



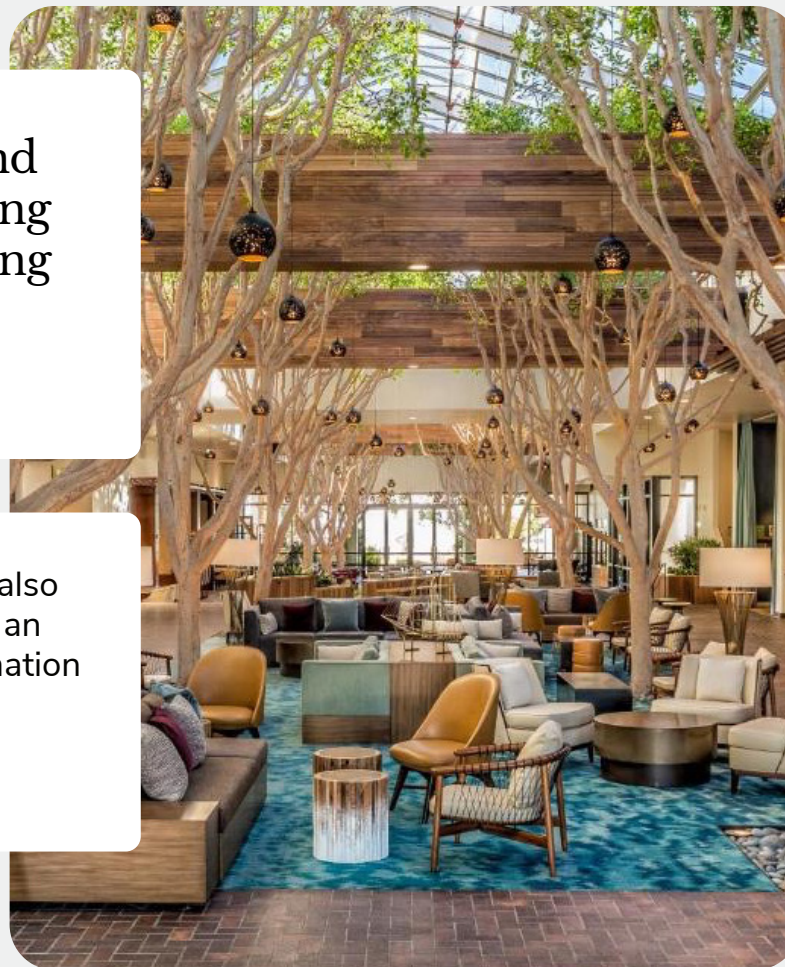
“

We love Ivy. It is really easy to set up and our guests love the convenience of having their questions answered without needing to call or visit the front desk.

Troy Reil
Director of Operations, Portola Hotel & Spa

The staff at One King West Hotel and Residence has also seen significant benefits, resolving guest inquiries in an average of just 13 minutes and achieving a 31% automation rate, close to Revinate's industry benchmark.

[Read the full customer story](#)



Web capture channel

Global

North America, Europe, Middle East and Africa (EMEA) and Asia Pacific (APAC) regions

The 2025 Hospitality Benchmark Report helps hoteliers assess performance, pinpoint improvements, and set goals.

These benchmarks focus on the web capture channel on a global average for reputation management and cart abandonment.





Web capture: introduction

Guest data from across your online footprint

The web capture channel represents how well hoteliers collect and activate guest data from across the web, including their own website, OTAs, and review sites.

Knowing how guests perceive their experiences can help hoteliers make enhancements to manage their online reputation, improve the guest journey, and experience fewer website abandonments and more rescued shopping carts.

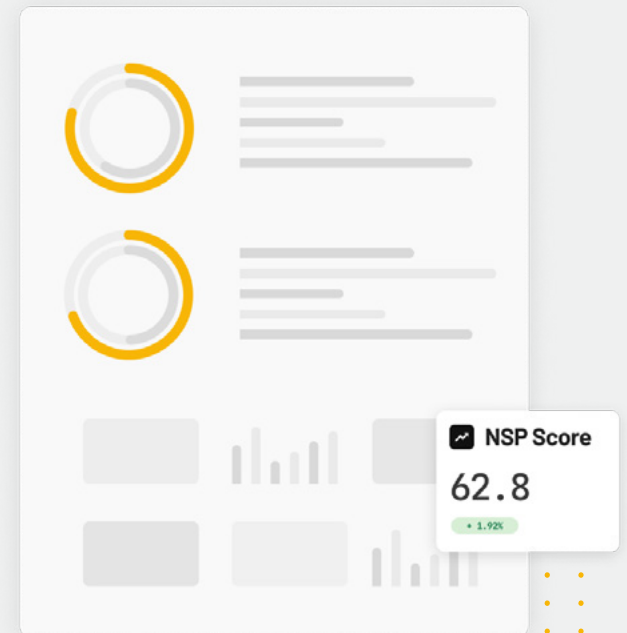


Reputation management

Feedback is a gift that can result in more revenue

Guests have opinions about their stays and are willing to share them – typically on a review site. Since reviews are one of the top factors for booking decisions, savvy hoteliers know to monitor those sites and respond.

Not only does this allow the property to help rectify any negative experiences, it also shows potential bookers that the hotel cares about the guest experience.



Hotel review volume

Reviews declined by roughly 15-20% YoY across all regions, with APAC seeing the biggest drop. (Data may deviate slightly from previous annual reports due to refined methodologies.)



