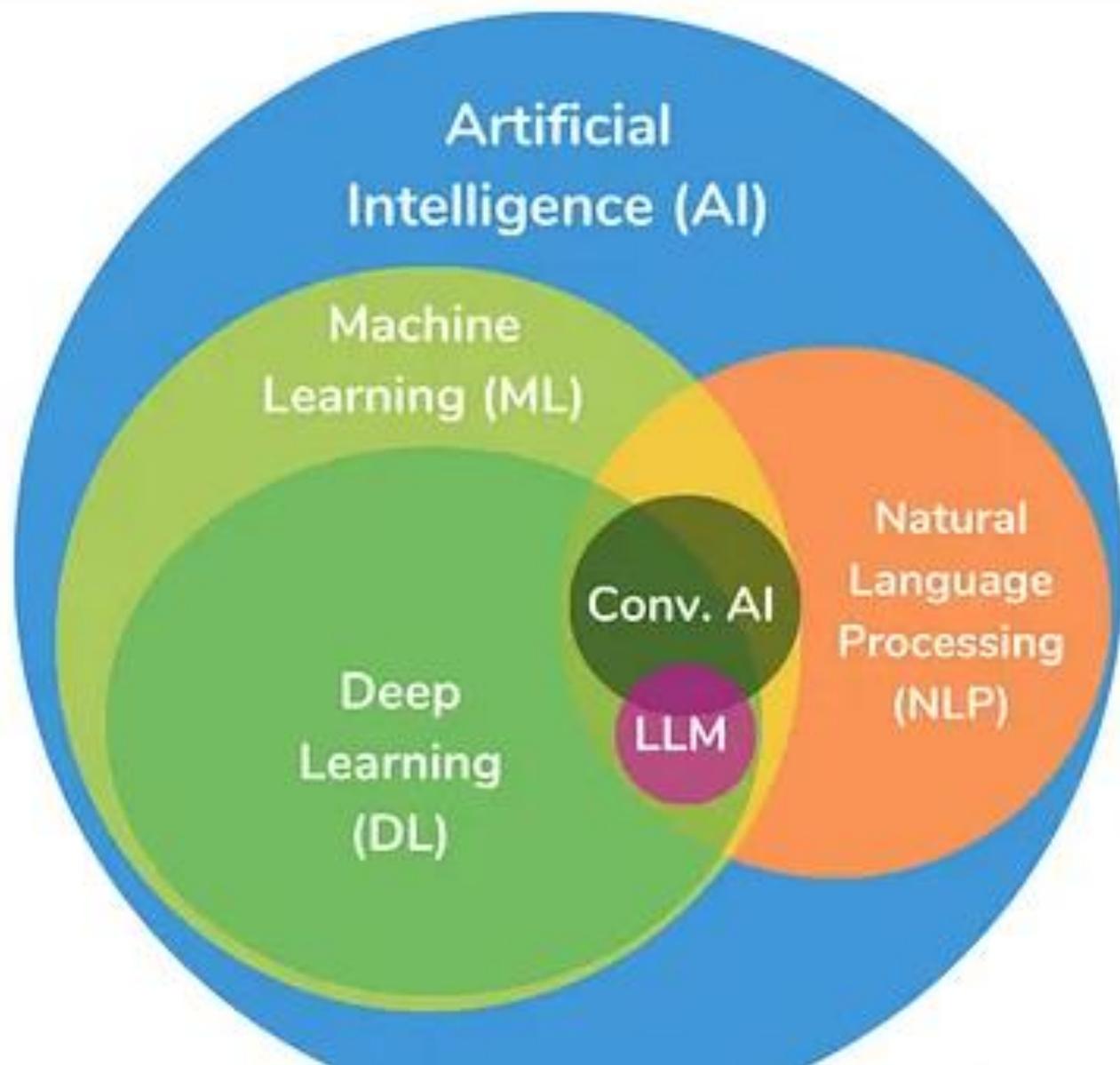


Elevate Your Hospitality Game

***AI - What Every
Leader Should Know***





- Artificial Intelligence (AI)
- Machine Learning (ML)
- Deep Learning (DL)
- Natural Language Processing (NLP)
- Large Language Model (LLM)¹
- Conversational AI (Conv. AI)²



Identify & predict patterns

“Predictive AI”

**Generate new patterns & human-like
content**

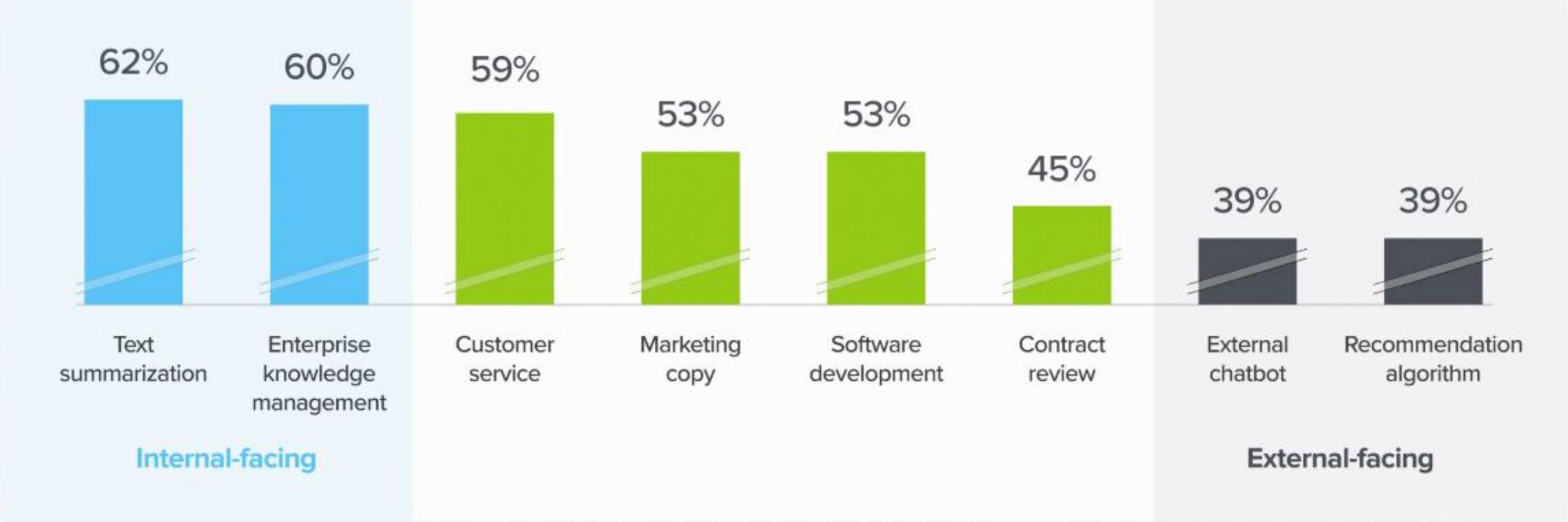
“Generative AI”

Autonomously make decisions & act

“Agentic AI”

How willing are enterprises to use LLMs for different use cases?

