AI IN THE HOSPITALITY INDUSTRY

HOW IT ENHANCES THE HOTEL GUEST EXPERIENCE

1. ENHANCING EXPERIENCE
   Using AI-enabled devices to improve the Hotel guest experience.
   35% Average percentage by which AI-enabled concierge services have reduced calls to the human concierge desk.

2. MEETING GUEST EXPECTATIONS
   How to adapt with ever-changing guest expectations.
   33% Percentage by which AI-Enabled technology has been shown to improve hotel guest response and service time.

3. POWERING GUEST PERSONALIZATION
   Using AI technology to provide seamless and frictionless experience through personalization.
   89% Percentage of hoteliers who “Agree” or “Strongly Agree” that targeted personalization is one of the most effective ways to improve the guest experience.

4. FUELING THE GUEST JOURNEY
   Improving interactions across all touch points, phases and parts of the hotel guest journey.
   82% Percentage of Hoteliers who cite the ability to capture data from which hoteliers can generate actionable insights for improving the business processes as a top benefit of AI technology.

5. WORKING HAND IN HAND WITH HOTEL STAFF
   Integrating with AI technology and finding the balance between machine and human functionalities.
   89% Percentage of Hoteliers who agree that AI significantly reduces hotel operating costs.

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