

Revo announces insights partnership with MRI Software to deliver data and analysis to the UK retail, leisure, property and placemaking industry

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[Revo](#), the UK retail and leisure real estate industry forum, announces that it has partnered with [MRI Software](#), a global leader in real estate software and services. Through the partnership, MRI will provide footfall data and analysis to support Revo's mission of fostering collaboration and leadership among industry peers, helping guide a successful future for the sector.

"Collaborating with MRI Software marks an exciting chapter for us at Revo. With a keen focus on the reinvention of our places and spaces, we're all about turning the buzz into actionable insights. Together with MRI Software, we aim to continue to foster an environment of innovation and informed decision-making, ensuring that our members are well-equipped to shape a prosperous built environment," commented Michelle Buxton, Partnerships Lead and Board Member, Revo.

Innovations in property technology (PropTech) are empowering retail owners and tenants with data and analysis to support strategic decisions. [MRI OnLocation](#) offers AI-driven footfall analytics to help the sector understand customer behaviour, boost performance with actionable insights and benchmark against market trends. The technology is trusted by more than 660 retail stores and destinations across the UK.

"We are thrilled to be working with Revo as their official insights partner to enable knowledge sharing among members and help drive growth and performance. By providing retail footfall data and insight trends through MRI Onlocation, we are proactively supporting the ongoing development of the retail and

leisure real estate sector,” said Jenni Matthews, Marketing and Insights Director, MRI Software.

In the last five years, the retail and leisure industry has undergone a seismic shift. With a new government in place, all eyes are on Labour to address four key areas within retail: business rates reform, retail crime, delivering economic stability, and overhauling the apprenticeship levy. The sector relies on member-led associations such as Revo to provide a forum where members can share knowledge, collaborate with peers and engage in trend debates, all of which contribute to new ideas and a prosperous future.