(% of enterprises experimenting with given use case who have deployed to production)



Source: a16z survey of 70 enterprise AI decision makers

Types of AI Tools



Stand Alone AI Tools

Work
Independently with
minimal setup
Accessed directly

General Purpose Chatbot: ChatGPT, Perplexity, Claude, Gemini, DeepSeek



Tools with Integrated AI Features

Built in
enhancements to
an existing
software

Inside Google Docs, Microsoft Word, PowerPoint, eg Copilot (Integrated AI features, using different LLMs)



Custom AI Solution

Application tailor
made to solve a
specific problem

Unlimited Applications and Use Cases
Unlimited Agents (Autonomous or Semi Autonomous)



AI



✓ Improves Guest Experiences

Personalized recommendations can increase sales by **10-30%** (*McKinsey*)

✓ Streamlines Operations

Automation can reduce operational costs by up to **30%** (*Deloitte*)

✓ Aids Data-driven Decisions

Organizations that leverage AI analytics report a **15% improvement** in operational efficiency & a **10% increase** in customer satisfaction (*Gartner*)

Examples in Hospitality

Enhance Operations

- Analyze Customer Data and Predict Preferences, or Automate Personalized Marketing Campaigns, (AI driven marketing, recommendations)

Improve Customer Experiences

- Handle Customer Inquiries, bookings, and complaints 24/7, improving response times and freeing up staff for more complex tasks, can include voice

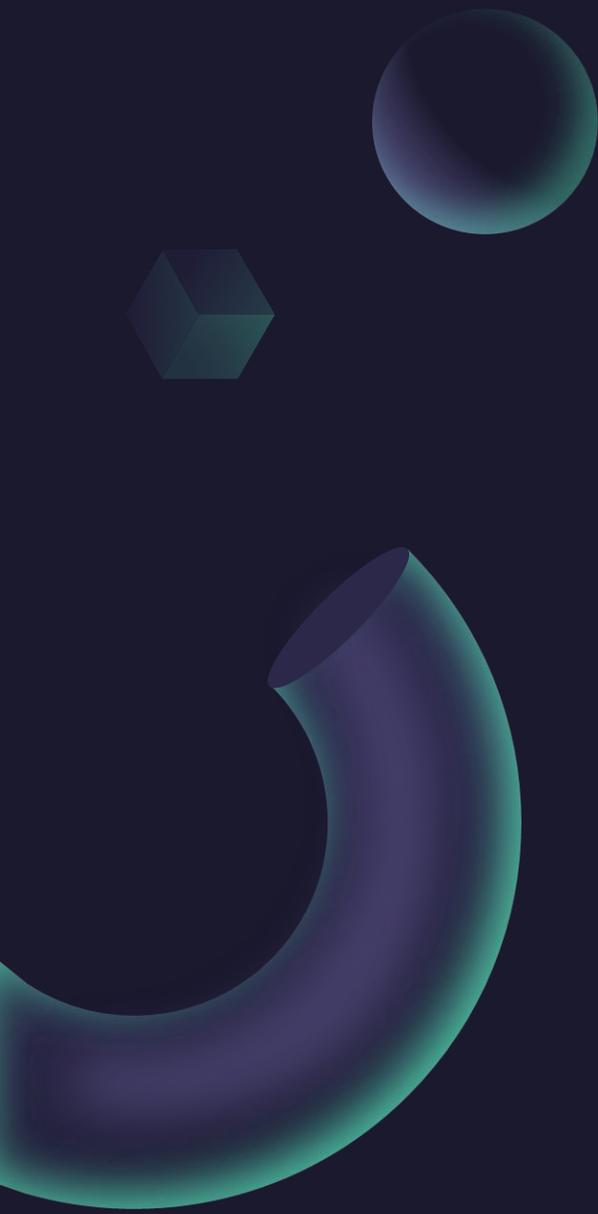
Optimize Decision Making

- Revenue Management tools analyze market trends, competitor pricing, and historical data to optimize room rates and maximize revenue
- Predictive Analytics - help in forecasting demand, identifying trends, and making data-driven decisions
- Hotel Search, Sentiment Analysis, Feedback & Review Analysis, Resume Screening, Energy Management, Security Monitoring, Language Translation, Videos for Staff Training, Training Development, On Demand Knowledge from SOPs, Content Generation, In Room Voice Requests and Recommendations, Video Room Inspections... *And More...*

Risks

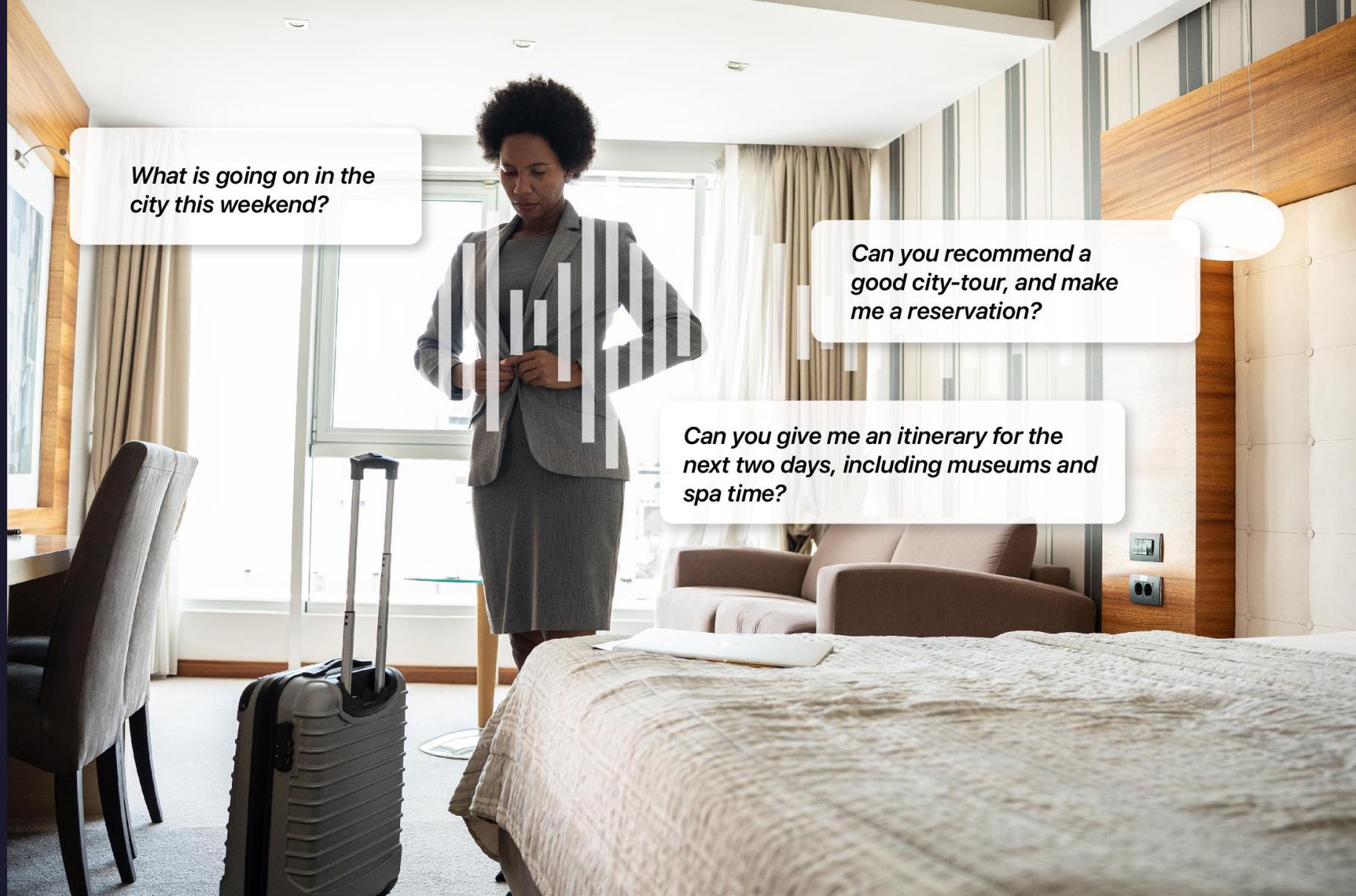
- Bias in Decision Making (Black Box Problem)
- Mis-represented Work, Potential Liability for AI Generated Outputs, Misinformation
- Data Privacy
- Cybersecurity





Examples

Voice Agent



What is going on in the city this weekend?

