



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS SINGAPORE

Generative AI



REVENUE OPTIMIZATION CONFERENCE

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South Asia, Middle East, Africa & Australasia
Preferred Hotels & Resorts

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AI is Omnipresent in our daily lives today

Why Netflix thinks its personalized recommendation engine is worth \$1 billion per year

SAY WHAT?

Spotify Debuts a New AI DJ, Right in Your Pocket

Use Smart Compose

You can let Gmail help you write emails faster. The Smart Compose feature is powered by machine learning and will offer suggestions as you type.

Firms race to pack smartphone cameras with artificial intelligence

What professional photographers are most concerned about, though, is the rise of AI tools that generate completely new images

Google Maps 101: How AI helps predict traffic and determine routes

The Photographer Who "Deceived" Thousands On Instagram With AI Images

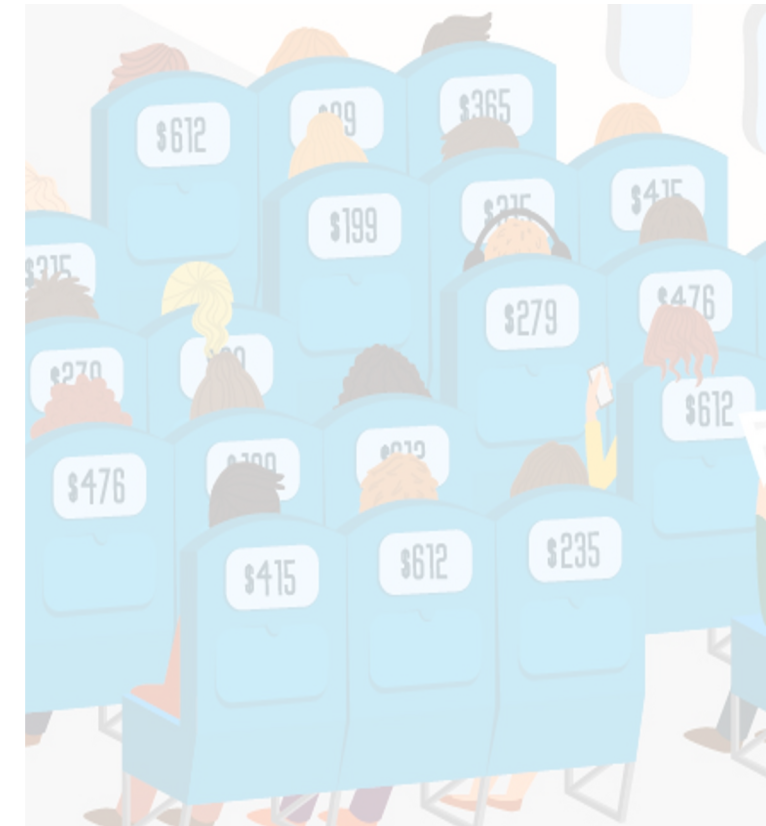
The photographer started an Instagram account to house his Midjourney output, without being entirely upfront about the origins of the images.

AI-generated song using Drake and The Weeknd vocals goes viral, raising legal concerns

