

How Radisson Hotels Used Meltwater to Slash Reporting Time by 33% a Month

About Radisson Hotels

As a global leader in hospitality, Radisson Hotel Group aims to be the first choice for guests seeking memorable moments and genuine experiences. Its communications team helps drive growth by ensuring each of the group's 10 distinctive brands and more than 1,500 hotels across Europe, the Middle East, Africa, and Asia Pacific can amplify their stories, reaching target audiences around the world. Radisson Hotel Group uses Meltwater to power its PR and influencer marketing operations, ensuring its far-flung teams can work in alignment and quantify value, saving time and resources in the process.

Products used



Media
Intelligence



Influencer
Marketing

Results

33% monthly time savings on reporting across 40+ global and local PR and marketing teams.

22% estimated influencer marketing value growth compared to the previous year

About Meltwater

With 27,000 global customers, 50 offices across six continents and 2,300 employees, Meltwater is the industry partner of choice for global brands making an impact. What could we do for you?

"With Meltwater's integrated PR and influencer marketing dashboard, we've built a single source of truth that not only proves real time KPIs, including ROI, but also empowers our teams to spend less time on manual reporting and more time on strategy, creativity, and storytelling"



— Nataliya Tkachenko, Associate Director of Communications, PR & Influencer Marketing, Radisson Hotel Group

The Goal

With Meltwater's [media intelligence](#) and [influencer marketing](#) solutions, Radisson Hotel Group sought to democratize data across the organization, making insights accessible, actionable, and consistent. Additionally, as influencer marketing has become a cornerstone of its marketing strategy, Radisson Hotel Group relies on Meltwater to efficiently identify the right creators, track impact in real time, and connect campaign performance directly to business outcomes.

Custom, Integrated Media Intelligence and Influencer Marketing Dashboards

With Meltwater, Radisson Hotel Group developed a custom dashboard merging PR and influencer insights into one intuitive, interactive platform. Teams can filter results by area, country, or hotel property; visualize top-performing campaigns; and click directly into influencer profiles and content. Global, area, and hotel teams — alongside executive leadership — now have on-demand access to a single source of truth

Results and Benefits

Efficiency improved dramatically, with 40+ users across global and local PR and marketing teams **saving up to a third of time previously spent on reporting each month**. What was once a patchwork of manual reports and regional tools is now a streamlined, real-time ecosystem where media visibility, influencer performance, and ROI are tracked in one place, accessible to every level of the organization.