Can you recommend a good city-tour, and make me a reservation?

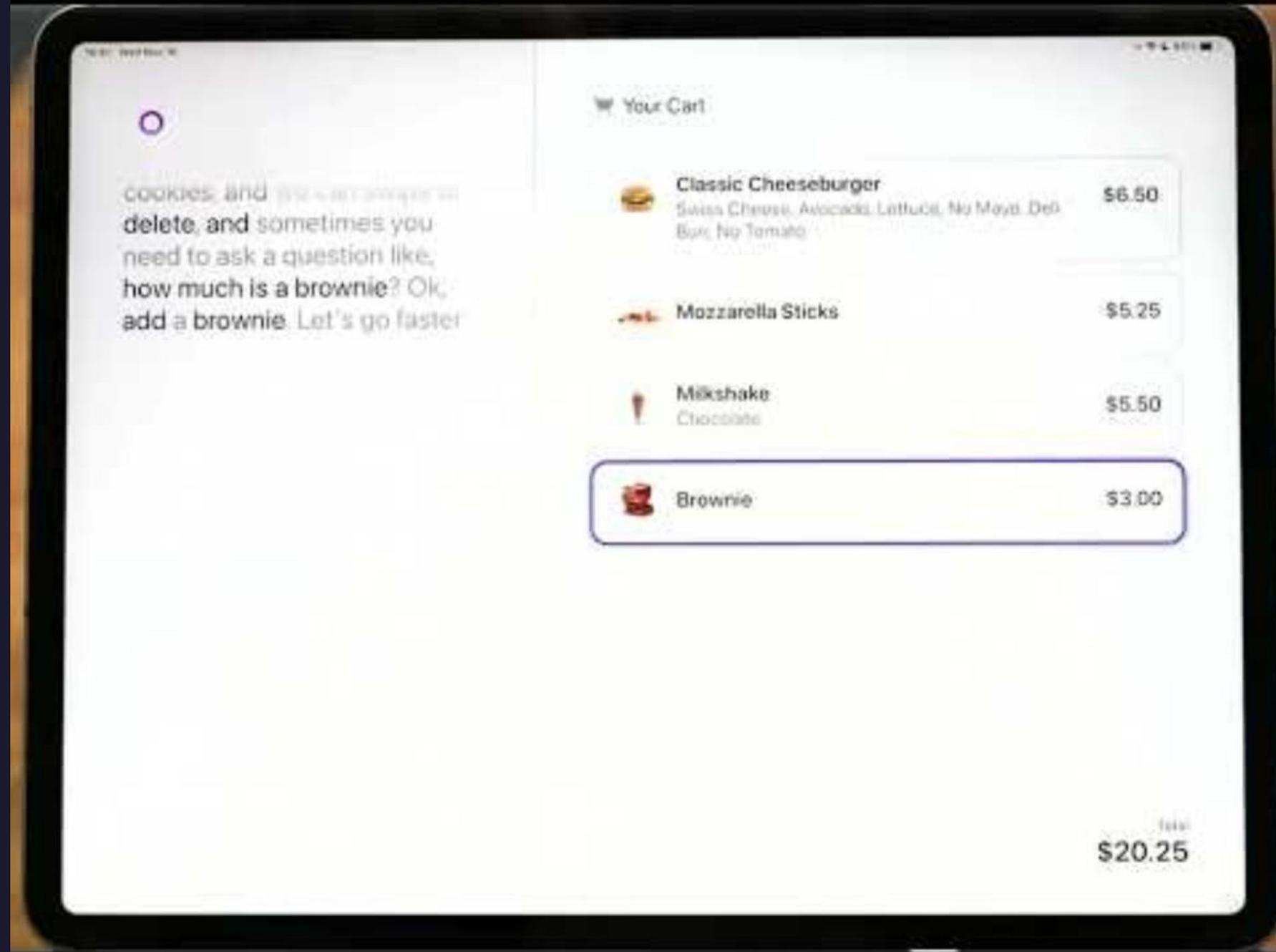
Can you give me an itinerary for the next two days, including museums and spa time?