AI and Revenue Optimization

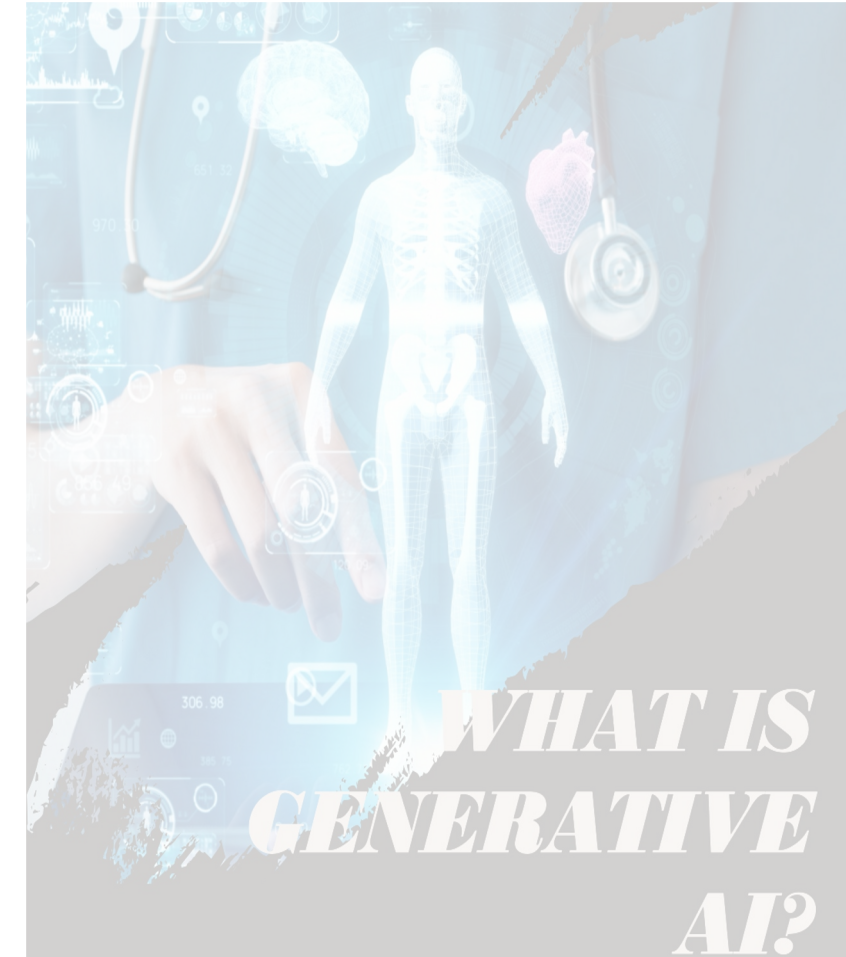


- **Dynamic pricing:**
Analyze historical data and current market conditions to set dynamic prices for hotel rooms. This can help hotels maximize revenue by ensuring that prices are set at the right level to meet demand.
- **Increased Forecast accuracy:**
More accurate demand predictions leading to better pricing decisions.
- **Reduced workload:**
Task automation freeing up team to focus on other areas.
- **Improved customer experience:**
A more personalized and seamless experience for customers, leading to increased loyalty and repeat business.



Generative AI is a type of artificial intelligence that can create new and original content, like music, images, text or even video.

It works by learning patterns and rules from existing data, and then using that knowledge to generate something new.



Generative AI



Microsoft Bing SEARCH CHAT CS 476

Based on Generative AI, Help me out craft a new 30 seconds elevator pitch on how it can be used in hotels

✓ Searching for: **AI-powered hotel services**

✓ Generating answers for you...

Sure, here's a possible elevator pitch for AI-powered hotel services:

"Welcome to the future of hospitality! With AI-powered hotel services, you can provide your guests with a personalized, seamless experience that will keep them coming back for more. From chatbots that can answer questions and make recommendations to smart room controls that adjust to your guests' preferences, AI can help you create a truly unforgettable stay. Whether you're looking to improve guest satisfaction or increase revenue, AI-powered hotel services are the way to go."

I hope that helps! Let me know if you have any other questions or if there's anything else I can do for you.

WR Based on Generative AI, Help me craft a 30 seconds elevator pitch on how it can be used in hotels

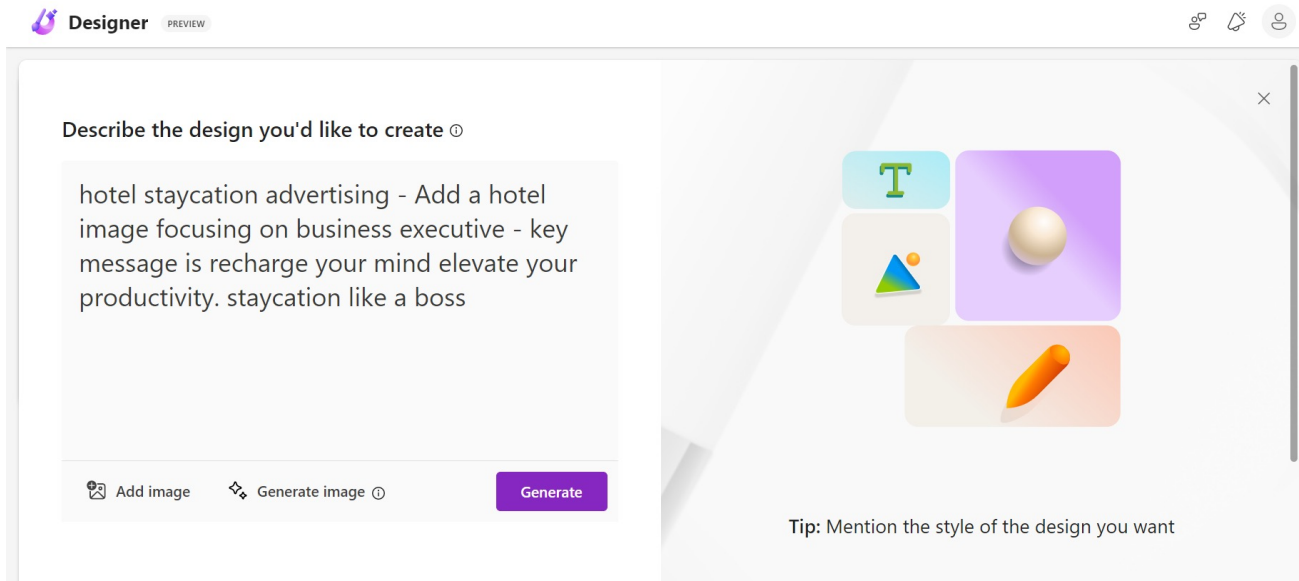
Sure, here's a 30-second elevator pitch on how Generative AI can be used in hotels:

"Imagine a hotel experience where every guest is treated like a VIP, with personalized service and a seamless stay. With Generative AI, hotels can enhance guest experiences by creating tailored recommendations for everything from room preferences to dining choices. By analyzing guest data and preferences, hotels can generate personalized itineraries, curated menus, and even bespoke amenities. Whether it's a business trip or a family vacation, Generative AI can help hotels create unforgettable guest experiences that keep guests coming back for more."

The same question on different platforms can turn up different answers.

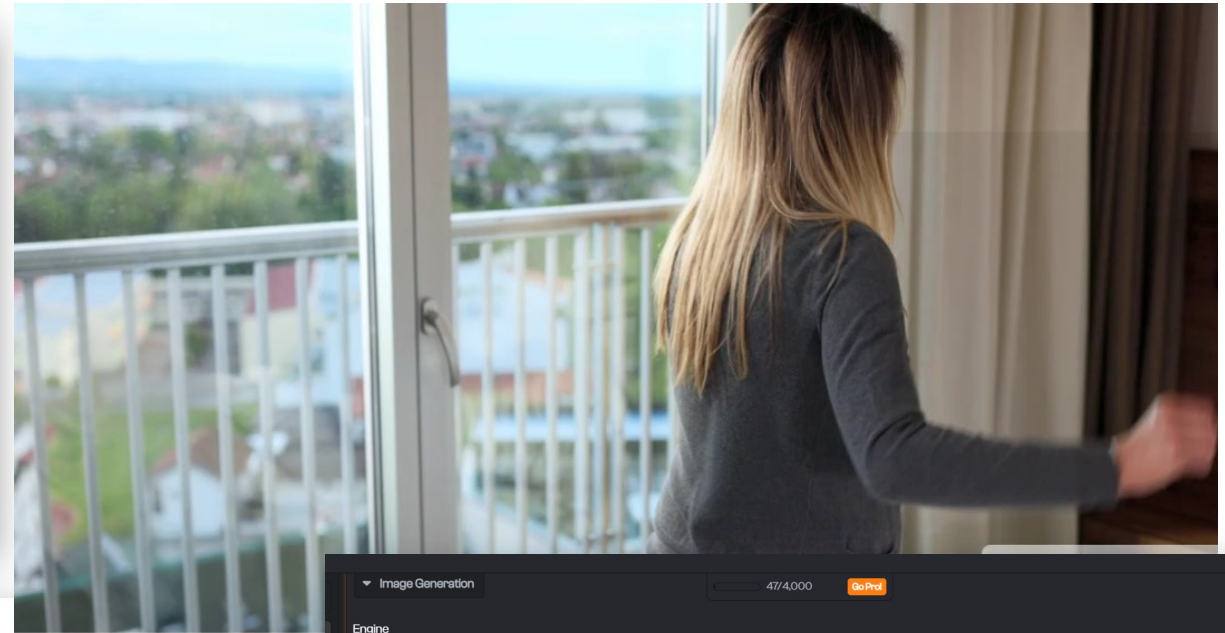
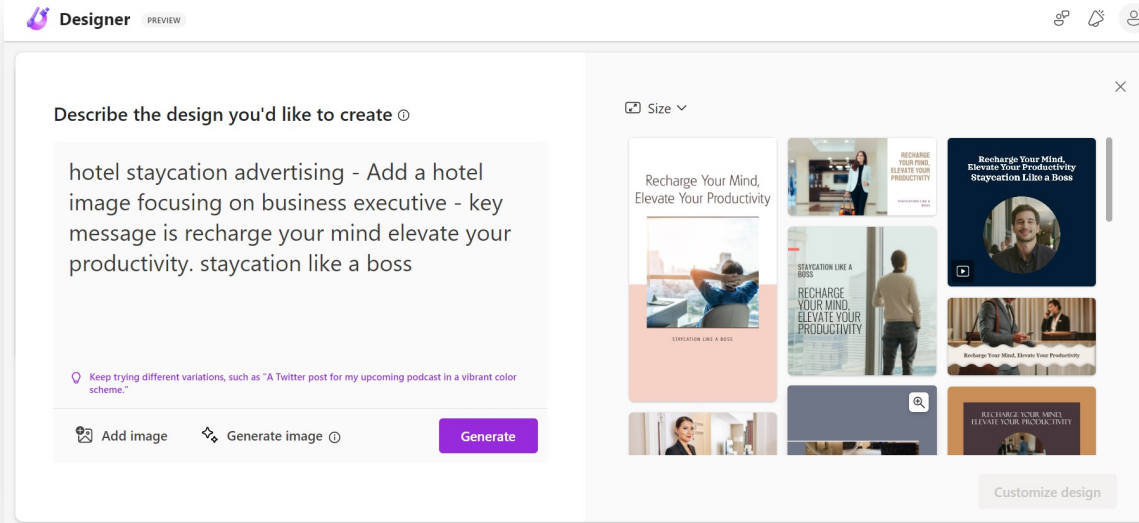
- **Marketing automation**