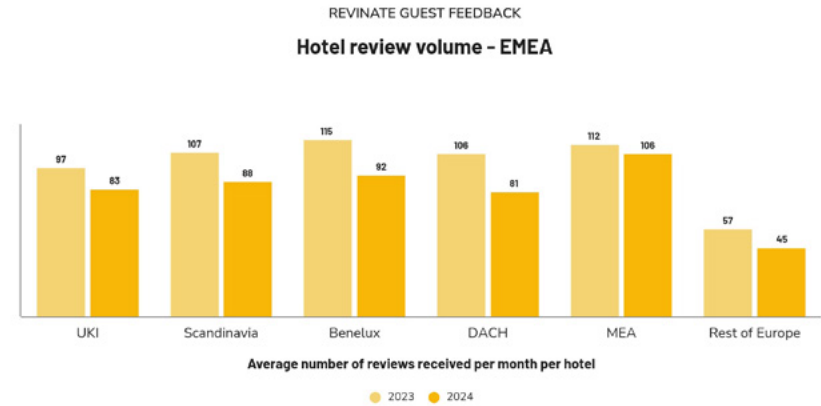
2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

EMEA

Hotel review volume

In EMEA, all micro regions saw a decline in number of reviews YoY, with DACH seeing the highest decline. (Data may deviate slightly from previous reports due to refined methodologies.)



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

APAC

Hotel review volume

In APAC, all micro regions saw a decline in number of reviews YoY, with India seeing the highest decline. (Data may deviate slightly from previous reports due to refined methodologies.)



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

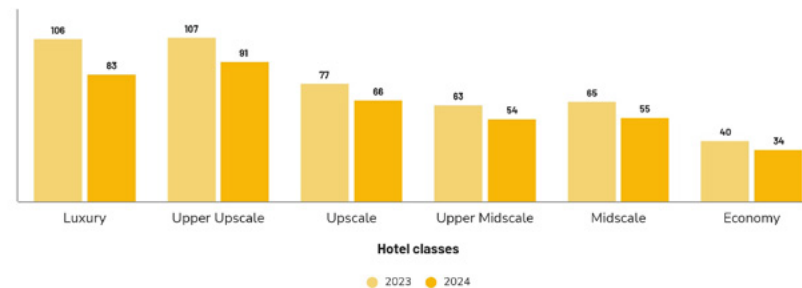
REVINATE

GLOBAL

Hotel review volume by hotel class

The decline in number of reviews did not change for hotel class, with luxury hotels seeing a 22% drop.

REVINATE GUEST FEEDBACK
Hotel review volume (by hotel class) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

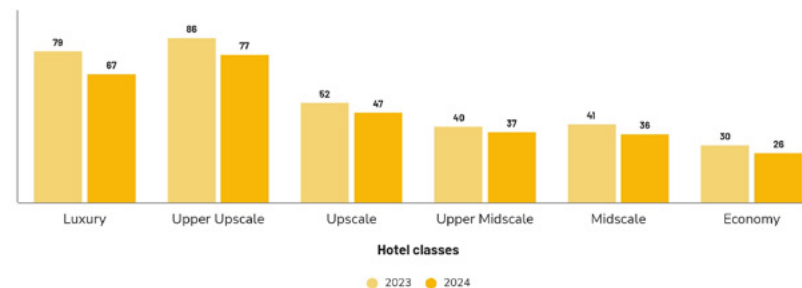
REVINATE

NORTH AMERICA

Hotel review volume by hotel class

The decline in number of reviews did not change for hotel class, with luxury hotels seeing a 16% drop.

REVINATE GUEST FEEDBACK
Hotel review volume (by hotel class) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

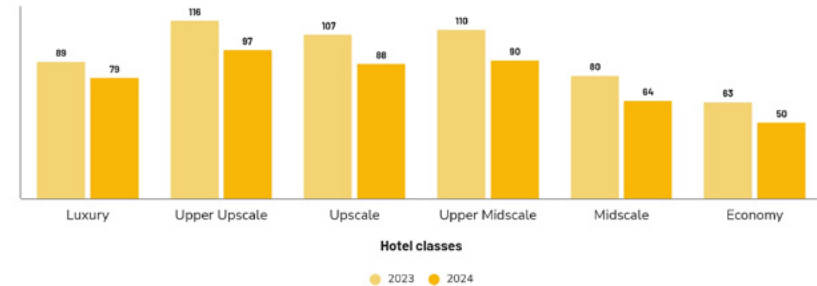
REVINATE

EMEA

Hotel review volume by hotel class

The decline in number of reviews did not change for hotel class, with upper midscale hotels seeing a 19% drop.

REVINATE GUEST FEEDBACK
Hotel review volume (by hotel class) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

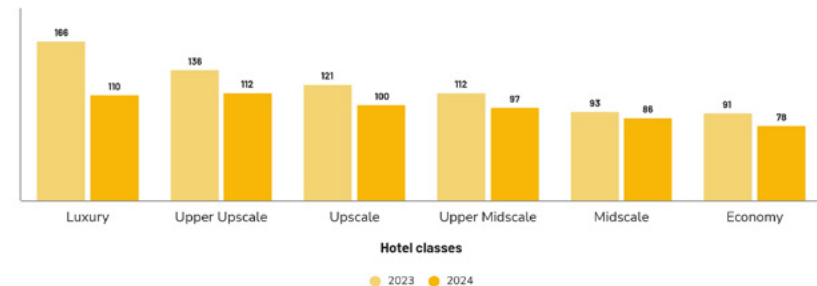
REVINATE

APAC

Hotel review volume by hotel class

The decline in number of reviews did not change for hotel class, with luxury hotels seeing a 34% drop.

REVINATE GUEST FEEDBACK
Hotel review volume (by hotel class) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

Hotel review response rate

Review response rate grew slightly YoY, with North America gaining 10%, lifting the global average by 5%.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

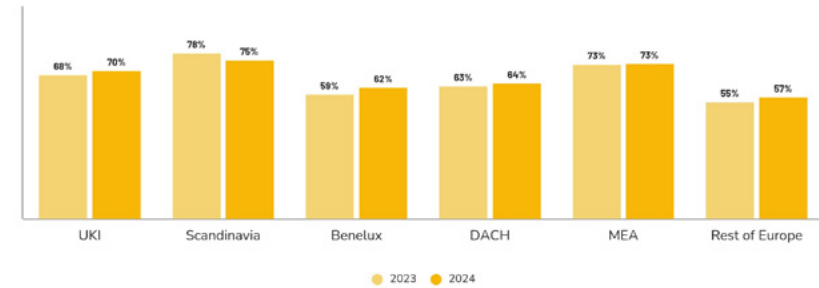
REVINATE

EMEA

Hotel review response rate

Across EMEA, most major regions saw slight gains except in Scandinavia, which experienced a slight dip.