Voice Agent



Voice Agent

Integrated with POS



Voice
Agent

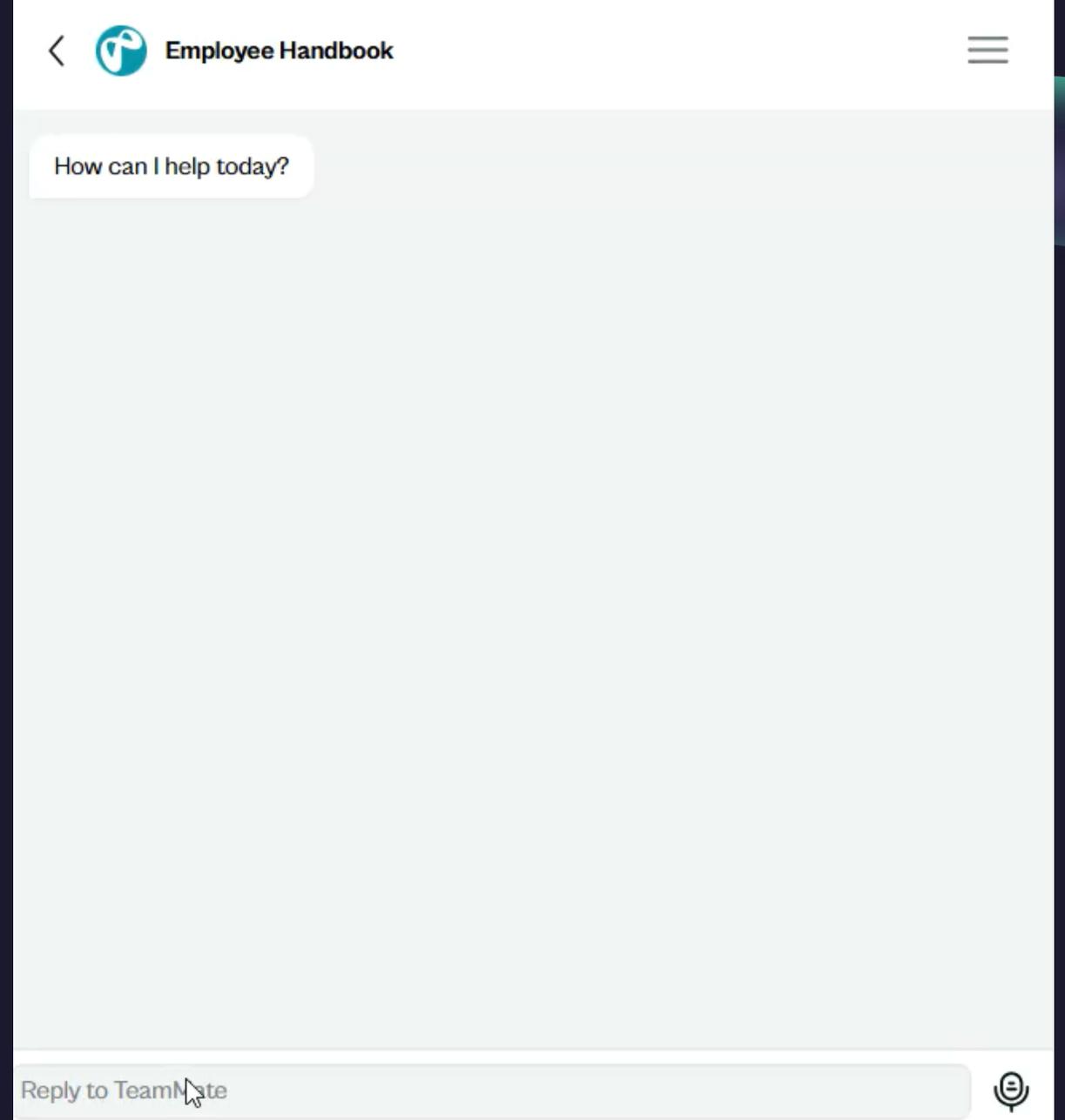
Candidate
Screening



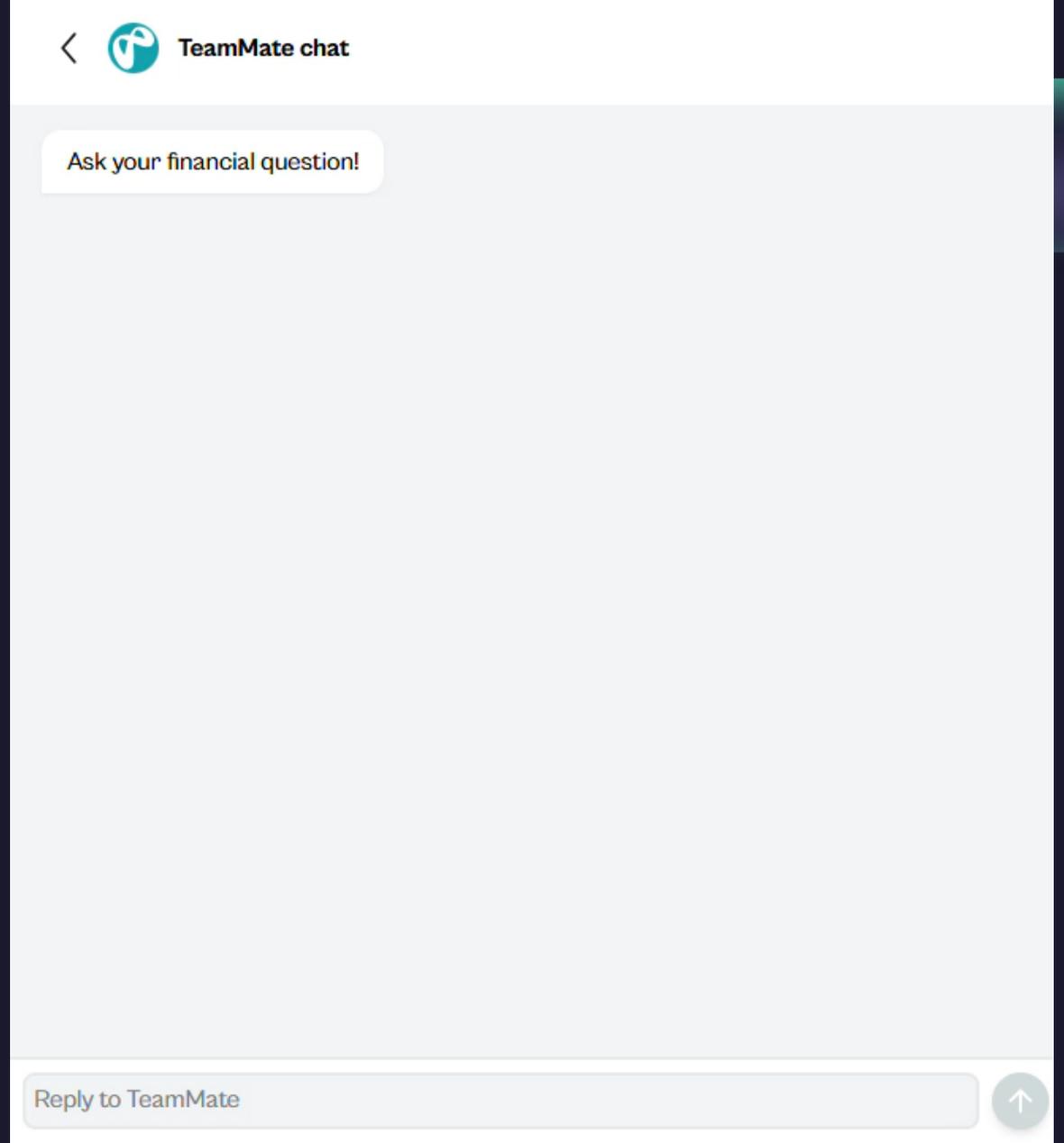
cantaloupe ai

Knowledge Management

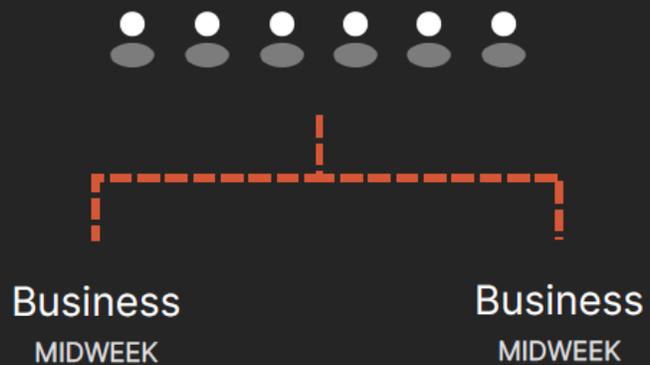
Hotel Policies



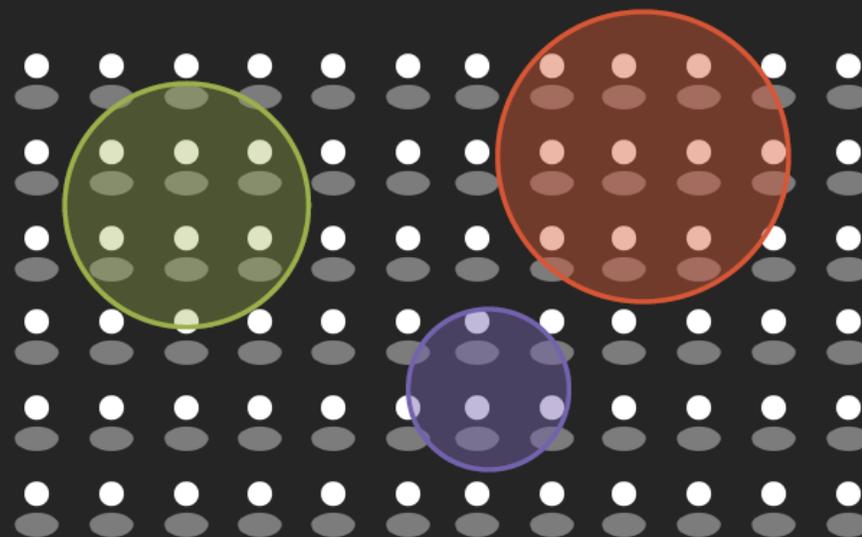
Financial Knowledge



Segmentation



Ai & ML Segmentation (clustering)



