Oracle
Playbook

HOSPITALITY

Elevate Experience

Create a resilient and modern business to improve experience and operations

Hospitality

Hospitality companies are redefining operations to meet evolving guest expectations and market demands amid a global staffing crisis. Once known for high-touch service, the industry now faces growing demand for seamless, self-service experiences via personal devices. To adapt, brands, management companies, and properties must leverage technology to enhance efficiency and engagement. Cloud-based systems provide real-time visibility into critical areas, helping businesses optimize budgeting, revenue, guest and staff satisfaction, and supply chain sustainability.

Key imperatives for hospitality

1 Grow the right staff to delight your guests

2 Evolve offerings and business models to meet changing guest preferences

3 Operate efficiently to drive strong margins

4 Implement sustainable practices to meet environmental goals and consumer preferences

Forces shaping the hospitality industry

INDUSTRY CHALLENGES

VISION OF SUCCESS

Click on a section to learn more.

Attracting and recruiting the best employees
Rising labor costs and difficulties recruiting, training, and retaining the best talent are affecting your ability to efficiently deliver services.

1 Transform the workforce

Attracting and retaining guests
Maintaining guest loyalty with competitively priced personalized experiences while simultaneously expanding into new customer bases.

2 Turbocharge guest experience

New business models
Driving profitability and maximizing revenue through new business models and services.

3 Capitalize on new business models

Operational efficiency and cost reduction
Disconnected, inflexible legacy systems create data silos stifling innovation, ability to scale, and realization of M&A synergy.

4 Run a modern business in the cloud

Growing desire to operate in environmentally friendly ways
Consumers increasingly care about eco-conscious brands.

5 Achieve sustainability excellence

6 Starting your journey

1: Transform the workforce

Hire, train, and retain the right talent. Use AI to augment the next-generation workforce.

Recommended actions:

- Build global consistency at every stage of the employee lifecycle
- Enhance employee experience
- Use data to identify critical roles to drive business value
- Position HR as a strategic partner rather than as a transactional function
- Use agentic AI to automate routine HR tasks

How to get started:

- Identify sources of turnover for employees, which may include workplace technology that will make their jobs easier
- Leverage data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goals
- Prioritize employee retention by fostering a corporate culture that aligns with the values and work-life balance needs of younger generations

Oracle capabilities enabling strategic goals

Human capital management	Agentic AI
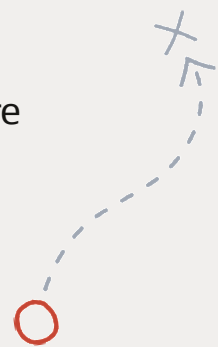
2: Turbocharge the guest experience

Create a more personalized guest experience with automated, intelligent, touchless interactions to nurture guest loyalty and maintain data privacy and security.

Recommended actions:

- Create an easy and pleasing guest experience than spans all channels – including kiosks and handhelds
- Leverage guest data to shape a loyalty strategy that maximizes lifetime value
- Use generative AI to hyper personalize guest interactions in all channels

How to get started:

- Identify disparate sources of guest and product data
- Collect data about discounts and pricing
- Learn about AI possibilities

Oracle capabilities enabling strategic goals

Marketing	Personalized upselling	Loyalty	Generative AI	Room inventory	Enterprise communications
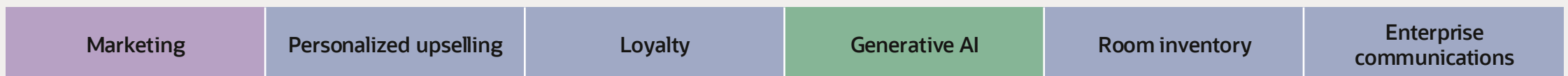
3: Capitalize on new business models

Comprehensive and integrated end-to-end cloud platform with common data—a single source of truth—across your business to deliver automation, speed, and continuous innovation for future growth.

Recommended actions:

- Experiment and explore new business models and partnerships
- Determine pricing and billing needs for new business models
- Comply with regulations (such as hotels operating with home-sharing partners)
- Connect sales and marketing efforts to new business models

How to get started:

- Identify the key sources of data—inside and outside your business
- Learn how AI can inform brainstorming and decision-making

Oracle capabilities enabling strategic goals

Sales and marketing	Property management	Event management	Payments	Accounting and finance	Partner management

4: Run a modern business in the cloud

Run a smarter business with integrated systems to maximize profitability, occupancy, and key performance metrics.
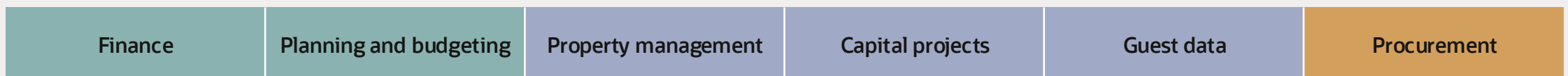
Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud
- Use AI to take scenario planning and price optimization to new heights
- Empower your people with data and insights
- Manage capital projects effectively

How to get started:

- Analyze existing employee, customer, and property data
- Identify silos of information that are hindering business decisions
- Learn how AI and automation can drive better efficiency and optimization

Oracle capabilities enabling strategic goals

Finance	Planning and budgeting	Property management	Capital projects	Guest data	Procurement

5: Achieve sustainability excellence

Efficiently track sustainability KPIs through interaction with execution systems and report out to customers and stakeholders.
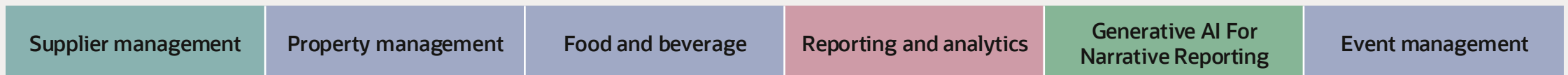
Recommended actions:

- Set sustainability goals that align with consumer sentiment and growth opportunities
- Keep up with evolving regulations in different countries
- Simplify accurate reporting of ESG metrics to executives, boards, and markets

How to get started:

- Collect customer sentiment data on how much sustainability matters to selection and loyalty
- Determine your sustainability goals and where they fall in the grander prioritization of business decisions
- Set up sustainability measurements that matter

Oracle capabilities enabling strategic goals

Supplier management	Property management	Food and beverage	Reporting and analytics	Generative AI For Narrative Reporting	Event management

Internal questions to get going

Data and analytics readiness

Do we have the advantage of modern technology, such as AI, automation, and mobile?

