Oracle Playbook

HOSPITALITY

Elevate Experiences

Streamline hotel operations and empower staff to deliver memorable guest experiences.

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 frictionless experiences with a personal touch. 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 Delight guests and build loyalty with personalized, seamless guest experiences across all channels.

2 Recruit, retain, and empower teams to deliver excellent service.

3 Operate with agility to control costs and optimize revenue.

4 Establish trust and credibility with guests and partners by maintaining physical safety and data security, regulatory compliance, and sustainability best practices.

Forces shaping the hospitality industry

INDUSTRY CHALLENGES

VISION OF SUCCESS

Click on a section to learn more.

Workforce management and enablement
Rising labor costs and difficulties recruiting, training, and retaining the best talent ultimately affect the guest experience.

1 Empower the workforce

Demand for seamless experiences that still feel personal
Building and maintaining guest loyalty with competitively-priced, hyper-personalized, and frictionless experiences.

2 Turbocharge the guest experience

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

3 Capitalize on new business models

Operational efficiency, revenue optimization and demand agility
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 pressure to operate in environmentally friendly ways
Consumers are increasingly choosing eco-conscious brands and experiences.

5 Achieve sustainability excellence

6 Starting your journey

1: Transform the workforce

Hire, train, and retain the right talent. Use AI to empower the next-generation workforce, from the front desk to the back office.

Recommended actions:

- Build global consistency at every stage of the employee lifecycle.
- Enhance the 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 AI agents to automate routine tasks.

How to get started:

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

Oracle capabilities enabling strategic goals

Human capital management	Role-based AI agents

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2: Turbocharge the guest experience

Make each guest experience more personal and human to nurture guest loyalty, with automated, intelligent, touchless interactions that also maintain data privacy and security.
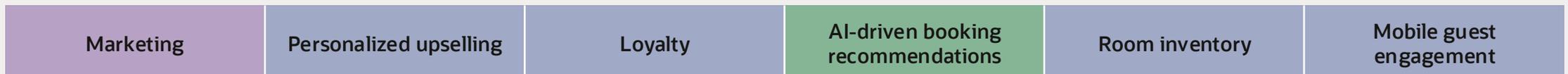
Recommended actions:

- Create an easy and pleasing guest experience that 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 how AI can enhance guest interactions throughout their stay.

Oracle capabilities enabling strategic goals

Marketing	Personalized upselling	Loyalty	AI-driven booking recommendations	Room inventory	Mobile guest engagement

3: Capitalize on new business models

Comprehensive end-to-end cloud platform with common data—a single source of truth—across your business to accommodate future growth into extended stay and alternative-style accommodations.
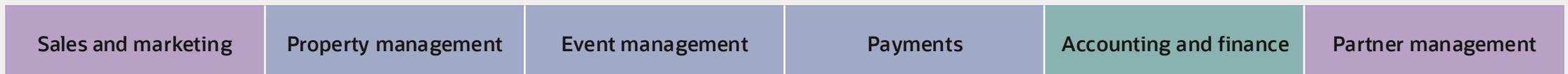
Recommended actions:

- Experiment with new revenue models, partnerships, and experience-based offerings.

- Align pricing, packaging, and billing strategies to maximize profitability and demand agility.

- Optimize channel mix and distribution partnerships to reduce costs and improve margin.

- Connect sales, marketing, and revenue management to increase guest lifetime value.

How to get started:

- Identify and unify key sources of guest, property, and financial data.

- Evaluate channel and partnership profitability across your distribution ecosystem.

- Use analytics and AI to uncover cross-sell, upsell, and packaging opportunities.

- Modernize legacy systems with API-first integrations to support scalable growth.

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

Integrate systems and technology from the front desk, to the dining room and back office, to maximize occupancy and profitability across all areas of your business.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud.
- Use AI to anticipate demand across rooms, dining, and events.
- Empower staff with data and insights to monitor costs, volatility, and availability in real-time.
- Manage capital projects effectively.

How to get started:

- Analyze existing employee, customer, and property data.
- Use AI to improve supplier payments, invoice matching, and scenario planning.
- Learn how AI and automation can help you minimize waste, optimize pricing, and automate processes like forecasting and inventory management.

Oracle capabilities enabling strategic goals

Finance	Planning and budgeting	Property management	Capital projects	Dining	Procurement

5: Achieve sustainability excellence

Track consumption and environmental impact and report key information to guests stakeholders to reduce operating costs while boosting guest loyalty.
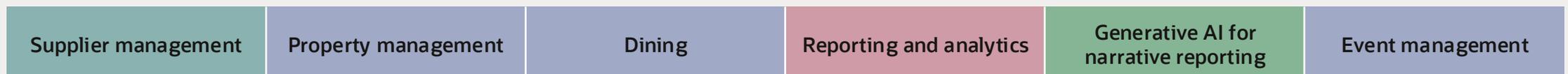
Recommended actions:

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

How to get started:

- Collect consumer and guest data on how much sustainability matters to selection and loyalty.
- Establish and prioritize your sustainability goals as part of your business strategy.
- Set up sustainability measurements that matter for your guests and your business.

