



Revinate Reopening Guide

On this 9th episode of the ThinkUp Podcast, host Lily Mockerman talks with special guest Anisha Yadav from Revinate, providers of a guest data platform built to develop richer, more personalized relationships with hotel guests. Anisha serves as Senior Director of Customer Success in North America and discusses the Revinate Reopening Guide with Lily.

Highlights from This Episode

Lily Mockerman:

Revinate has recently released a new guide on marketing strategy to support hoteliers in the recovery with some great tactical and strategic information. What prompted you to create this guide?

Anisha Yadav:

There seemed to be a void of information from the traveler's perspective, so we gathered and then simplified information from 10,000 travelers across the globe and offered actions to take.

Other topics discussed:

- 3 phases to implement in messaging to your markets
- Marketing's voice in the post-pandemic world
- How to use detailed metrics strategically
- Anisha's top 3 action items to implement right now

[Revinate's Reopening Guide](#)

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For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.