- Automate marketing tasks - Email campaigns, social media, create ad campaigns
- Save time and money on marketing.

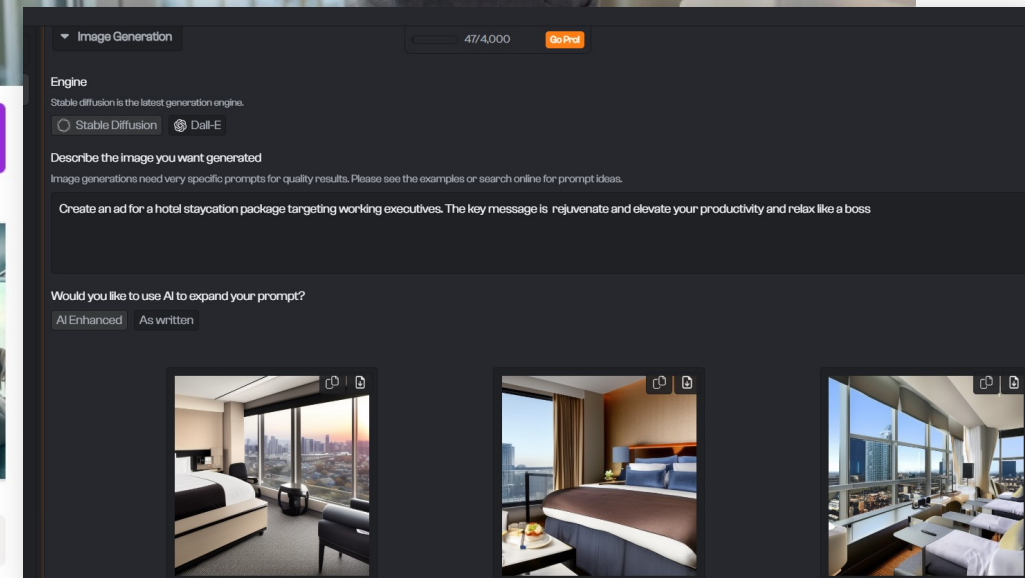
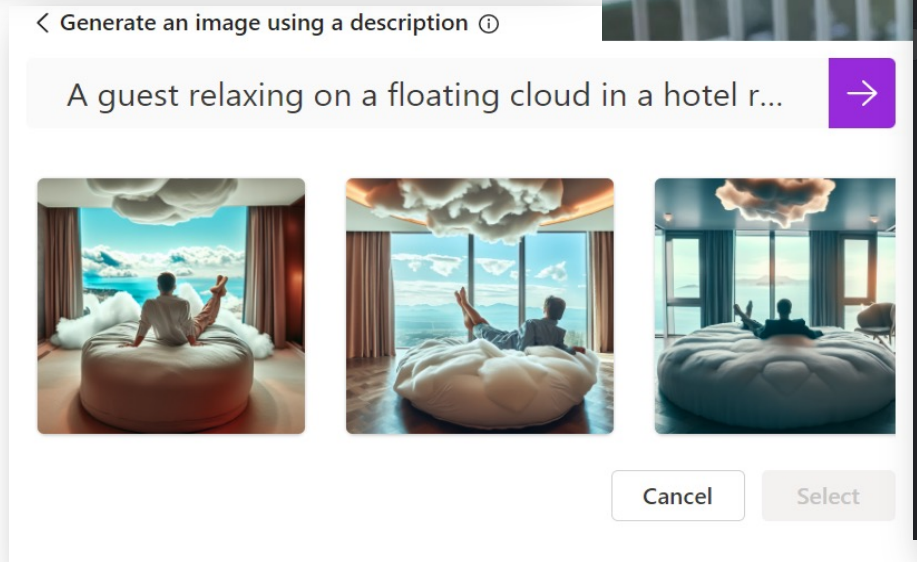