REVINATE GUEST FEEDBACK
Hotel review response rate - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

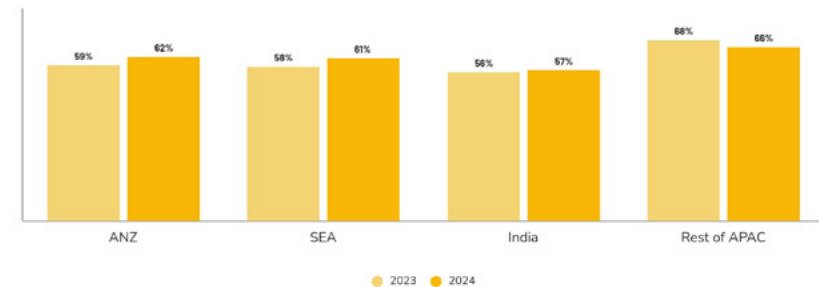


APAC

Hotel review response rate

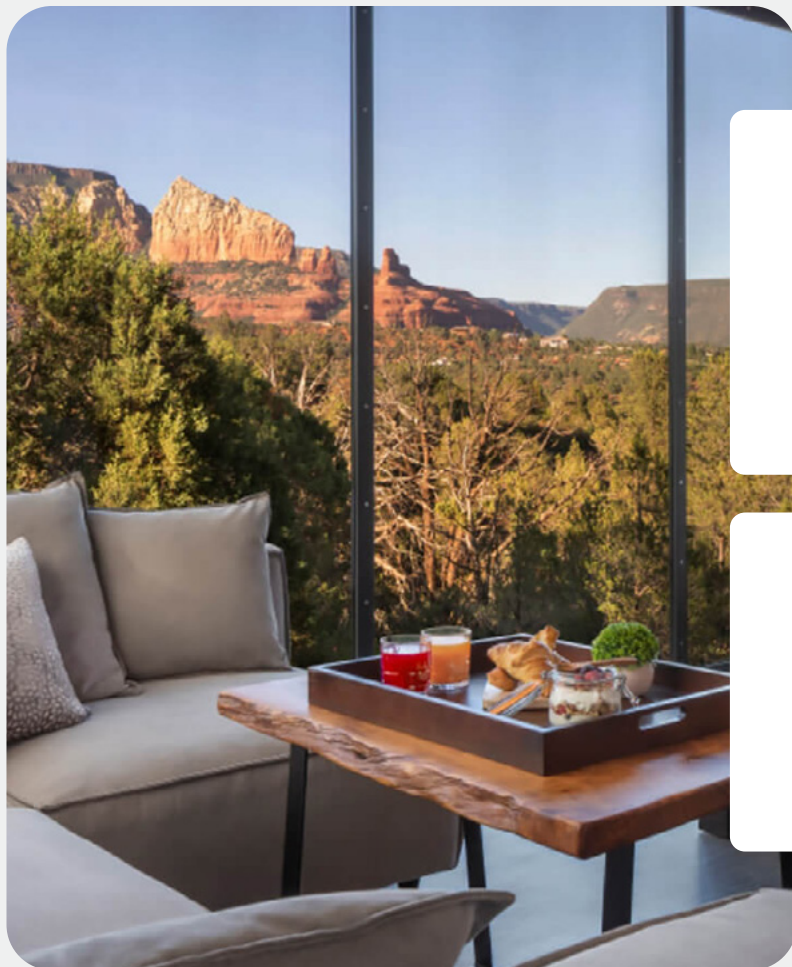
Across APAC, three major regions saw slight gains while the rest of APAC experienced a slight dip.

REVINATE GUEST FEEDBACK
Hotel review response rate - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.





“

Revinate allows us to keep our resort top of mind with potential guests and makes the booking process quick and easy.

Brent Graef
General Manager, Ambiente™ Sedona, A Landscape Hotel

With Revinate, the Ambiente™ Sedona staff achieved a lifetime direct revenue of \$780,000 via the email channel alone.

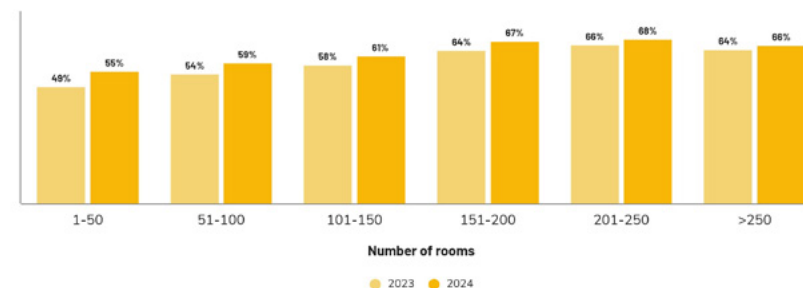
[Read full customer story](#)

GLOBAL

Hotel review response rate by room count

All hotel sizes saw a small to moderate gain YoY in review response rate.

REVINATE GUEST FEEDBACK
Hotel review response rate (by room count) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

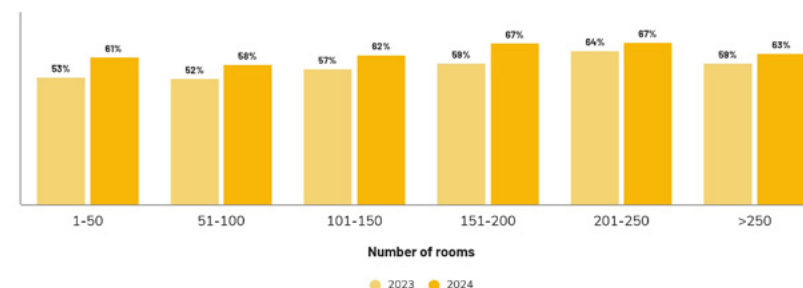
REVINATE

NORTH AMERICA

Hotel review response rate by room count

All hotel sizes saw a small to moderate gain YoY in review response rate.

