

GMS

Year in Review: By The Numbers

2019 was another successful year for our Guest Management Solution customers. We look forward to driving continued success in 2020.



1 Guest Intelligence

Leverage the power of 360-degree profiles of record, including insights into guests' room and non-room spend, engagement, preferences, and stay history.

81.4m

New Guest Profiles Created

1.8m

Surveys Completed

615m
Marketing Emails Sent

20.6%
Open Rate

*Industry average open rate - 16.6% (Campaign Monitor)

5.0%
CTR

*Industry average CTR - 2.1% (Campaign Monitor)

2 Email Marketing

Achieve personalization at scale, drive direct bookings, and engage your guests with email marketing campaigns that are fueled by proprietary data and Artificial Intelligence (AI).

3 Automated Emails

Engage guests and generate revenue in a fully-automated and personalized manner.

25.9m
Workflow and Transactional Emails Sent

38.4%
Open Rate

9.5%
CTR

603.4k
Incremental Reservations Generated

2.35
Average LOS

Processed
177.6m
Reservations

4 And More

GMS empowers hoteliers worldwide to exceed revenue management and marketing goals.

1.42m
Nights

391.2k
Abandonment Emails Sent

