

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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