Are our employees able to do the best job with the tools we provide?

Are we using modern technologies in our properties and online?

Sustainability shift

Are we keeping up with new sustainability demands from customers?

Can we really measure sustainability?

Do we know how to be sustainable and profitable at the same time?

Profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of how to maximize profits?

Are we able to accurately measure product and customer profitability?

Supplier management

What are the biggest regulatory and compliance risks we often face?

Can we adequately manage complex supplier relationships?

Oracle Hospitality

Full-service support across every stage of the guest journey

Property operations		Central functions	Restaurant	Cruise operations
Availability, rates, and inventory	Sales, groups, and events	Enterprise configuration	Point of sale	Shipboard management
Reservations and profiles	Upselling	Call center	Staffing	Crew and fleet management
Front Desk and cashiering	Finance and accounts receivable	Central sales	Digital journey	Security and compliance
Housekeeping and maintenance	Commission handling	Loyalty/membership	Payments	Dining management
Vacation ownership	Casino accounting	Distribution		

Enterprise

Human capital management	Enterprise resource planning
Supply chain management	Customer experience
Enterprise performance management	Construction and capital projects

Hospitality data and intelligence

Hospitality analytics Enterprise, multi-level analysis and visualizations	**Hospitality AI models** Revenue optimization, upselling, and personalization	**Hospitality extensibility** APIs, integrations, and Payments

Oracle Cloud Infrastructure

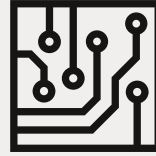| Global, distributed cloud	Public	Dedicated	Multi cloud	Hybrid	More than 150 cloud services

Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.

Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Oracle Playbook

Committed to your success
Oracle Cloud Success Navigator: An interactive digital platform to help guide you

Get your bearings

Understand what's possible with your cloud solution using preconfigured starter environments to support your design decisions.

Chart a proven course

Access Oracle expertise, reference Oracle Modern Best Practice, and use Cloud Quality Standards to inform your implementation approach.

Find value at every turn

Get more from your quarterly releases using AI assistance and preview environments to experience and adopt the latest features that matter to you.

Blaze new trails

Build your own cloud roadmap based on your organization's goals keeping you focused on the capability you need for today and the road ahead.
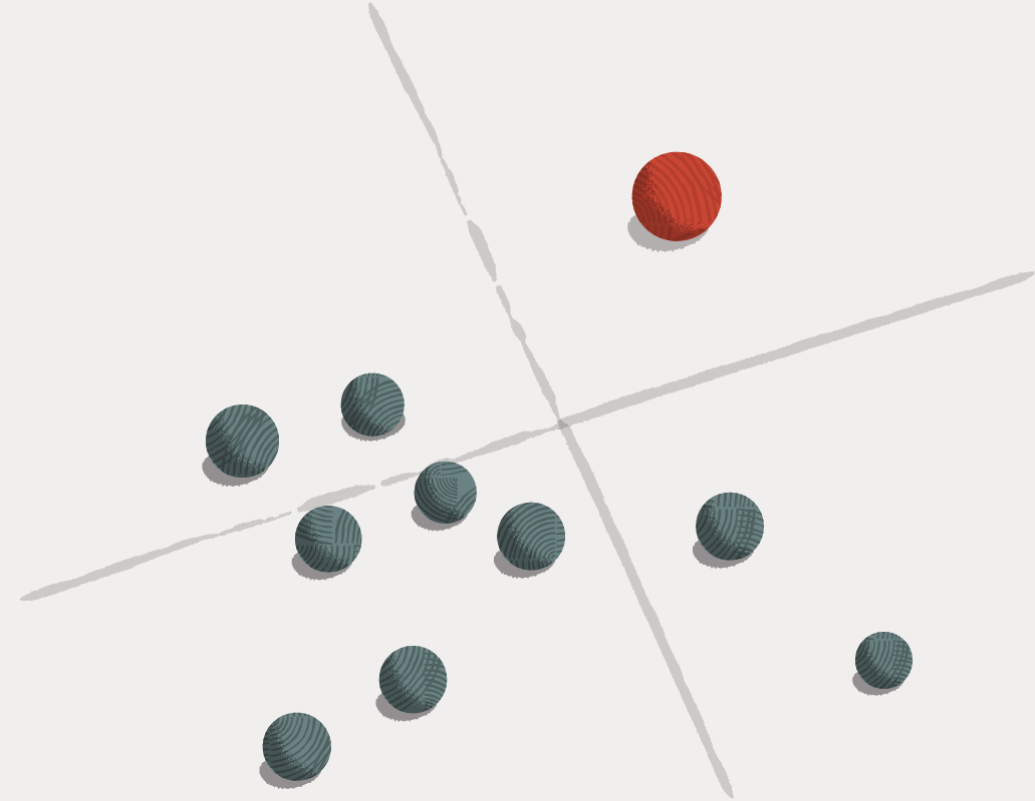
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Thank you

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