REVINATE GUEST FEEDBACK
Hotel review response rate (by room count) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

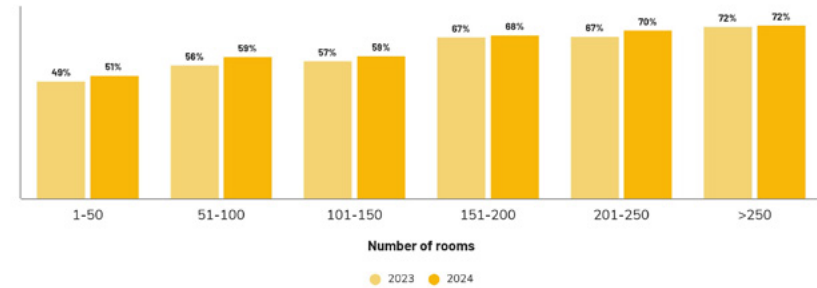
REVINATE

EMEA

Hotel review response rate by room count

Almost all hotel sizes saw a slight gain YoY in response rate, with only the largest hotels seeing no change.

REVINATE GUEST FEEDBACK
Hotel review response rate (by room count) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

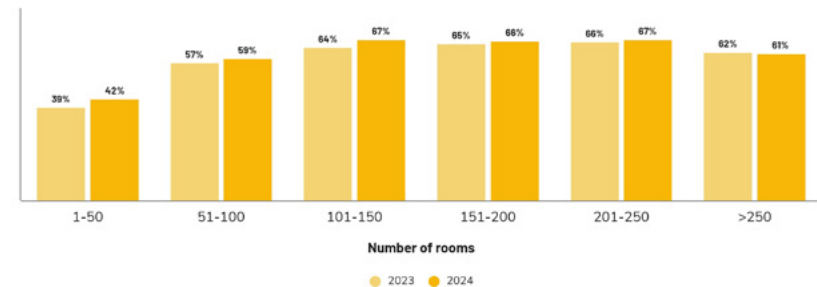
REVINATE

APAC

Hotel review response rate by room count

Almost all hotel sizes saw a slight gain YoY in response rate, with only the largest hotels seeing a slight dip.

REVINATE GUEST FEEDBACK
Hotel review response rate (by room count) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

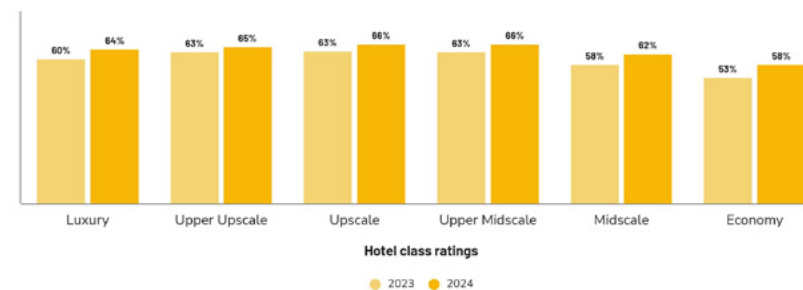
REVINATE

GLOBAL

Hotel review response rate by hotel class

All hotel classes followed the trend and improved on review response rate moderately.

REVINATE GUEST FEEDBACK
Hotel review response rate (by hotel class) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

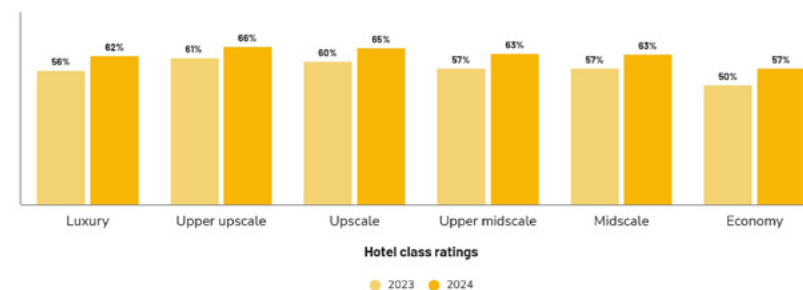
REVINATE

NORTH AMERICA

Hotel review response rate by hotel class

All hotel classes followed the trend and improved on review response rate moderately.

REVINATE GUEST FEEDBACK
Hotel review response rate (by hotel class) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

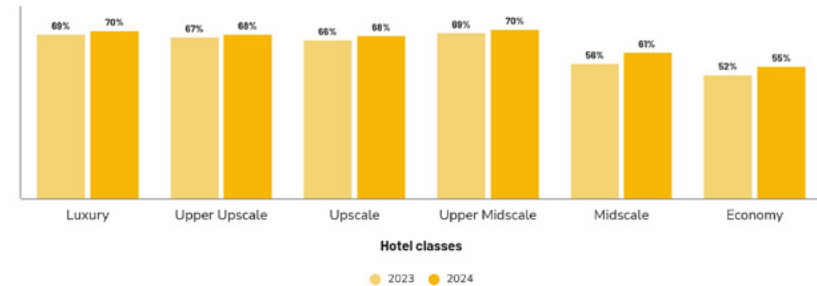
REVINATE

EMEA

Hotel review response rate by hotel class

All hotel classes followed the trend and improved on review response rate marginally.

