

PRESS RELEASE

Revinatē and hetras partner to improve the guest experience

UK's Village Hotels is among the first to benefit from increased automation in guest feedback

8 MARCH, 2016- Revinatē, the software as a service (SaaS) company that helps hotels reinvent the guest experience, today announces a partnership with hetras, the German company that supports hotels with the first truly cloud-based hotel management software. Following this new partnership, hetras will leverage Revinatē's industry-leading Surveys solution into its PMS suite, leading to smarter operational decisions, more personalized guest experiences, outperforming competition, increasing review volume and response, and driving repeat bookings.

Among the first beneficiaries of this integration, Village Hotels—a UK chain with 28 properties—will now automate traditionally manual processes. As Revinatē is also a platinum review collection partner of TripAdvisor, the brand can now automatically send surveys to their guests and submit these reviews to the World's Largest Travel Site. This integration with Revinatē Surveys and hetras' API is helping Village hotels to very quickly increase the number of reviews by an average of 409%, increasing visibility and driving more bookings.

"Hoteliers are quickly realizing the financial and operational benefits of driving reviews to TripAdvisor and other review sites," says Maarten Plesman, Vice President for EMEA at Revinatē. "We are excited that hetras clients can now automate the process of requesting and posting guest feedback with Revinatē Surveys. This will help them improve guest satisfaction and increase review volume, positively affecting their ranking on TripAdvisor's Popularity Index."

According to Martin Reents, hetras CEO, "Reputation management is now as vital to hotel operations as revenue management and online distribution. We are very pleased to offer our customers direct integration with Revinatē's proven Surveys solution that will save them time while increasing review volume. With Revinatē you will always know what your guests are saying about you online."

Rob Paterson, Commercial Director for Village Hotels, says: "Automation of our processes and gaining more insight into our guest are two main priorities we currently have at Village Hotels. Thanks to our partners hetras and Revinatē we can realize these key priorities. For us it is critical that our technology systems allow integration to maximize the impact that they have for our hotels."

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About Revinatē

[Revinatē](#) helps hotels know more about their guests so they can deliver personalized experiences that create valuable relationships and lifelong customers. Revinatē is well-funded by leading investment firms Benchmark Capital, Tenaya Capital, Northgate Capital, Industry Ventures, Formation 8, and Tao Capital. The company is headquartered in San Francisco, with offices in New York, Amsterdam, Barcelona, Singapore, Dubai and San José, Costa Rica. Revinatē counts over 28,000 of the world's leading hotels as customers. To learn more, please visit www.revinate.com or email info@revinate.com.

About hetras

[hetras](#) is the first company in Germany to develop a fully Internet-based management application for hotels and hotel chains of all sizes. hetras's hotel management system has been specifically designed for new generation hotel chains that employ a high level of automation. It comprises a highly efficient property management system (PMS) and a powerful distribution and channel management system. The system is offered on a SaaS basis, which means that hotels pay an all-inclusive flat fee per month per room. hetras is also proud to be a technology partner in the "[FutureHotel](#)" project of the Fraunhofer Institute.