Oracle capabilities enabling strategic goals

Supplier management	Property management	Dining	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 consumers?

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 guest profitability?

Supplier management

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

Can we adequately manage complex supplier relationships?

Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

People

Processes

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

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Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Systems
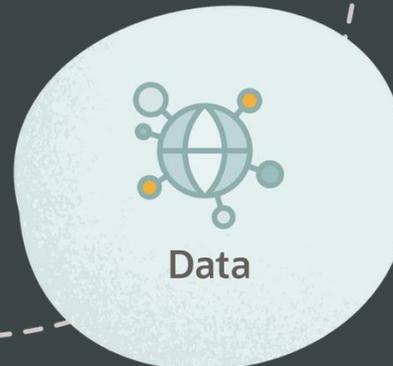
Data

Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

Industry suite: Hospitality

AI-Powered Hospitality Industry Business Capabilities

Hotel Operations

Property operations		Sales & events	Profiles & loyalty	Inventory & revenue	Distribution	Food & beverages
Front desk	Housekeeping	Events mgmt.	Loyalty	Availability/rates	Channel mgmt.	Point of service
Booking	AR	Meeting space	Segmentation	Inventory	Availability cache	Digital ordering
Cashiering	AR/payment	Sales mgmt.	Profile mgmt.	Revenue	Channel connectivity	Kitchen mgmt.

Enterprise Operations

Finance	Business planning	Inventory & revenue	Distribution	Food & beverages	Property operations	
Performance mgmt.	Loyalty	Availability/rates	Channel mgmt.	Point of service	Front desk	Housekeeping
Global accounting	Segmentation				Booking	AR
Asset management	Profile mgmt.	Availability/rates	Channel mgmt.	Point of service	Cashiering	AR/payment

Enterprise Data Intelligence

Enterprise analytics

AI model	Hotel analytics	Restaurants analytics	Extensibility and connection

Cloud Infrastructure

Compute	Networking	Storage	AI/ML	Security	Development	Database	Compliance
Public regions		Sovereign regions		Dedicated regions		Multicloud	Edge

Additional ways Oracle serves Hospitality

Complete capital program management

Support project governance, visibility, and performance across capital project portfolios. Address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Always-on guest & operational connectivity

Enable resilient guest and back-of-house connectivity across primary and backup networks for uninterrupted operations.

Connected secure hospitality payments

Unify secure, real-time payments with property systems to streamline transactions, reduce risk and chargebacks, and simplify reconciliation—while enhancing guest experience and improving operational efficiency across properties and brands.

Integrated hospitality retail

Extend the guest journey into on-property retail and branded merchandise with unified inventory, POS, and loyalty integrations driving incremental revenue and real-time visibility into performance across locations
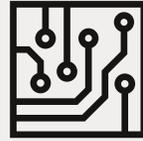
Why Oracle?

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.

Committed to your success

Oracle Cloud Success Navigator

Achieve Cloud transformation objectives
Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations
Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment

Leverage AI every step of the cloud journey
AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration
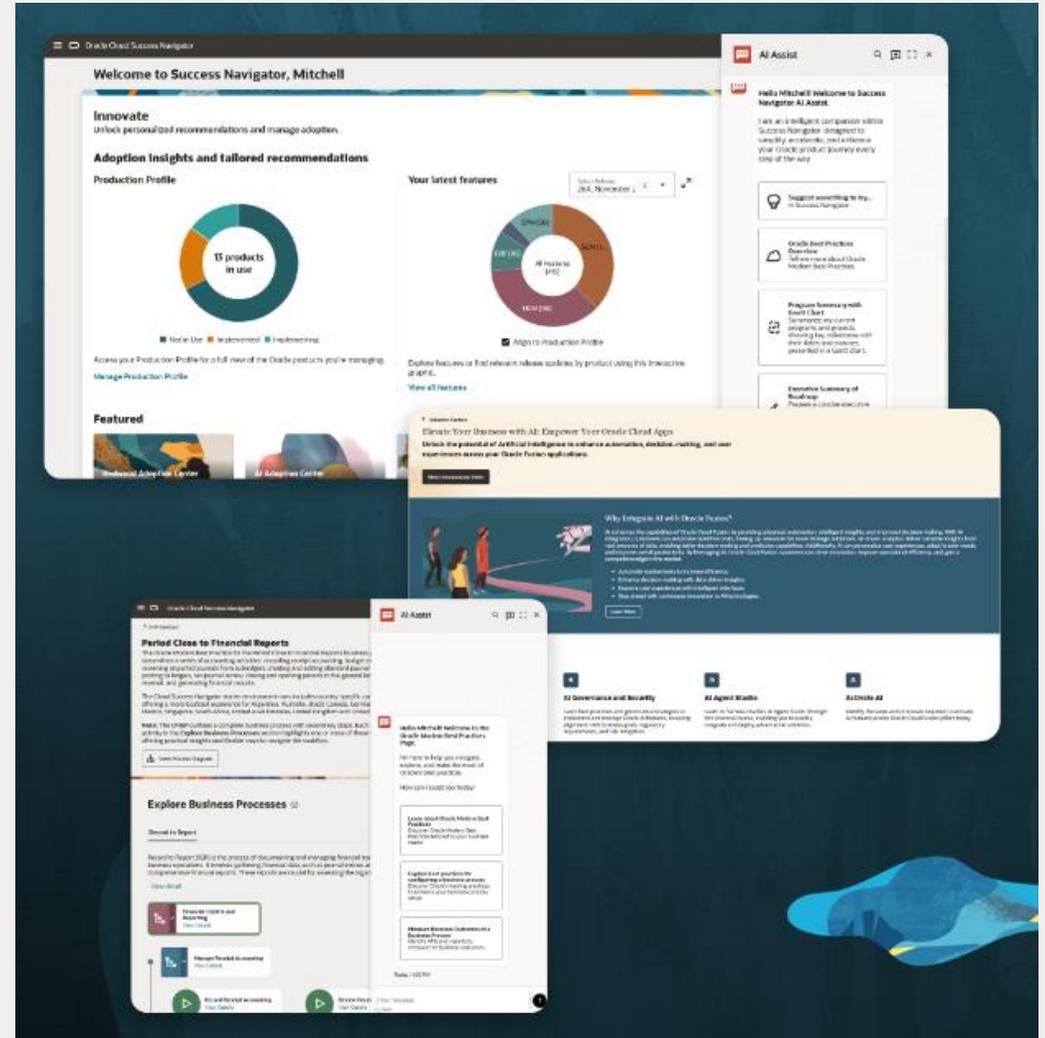
Extensive partner ecosystem

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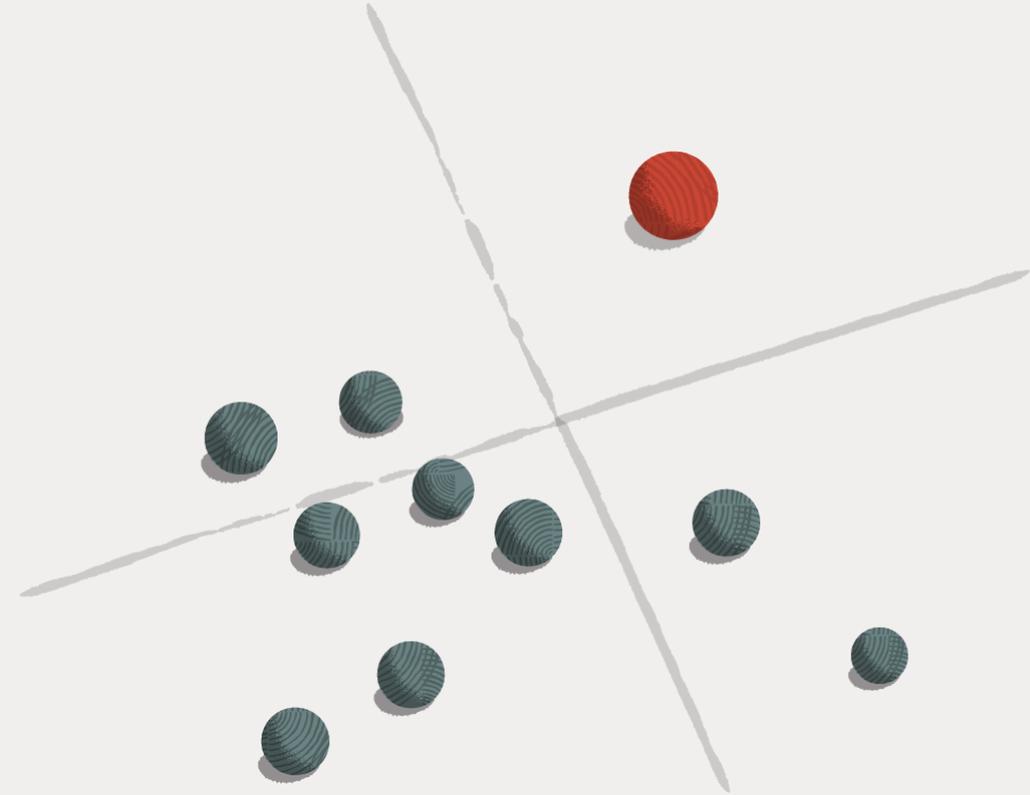
Thank you

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