REVINATE GUEST FEEDBACK
Hotel review response rate (by hotel class) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

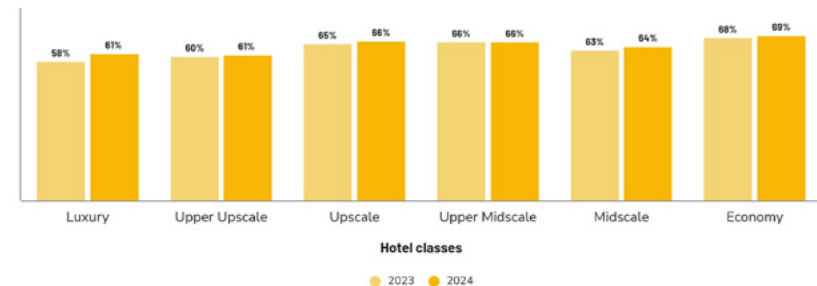
REVINATE

APAC

Hotel review response rate by hotel class

All hotel classes followed the trend and improved on review response rate marginally.

REVINATE GUEST FEEDBACK
Hotel review response rate (by hotel class) - APAC



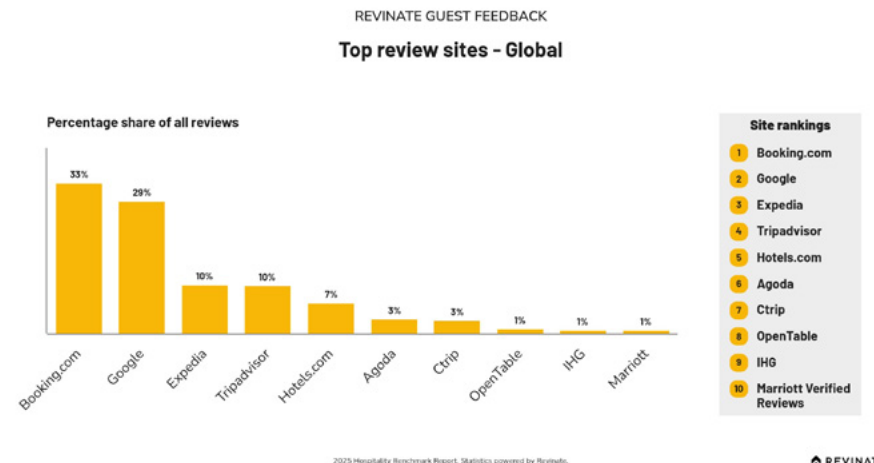
2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE

GLOBAL

Top review sites

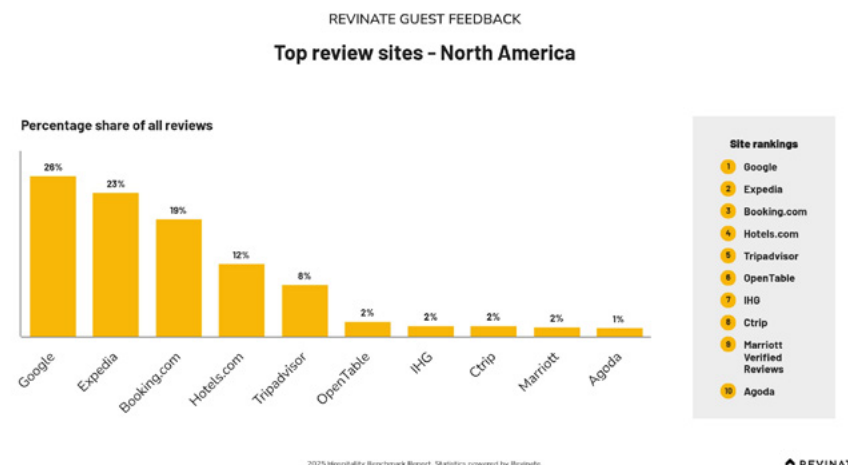
Booking.com, Google, and Expedia comprised over 70% of the reviews globally.



NORTH AMERICA

Top review sites

Google, Expedia, and Booking.com comprised over 65% of the reviews in North America.

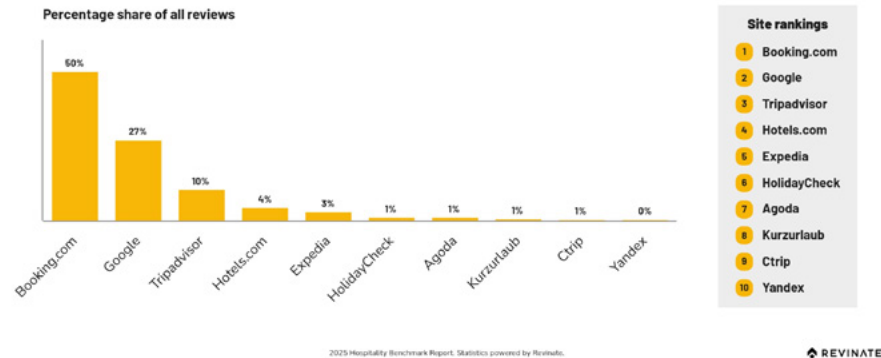


EMEA

Top review sites

Google, Booking.com, and Tripadvisor comprised over 85% of the reviews in EMEA.

REVINATE GUEST FEEDBACK Top review sites - EMEA

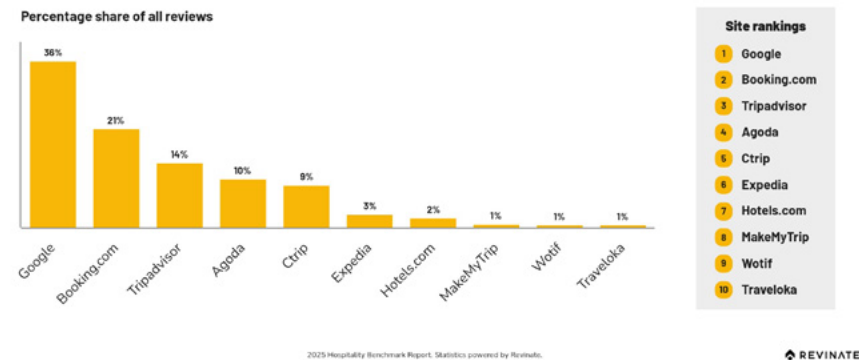


APAC

Top review sites

Google, Booking.com, and Tripadvisor comprised over 70% of the reviews in APAC.