Ai & ML Segmentation

- Limited
- Based on datapoints that are chosen by hotelier



Ai & ML Segmentation

- Discover new groups
- Based 1M+ datapoints

Discover new groups That bring the most value to the business

-  Booked via OTA + Weekend travelers
-  Company group
-  Spa guests who booked via brand.com
-  Restaurant guests and LOS > 4 nights
-  Big spenders who spend 10.000 minimum
-  Big spenders, OTA bookers

Churn management

Next Best Offer

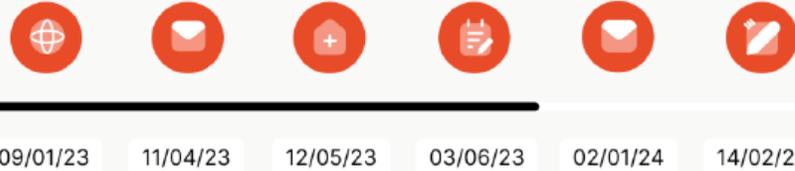
Media attribution insights

A Guest A

Step 1 Gather guest data

| | |
|----------|----------------|
| PMS DATA | ORACLE |
| POS DATA | adyen |
| CRS DATA | Sabre |
| SPA DATA | book4time |
| CRM DATA | TableCheck |
| F&B DATA | salesforce.org |

Step 1 Analyze all guest interactions and their importance



Step 3 Predict churn risk

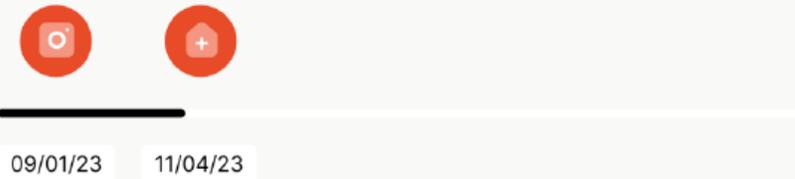


B Guest B

Step 1 Gather guest data

| | |
|----------|----------------|
| PMS DATA | ORACLE |
| POS DATA | adyen |
| CRS DATA | Sabre |
| SPA DATA | book4time |
| CRM DATA | TableCheck |
| F&B DATA | salesforce.org |

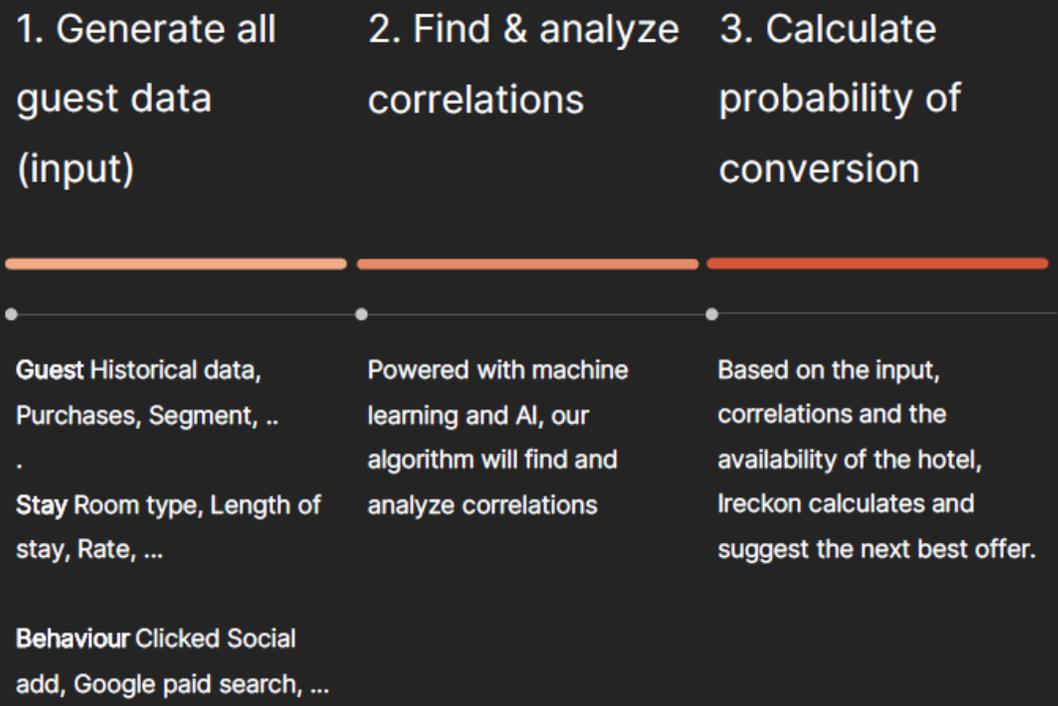
Step 1 Analyze all guest interactions and their importance



Step 3 Predict churn risk



IRU Next best offer engine



Recommendation (outcome) showcases to hotelier

 Upsell suggestion for John Doe

| Order | Product | Probability of conversion |
|-------|----------------------|---------------------------|
| 1 | Spa treatment | 68% |
| 2 | Breakfast | 55% |
| 3 | Dinner at restaurant | 42% |
| 4 | Early check-in | 12% |
| 5 | Early check-out | 6% |
| 6 | Golf | 2% |
| 7 | ... | ... |



Search & Book



GLENN FOGEL
CEO, Booking Holdings

“We are on the edge of the most radical reinvention travel has ever seen. Generative AI isn’t just enhancing experiences – it’s changing everything we know about how people dream, plan, and book their journeys.”

At Booking.com, we’ve been building toward this moment for years – and what’s coming with agentic search will make today’s innovations look primitive. The next generation of journeys will be intuitive, intelligent, and deeply personal.”

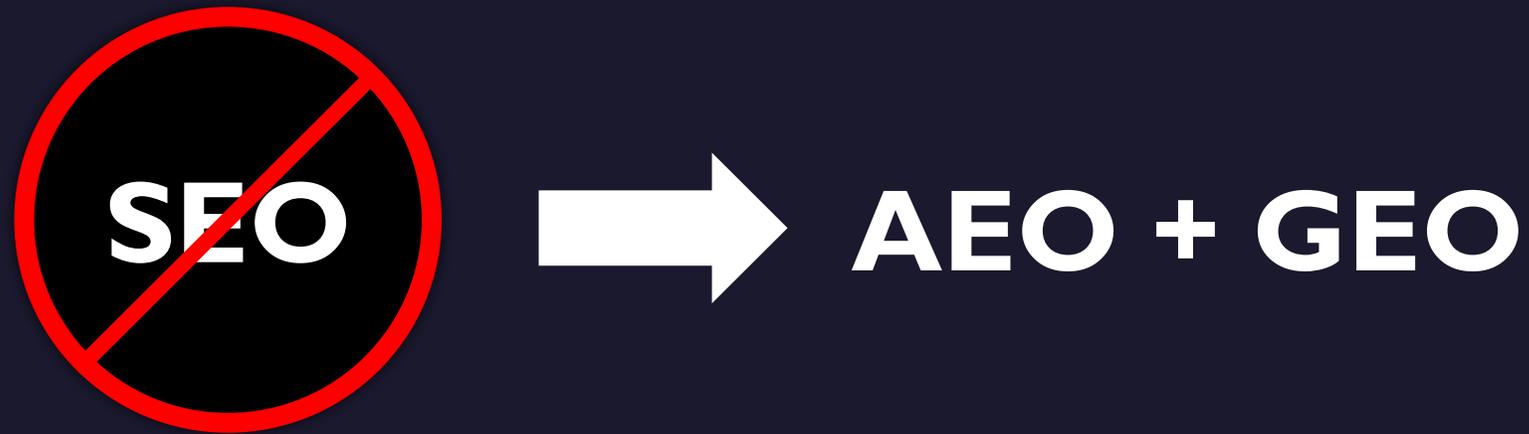
GEO

“What we’re seeing is that AI-first traffic from that search ecosystem, sometimes called **generative search optimization**, is growing exponentially,”

“It’s a small base, but it’s growing exponentially, and the traffic is higher-intent.