- WR Create a 10 word slogan for a long weekend staycation campaign targeting young couples
- 🌀 "Escape together, relax better: Your ultimate staycation awaits you."
- WR Create a 10 word slogan for a long weekend staycation campaign targeting business executives
- 🌀 "Recharge your mind, elevate your productivity: Staycation like a boss."
- WR Create a 10 word slogan for a long weekend staycation campaign targeting families
- 🌀 "Create memories that last: Your family staycation adventure starts here."

AI in Marketing



AI-generated images based on text in a matter of a minute – DALLE2, MidJourney, DreamStudio and more



Content creation, response management and more

WR Write a description for a high end luxury jungle camp tent In 100 words

Our high-end luxury jungle camp tent offers a unique and unforgettable experience that combines the excitement of the jungle with the comfort and luxury of a high-end hotel. With a sturdy and weather-resistant exterior, plush interiors, and luxurious amenities, our tent is designed to provide the perfect balance of comfort and adventure. Featuring a spacious living area, comfortable bedroom with a king-sized bed and en-suite bathroom, and a private outdoor space for relaxing and soaking in the sights and sounds of the jungle, our tent also offers personalized meal plans, private transportation, and expertly guided excursions to explore the surrounding area.

WR We stayed at this hotel for 2 nights and was flying domestically to another city for a night and then re-checking into the hotel for another night. As International travellers we were unable to take all our baggage for the domestic trip. We asked the hotel to store our luggage in the cloak room. This is the first ever hotel where they charge their guests for luggage storage. We were 4 guests with 2 rooms and we had to store 5 pieces of luggage. They charged us per piece of baggage and we ended up paying them a sum for just keeping the luggage for 24 hours. Not service minded and poor hospitality. Check in staff were un-professional and cracking jokes and laughing among themselves. The drainage system of the washroom was clogged. Had to inform them to get it done. Overall not a good experience

Apology for Hotel Stay.

Dear [Guest],

Thank you for taking the time to share your recent experience at our hotel. We apologize for any inconvenience and disappointment you experienced during your stay.

We understand how frustrating it can be to be charged for luggage storage, and we apologize that we did not communicate our policy more clearly during check-in. Please be assured that we will review our policy and improve our communication with guests to ensure this does not happen again in the future.

We also apologize for the unprofessional behavior of our check-in staff and the issue with the clogged drain in your room. We take all feedback seriously and will be addressing these issues with our team to ensure they are providing the high level of service our guests expect and deserve.

Send a message...