REVINATE GUEST FEEDBACK Top review sites - APAC



Average hotel rating

Globally, all regions remained static in their hotel rating, with APAC experiencing a small improvement YoY.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

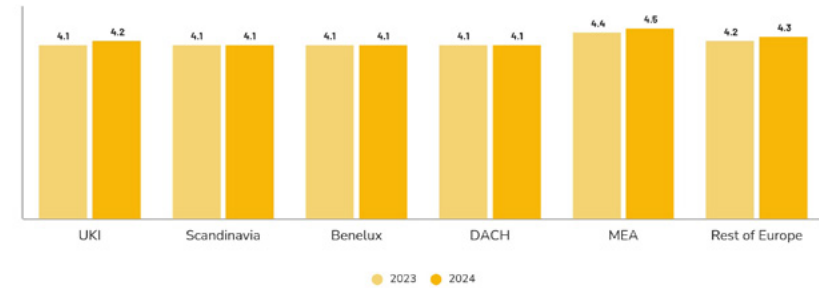
REVINATE

EMEA

Average hotel rating

Across EMEA, hotel ratings were the same YoY except in UKI and Middle East-Africa, which improved slightly.

REVINATE GUEST FEEDBACK
Average hotel rating - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

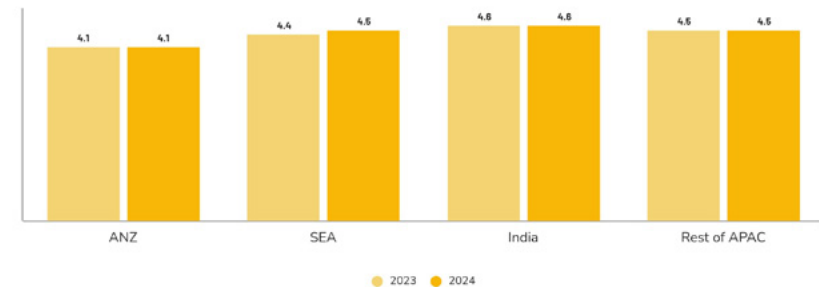
REVINATE

APAC

Average hotel rating

Across APAC, hotel ratings were the same YoY except in South East Asia, which improved slightly.

REVINATE GUEST FEEDBACK
Average hotel rating - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

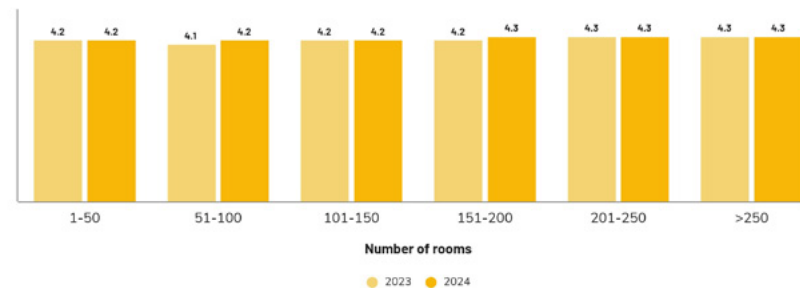
REVINATE

GLOBAL

Average hotel rating by room count

It was smaller and midsize hotels that contributed to the improvement in hotel ratings globally.

REVINATE GUEST FEEDBACK
Average hotel rating (by room count) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

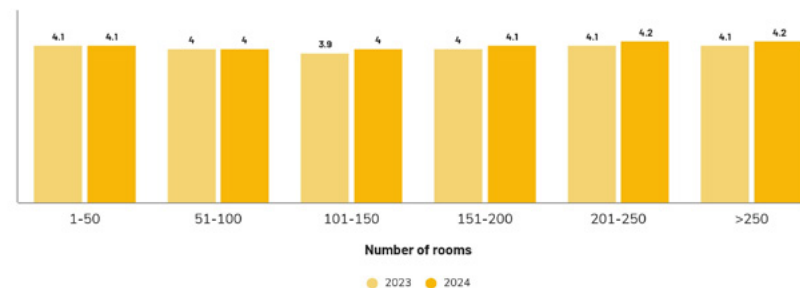
REVINATE

NORTH AMERICA

Average hotel rating by room count

It was the larger hotels that contributed to the improvement in hotel ratings in North America.

REVINATE GUEST FEEDBACK
Average hotel rating (by room count) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

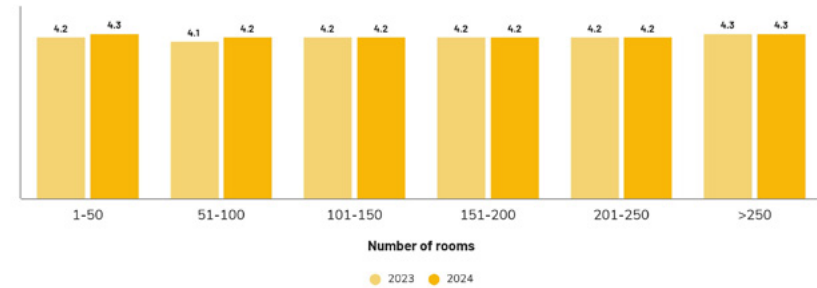
REVINATE

EMEA

Average hotel rating by room count

It was the smaller hotels that contributed to the improvement in hotel ratings in EMEA.

