

## University Program

Bringing Revinat e into the Classroom and Research Labs

### About Revinat e

Revinat e is used by thousands of hotels, brands and management companies worldwide to manage and analyze online reviews and social media. Revinat e makes it easy for hoteliers to protect and enhance their hotels' online reputation, track competitors, map progress and act on both qualitative and quantitative feedback. Developed exclusively for the hospitality industry, Revinat e has become hospitality's leading platform for Guest Satisfaction 2.0.



### Using Revinat e in the Classroom

Revinat e has developed a free program for marketing professors within hospitality schools to provide students with access to Revinat e for projects and research. Cornell University piloted the program with a course that encouraged students to analyze a property's online reviews and social media mentions, and those of its competitors to determine how to effectively market the hotel. With data around top keywords, review frequency and rating trends, students were

able to identify their hotels' strengths, weaknesses and competitive differentiators. The program has been replicated at UNLV, UT Austin, George Washington University, NYU and other top hospitality schools.

### Using Revinat e in the Lab

Revinat e analyzes more than 48 months of data for thousands of hotels and brands across the world. We can provide you with the data you need to conduct your own research studies.

### Contact us Today

To learn more about the program or to inquire about using Revinat e, please contact [michelle@revinate.com](mailto:michelle@revinate.com) or call 415.290.3707.