We’re converting it more effectively.”

REMAINING RELEVANT



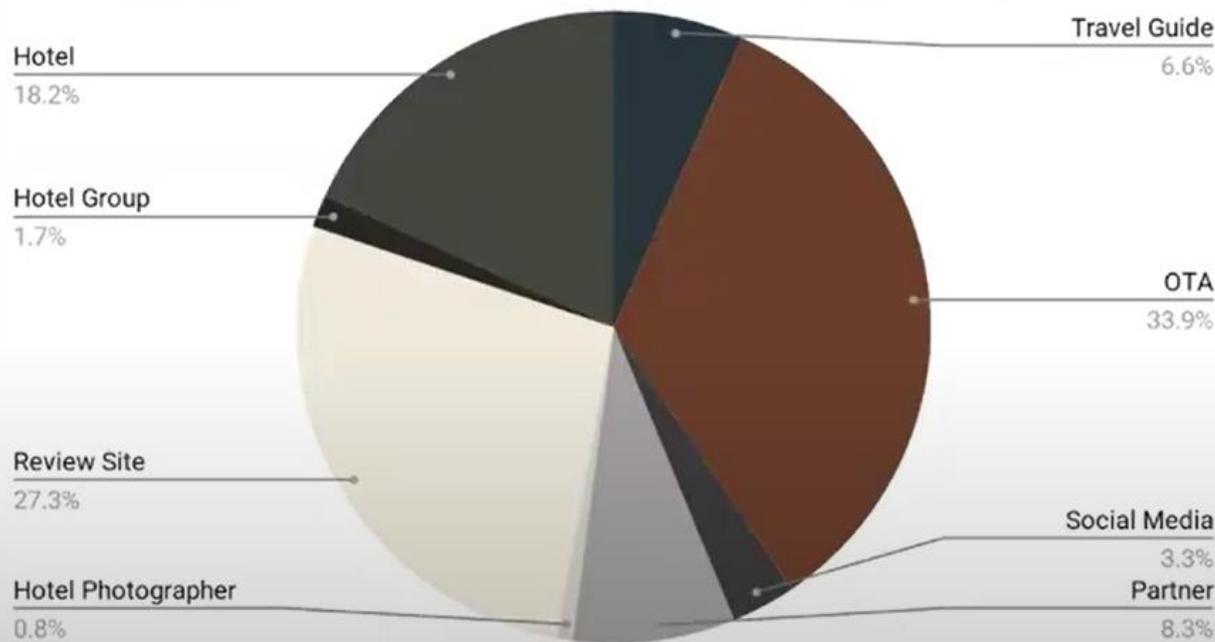
KEYWORDS & CLICKS ARE DEAD

Hotel Search



SOURCE of Content – All Search

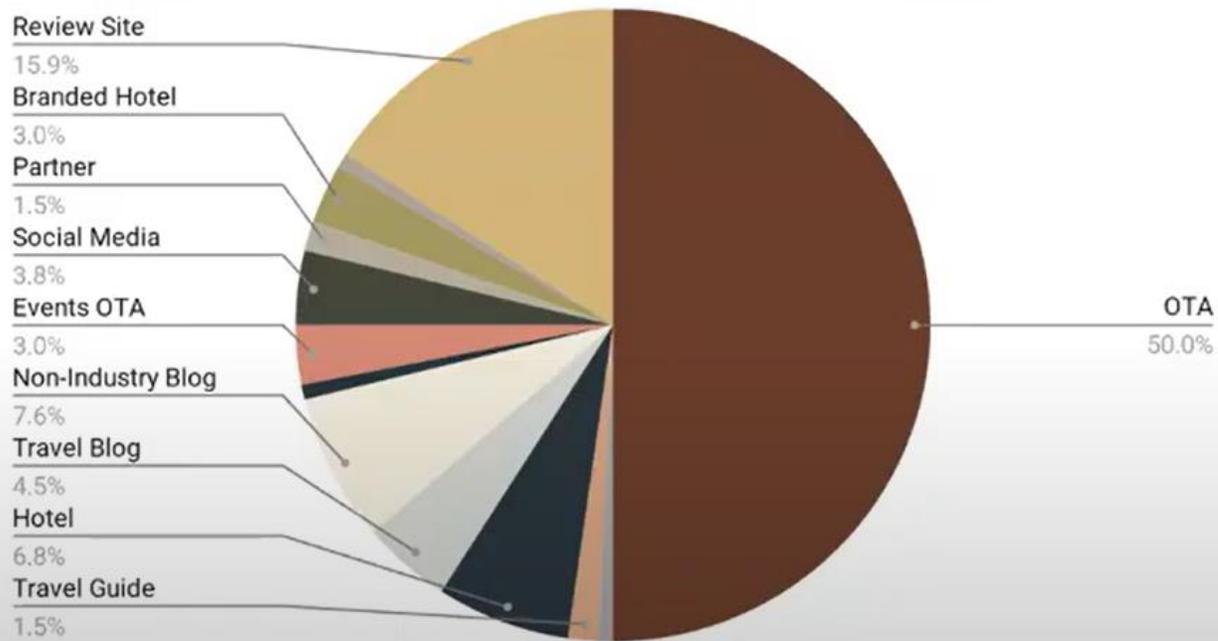
% of Sources in All Searches for Boston, MA Hotels