REVINATE GUEST FEEDBACK
Average hotel rating (by room count) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

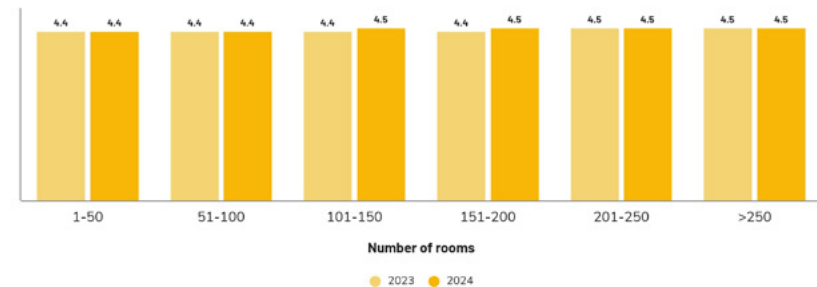
REVINATE

APAC

Average hotel rating by room count

It was mid-sized hotels that contributed to the improvement in hotel ratings in APAC.

REVINATE GUEST FEEDBACK
Average hotel rating (by room count) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

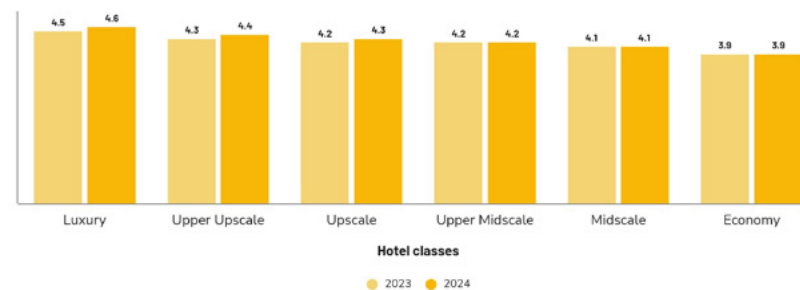
REVINATE

GLOBAL

Average hotel rating by hotel class

Looking at reviews by hotel class shows a nominal improvement YoY for upscale to luxury hotels.

REVINATE GUEST FEEDBACK
Average hotel rating (by hotel class) - Global



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

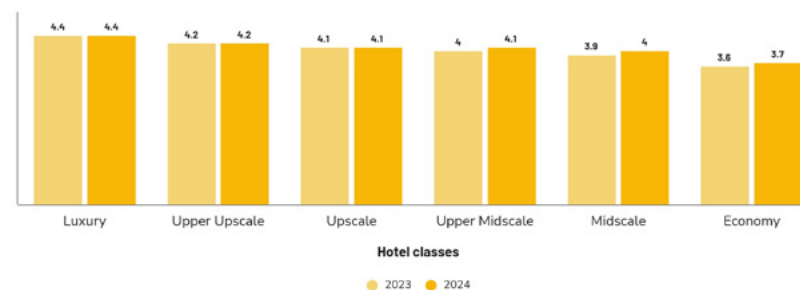
REVINATE

NORTH AMERICA

Average hotel rating by hotel class

Looking at reviews by hotel class shows a nominal improvement YoY for hotel ratings.

REVINATE GUEST FEEDBACK
Average hotel rating (by hotel class) - North America



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

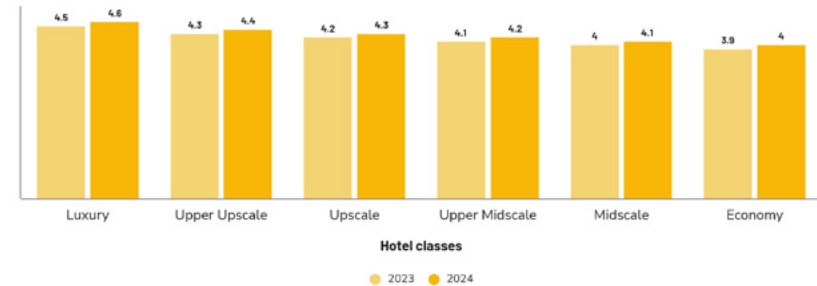
REVINATE

EMEA

Average hotel rating by hotel class

Looking at reviews by hotel class shows a nominal improvement YoY for hotel ratings.

REVINATE GUEST FEEDBACK
Average hotel rating (by hotel class) - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

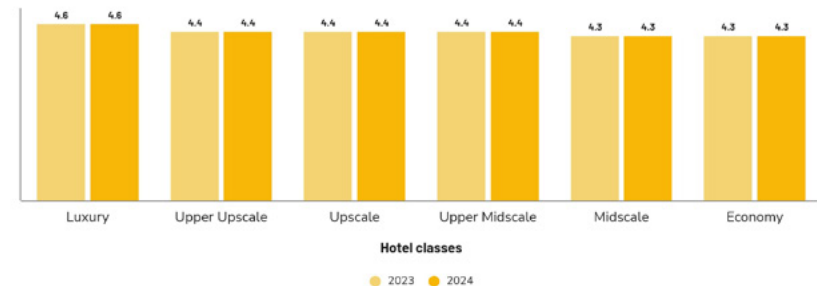
REVINATE

APAC

Average hotel rating by hotel class

Looking at reviews by hotel class shows no change YoY for hotel ratings.

REVINATE GUEST FEEDBACK
Average hotel rating (by hotel class) - APAC



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

REVINATE



“

Revinate has greatly improved our email marketing with the ability to connect our to our customer database and create guest segments.

Misty Moore
Director of Sales and Marketing, The Inn @ Northrup Station

Shopping cart abandonment

Don't let potential revenue leave your site

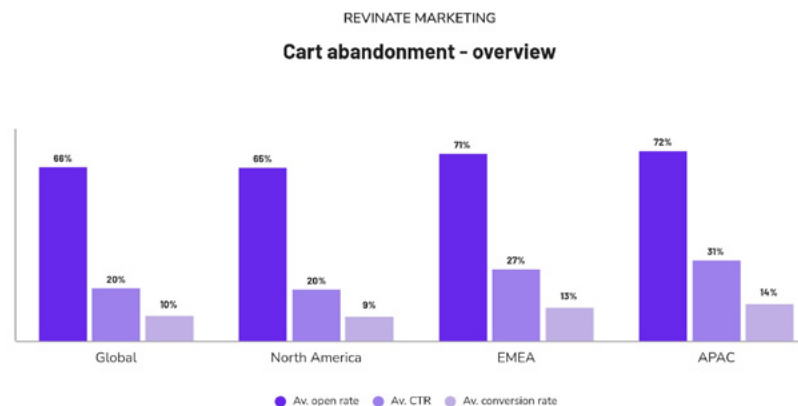
Guests abandon shopping carts for all sorts of reasons, even when they're so close to booking. Guests get distracted by notifications, they want to confirm plans with someone, or they want to compare prices, just to name a few reasons. But that doesn't mean they can't be won back with a carefully timed email.