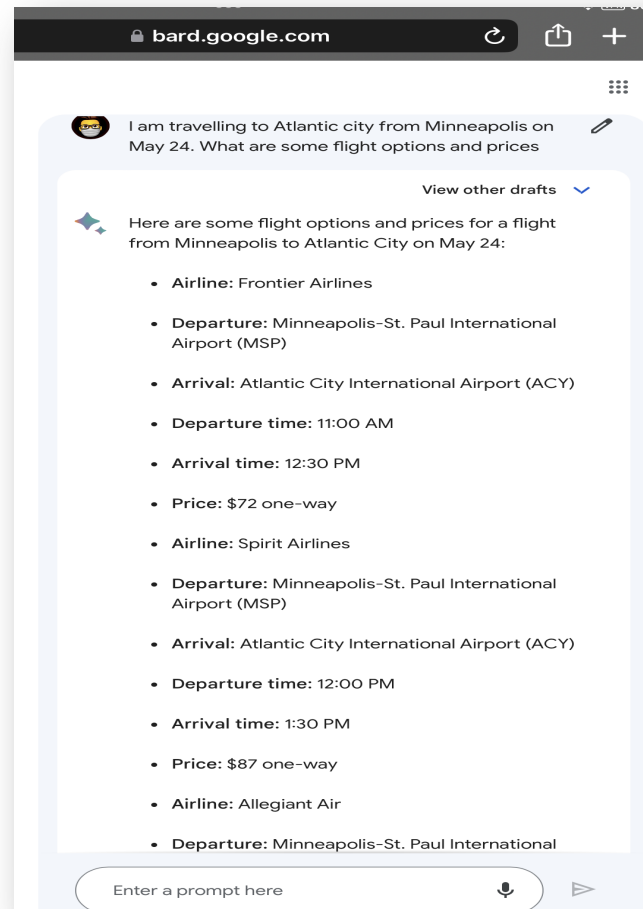
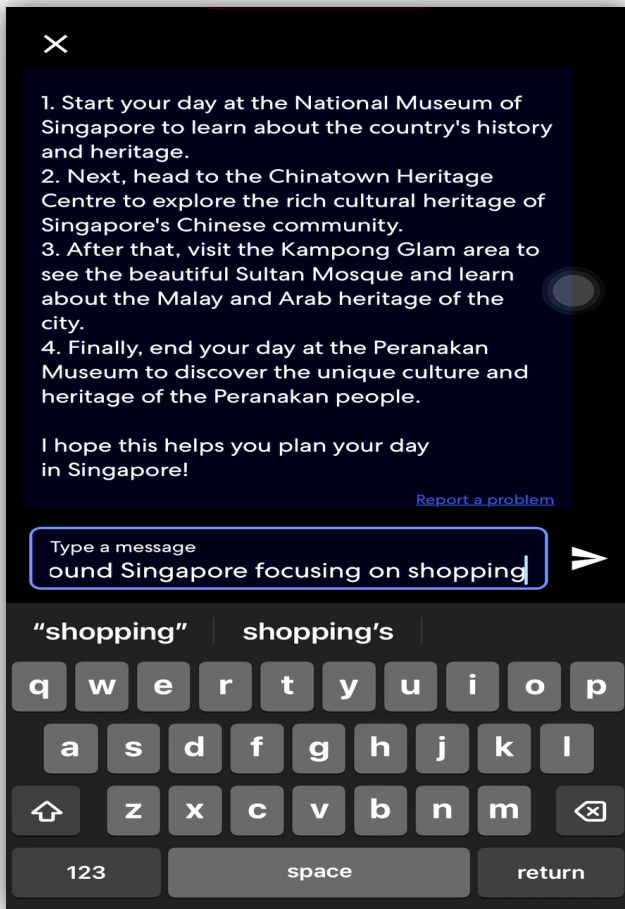
Personalized Travel Recommendations



Analyze customer information to create personalized recommendations for hotel rooms, amenities, and activities.

This can help hotels increase sales by providing customers with the information they need to make informed decisions.

AI chatbots - 24/7 customer service, answer questions, and assist with bookings, helping to improve the customer experience and reduce manpower load



What does the future hold – Short to long term



- AI will be the keyword in the short term: .ai domain
- Improve foreign-language translation, potentially helping travelers conduct conversations with local people.
- Give guests a preview “visit” of a destination using a virtual reality headset, without leaving home.
- Planning and booking assistance paired with virtual customer service.
- AI powered attribute-based booking engines.
- More personalized messaging at each stage of travel.
- Personalized rewards and incentives which can drive up customer loyalty and engagement
- Travel ancillary services – insurance, visa and more.
- The Hype – Bubble – Bust phases will happen.
- Consolidation of 2-3 players in each segment.



There's an AI for that



Check some of these out:

- ✓ www.roamaround.io, iplan.ai/ - uses ChatGPT to build itinerary
- ✓ www.usevacay.com/chatbot - travel-focused chat agent is designed to plan a custom trip
- ✓ www.staypia.com/ - helps find the best deals on over 3.16M hotels around the world.
- ✓ www.thetripboutique.co/ - hyper-personalized travel itineraries for DMOs, travel brands and OTAs.
- ✓ www.myrealtrip.com/ - converse with a ChatGPT-powered AI to plan itineraries and receive recommendations for tours and activities
- ✓ And more from Expedia, Trip.com etc.
- ❖ See more at - <https://theresanaiforthat.com/s/travel/>





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