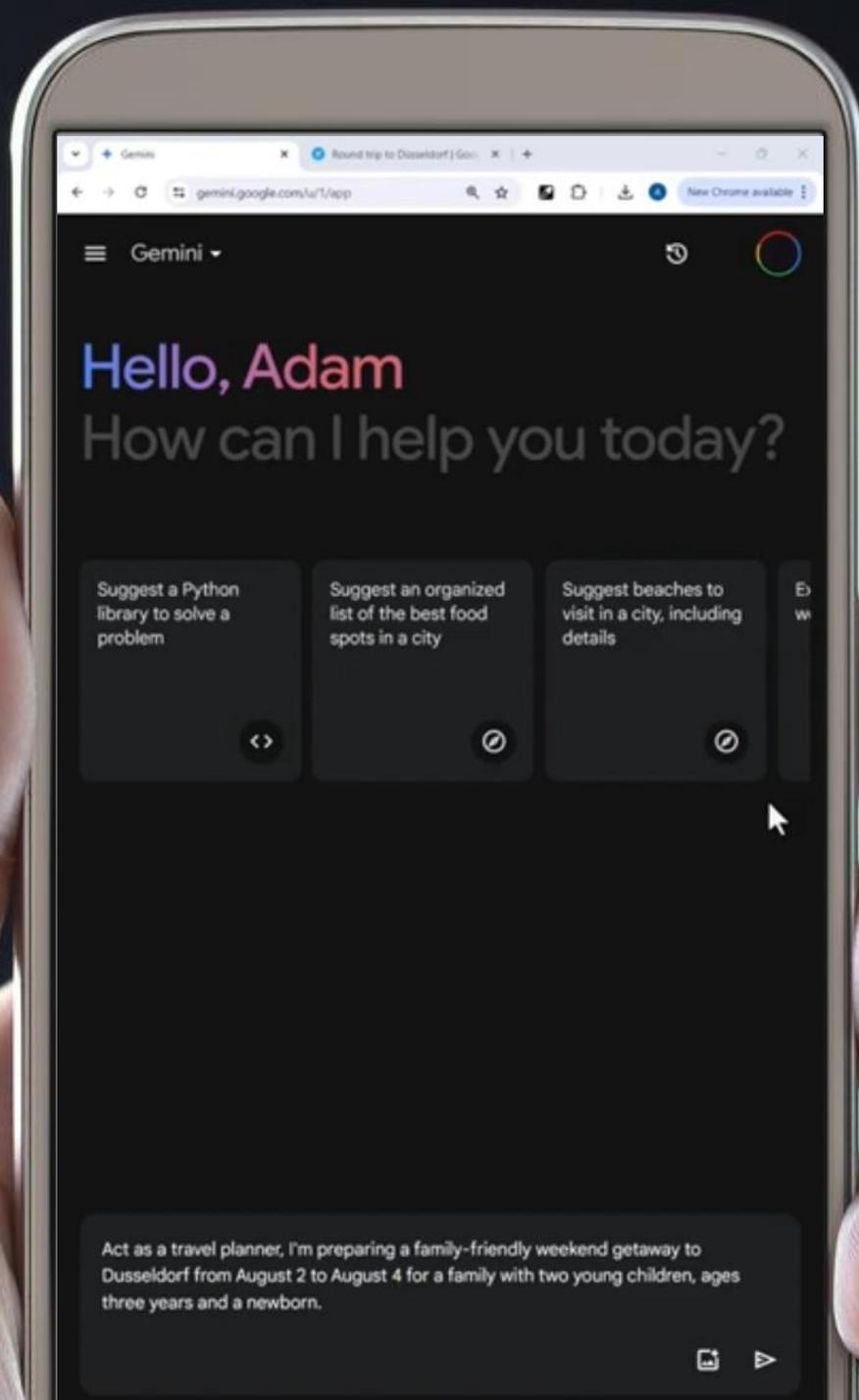
- Common block link sources - all searches
 - 34% - OTAs (Expedia, [booking.com](https://www.booking.com), etc.)
 - 27% - Review Sites (Tripadvisor, Oyster, etc.)
 - 18% - Official hotel website
 - 8% - Hotel partner (Historic Hotels, etc.)
 - 7% - Travel guides & blogs (US News Travel, Lonely Planet, local tourism blogs, etc.)
 - 5% - Hotel Review sites (Oyster, etc.)
- Other sources (less common) - all searches
 - Social media (FB, YouTube, Reddit, etc.)
 - Hotel groups (Preferred Hotels, etc.)
 - Branded hotels (Holiday Inn, Hilton, etc.)
 - Wikipedia (authoritative backgrounds)

SOURCE of Content – Market Search

% of Sources in Market Term Searches for Boston, MA Hotels



- Common block link sources - market searches
 - 50% - OTAs (Expedia, booking.com, etc.)
 - 16% - Review Sites (Tripadvisor, Oyster, etc.)
 - 8% - Blogs not associated with hospitality (blogs for local businesses, transportation groups, and universities)
 - 7% - Official hotel website
 - 5% - Travel guides & blogs (US News Travel, Lonely Planet, local tourism blogs, etc.)
 - 3% - Events OTAs (Event Brite, Go City, etc.)
- Market term block link search highlights
 - OTA sources rely heavily on keywords and usually return a list of hotels filtered by location and search modifiers such as searching 'luxury hotel Boston' brings up 'top luxury hotels in the Boston area'.



Google (Gemini)
+
Booking
Holdings/
Expedia

Booking.com AI Trip Planner

I need a hotel in the Buckhead area of Atlanta for March 25th. I want a five star luxury hotel that caters to business travelers.

AI Trip Planner

For your stay in Buckhead, Atlanta on March 25th, I found a few excellent five-star luxury hotels that cater to business travelers.

1. The Whitley, a Luxury Collection Hotel, Atlanta Buckhead is a standout option with a review score of 8.8 from 352 reviews, priced at \$323. Its location in Buckhead makes it ideal for both business and leisure.
2. The Ritz-Carlton Atlanta offers a luxurious experience with a review score of 8.3 from 206 reviews, available for \$319. While it's not in Buckhead, it provides easy access to the city's business districts.
3. Signia By Hilton Atlanta Georgia World Congress Center is a more budget-friendly choice at \$213, with a solid review score of 8.9 from 395 reviews. Although it's further from Buckhead, it is well-suited for business travelers attending events at the Congress Center.

Each of these hotels has its unique appeal, so consider what aspects are most important for your stay.

I only want hotels located in Buckhead

AI Trip Planner

For your stay in Buckhead on March 25th, I found a great five-star luxury hotel that fits your criteria:

- InterContinental Buckhead Atlanta by IHG is priced at \$351 and has a review score of 8.8 from 225 reviews. This hotel is well-regarded for its upscale atmosphere and is conveniently located in the heart of Buckhead, making it an excellent choice for business travelers looking for luxury and accessibility.

Unfortunately, the other options I mentioned earlier are not located in Buckhead. If you need more information or additional options, feel free to ask!



Signia By Hilton Atlanta Georgia World Congres...

Atlanta, Downtown Atlanta

8.9 Excellent · 395 reviews

Price for 1 night, 2 adults

\$213



The Ritz-Carlton Atlanta

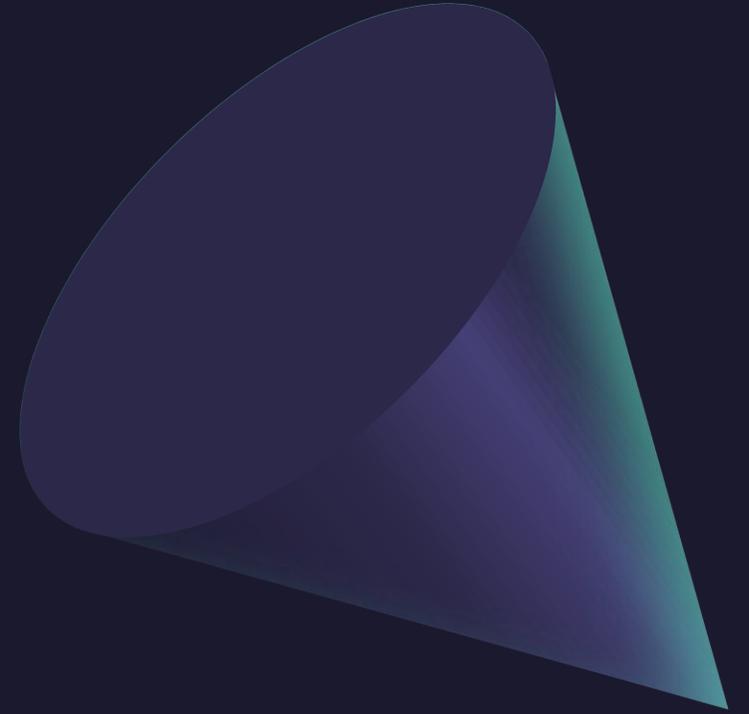
Atlanta, Downtown Atlanta

8.3 Very Good · 206 reviews

Price for 1 night, 2 adults

\$319

AI Trip Planning





BRIAN CHESKY

CEO, Airbnb

*“I think you can't do travel planning
without AI going forward.”*



OTA 2.0

Examples of AI OTA 2.0 and agentic AI in travel

- **Mindtrip:** A sophisticated AI planning tool that creates itineraries and integrates hotel booking links. It provides conversational features combined with interactive maps and lists.
- **Kayak.ai:** Kayak offers an AI chat platform that can provide personalized travel recommendations. Its beta version suggests recommendations, though its booking capabilities are not as autonomous as some agentic AI concepts.
- **[GuideGeek by Matador Network](#):** An AI travel assistant accessible via messaging platforms like WhatsApp. It leverages generative AI to provide customized itinerary recommendations.
- **Perplexity with travel integrations:** The AI-powered answer engine has partnered with platforms like Tripadvisor and Selfbook to bring hotel booking functionality directly into its chat interface, a move that is seen as a sign of the rise of agentic AI.
- **Operator AI:** A theoretical AI agent discussed within the travel industry that could book travel by interacting directly with a browser, only needing human input for login details or payment. 