Check out how shopping cart abandonment campaigns performed last year.



Cart abandonment

Across all regions, cart abandonment campaigns saw very high metrics, including CTRs at 20% and up.



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

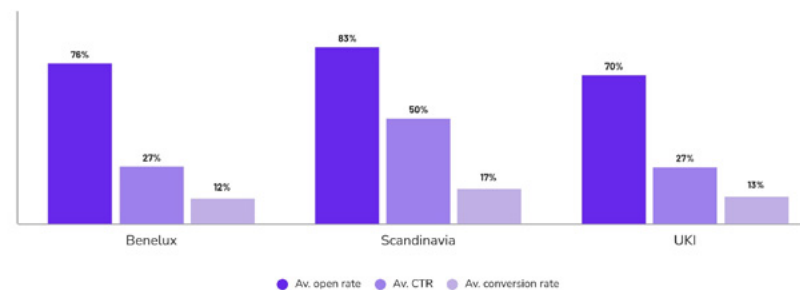
REVINATE

EMEA

Cart abandonment

Across EMEA, cart abandonment campaigns performed incredibly well, with Scandinavia seeing 50% CTRs.

REVINATE MARKETING
Cart abandonment - EMEA



2025 Hospitality Benchmark Report. Statistics powered by Revinate.

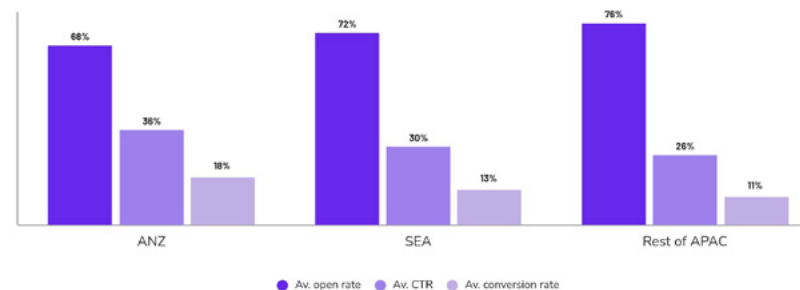


APAC

Cart abandonment

Across APAC, cart abandonment campaigns performed incredibly well, with over 25% CTRs.

REVINATE MARKETING
Cart abandonment - APAC

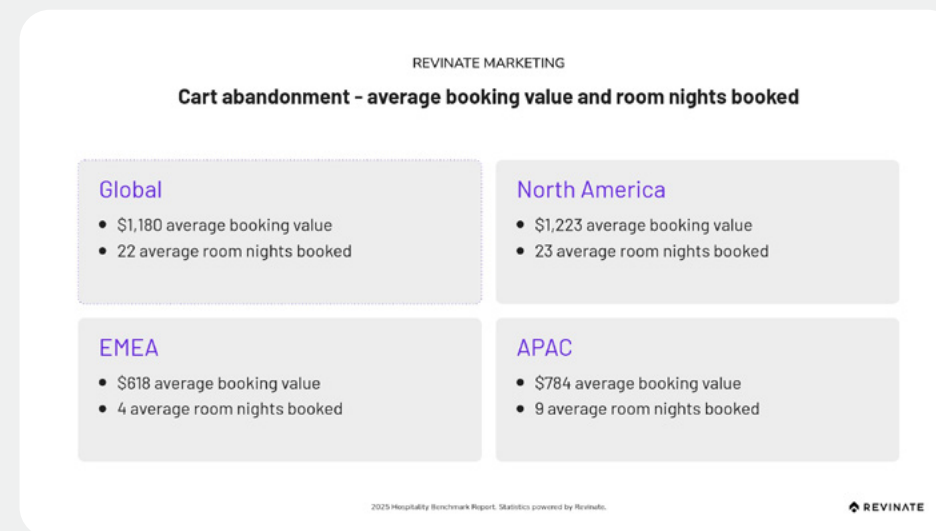


2025 Hospitality Benchmark Report. Statistics powered by Revinate.



Cart abandonment average booking value and room nights booked

Average booking value for cart abandonment campaigns show how much revenue hotels are rescuing.



Ready to increase your direct bookings?

Tell us a bit about yourself, and we'll set up an appointment for an interactive demo.



Appendix

Methodology

This report contains data collected from Revinate hotel software products (Revinate Marketing, Revinate Guest Feedback, Revinate Ivy, and Revinate Reservation Sales) from January 1, 2024 through December 31, 2024.

To create this report, we analyzed 2.4 billion emails, 383 million guest records, 24 million guest reviews, 23 million text messages, and 5.9 million calls from hoteliers located in North America, APAC, and EMEA. Data from Revinate Ivy and Reservation Sales are limited to North America.

Data definitions

Find more information below on how we defined the statistics and calculated the data in this report. We've also included definitions for acronyms and information on regional segmentation. One important call out, as with every hospitality benchmark report we publish, we take into account numbers on a same-store-sales concept. This will invariably mean variances from previously reported numbers for 2023.

Drop us a line if you'd like to understand this better or if you have questions: [**media@revinate.com**](mailto:media@revinate.com)

Get Revinate. Get superpowers.

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.

We power 950 million+ guest profiles and \$17.2 billion in direct revenue for over 12,500 hotels worldwide.

media@revinate.com