The future of AI OTAs

The rise of AI OTA 2.0 is expected to fundamentally change the competitive landscape of the travel industry. While traditional OTAs have proven resilient, this new phase of AI presents significant opportunities for newcomers and a strategic challenge for incumbents. For travelers, it promises an era of booking that is smarter, more personalized, and more effortless. 

Perplexity

Selfbook +
TripAdvisor

HOTEL BOOKING CAPABILITIES BY AI

Ira Vouk Hospitality Consulting www.iravouk.com

| | | |
|---|---|---|
|  ChatGPT-5 (OpenAI) | ✓ | Yes (Agent Mode): can browse, log in, analyze calendars, and complete bookings |
|  Claude 4 (Anthropic) | ✗ | No booking capability; cannot see availability or check dates |
|  Grok (X) | ✗ | No booking capability; cannot see availability or check dates |
|  Gemini (Google) | ✓ | Yes via Google Hotels; uses Google Hotels API to retrieve hotel info and ARI |
|  Meta AI | ✗ | No booking capability; evaluates booking UX but cannot transact |
|  Perplexity AI | ✓ | Yes via TripAdvisor + Selfbook partnership; with API access to ~140,000 hotels |
|  Copilot (Microsoft) | ✗ | No booking capability; can surface real-time info and OTA/Maps links but does not book |
|  DeepSeek-R1 | ✗ | No booking capability; cannot see availability or check dates |

Chats

4

Explore

Saved



I want to go to Atlanta but I only have two full days. I want to stay in a luxury hotel, for no more than \$400 a night, and I want to experience the best food and wine Atlanta has to offer. I love Japanese fusion, and I need to fit in the aquarium.

Sample Itinerary Snapshot

Day 1

- Check in to your luxury hotel.
- Lunch or early wine tasting at 🍷 **Nobu Atlanta** or nearby Buckhead favorite.
- Afternoon at 🐠 **Georgia Aquarium** (timed entry).
- Dinner omakase at 🍣 **Chirori - Omakase & Sushi** or 🍣 **MF Sushi**.

Day 2

- Relaxing breakfast at hotel, spa option if desired.
- Explore upscale shopping or a walk in 🌳 **Piedmont Park**.
- Lunch at 🍷 **Poor Calvin's**.
- Afternoon: wine bar or explore 📍 **Midtown** galleries.
- Dinner at another top Japanese fusion spot, or return to a favorite.

Recommendation 🎯

Given your love of Japanese fusion and luxury, I recommend staying at 🏨 **Nobu Hotel Atlanta**. You'll be immersed in Japanese-inspired luxury, and you can't beat having 🍣 **Nobu Atlanta** right onsite. For your second night, consider a reservation at 🍣 **Chirori - Omakase & Sushi** or 🍣 **MF Sushi** for an unforgettable omakase dinner.

Would you like help booking your hotel or dinner reservations, or do you want a fully detailed daily itinerary with timing and transportation suggestions?

You might want to ask

Ask anything...



ⓘ Mindtrip can make mistakes. Check important info.

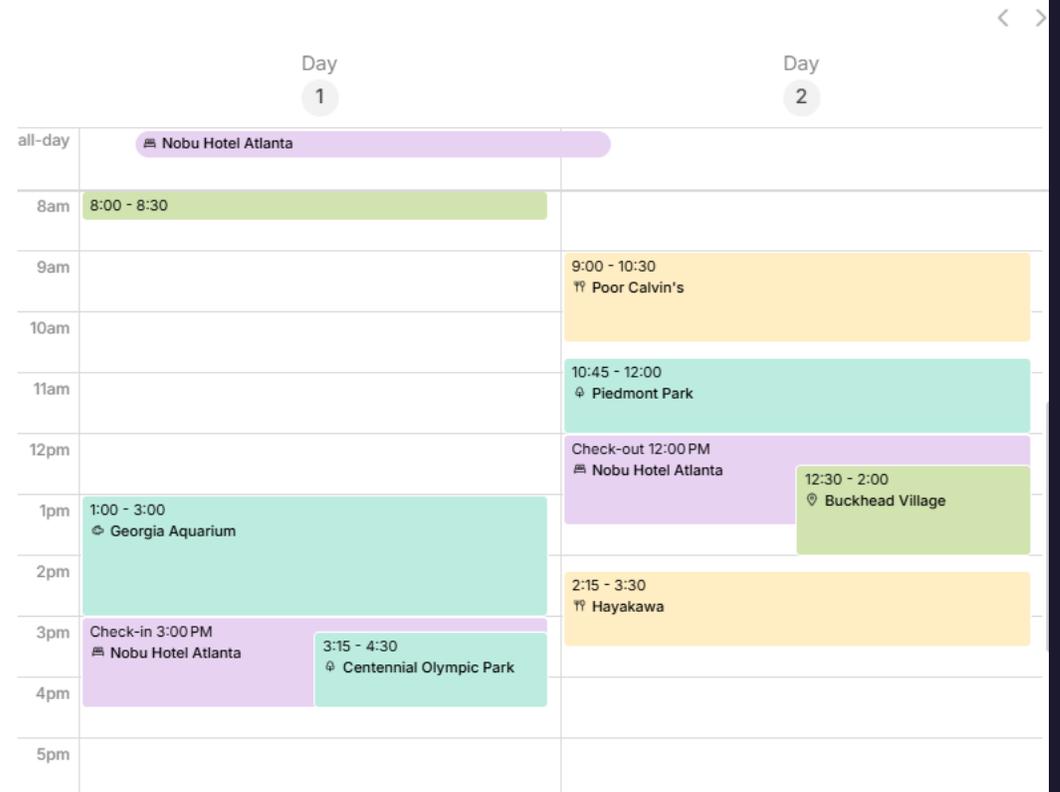
Atlanta for 2 Days

Atlanta 2 days in Oct 2 travelers \$\$\$\$

Itinerary Calendar Bookings Media



Calendar 2 days





BRIAN CHESKY

CEO, Airbnb



AI is Transforming Hospitality:

***Success Lies in Strategic Integration &
Human Oversight***



Humans are key to empathy, creativity, and guest connections.

*Utilize AI to **Augment** human capabilities.*



Key Takeaways



BECOME AN
INFORMED ADVOCATE



FOCUS AND PAY
ATTENTION



DATA – FROM
EVERYWHERE -
MATTERS



PEOPLE ARE (STILL)
THE KEY



AI Can Be...



An opportunity to **augment** human intelligence to enhance outcomes



A way to make everything we care about better

“The most validated core conclusion of social science across many decades and thousands of studies is that human intelligence makes a very broad range of life outcomes better.

Intelligence has raised our standard of living on the order of 10,000X over the last 4,000 years.”



Thank You!