

COMMERCIAL STRATEGY CONFERENCE

Revolutionising the Next Wave!



hsmai
21st July 2023



DELHI NCR, **INDIA**
The Leela Ambience Gurugram Hotel & Residences

Generative AI & Travel



COMMERCIAL STRATEGY CONFERENCE



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Vice President, Hotel Revenue Optimization
South Asia, Middle East, Africa & Australasia
Preferred Hotels & Resorts

21st July 2023

NEW DELHI INDIA



AI is Omnipresent in our daily lives today

AI in our Daily Lives

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

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.

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

SAY WHAT?

Spotify Debuts a New AI DJ, Right in Your Pocket

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

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

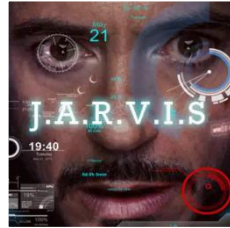
The photographer started an Instagram account to house his Midjourney output, without being entirely upfront about the origins of the images.

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

The AI Family



ANI – Narrow Intelligence –
trained to perform one
specific task at a level equal
to or better than a human –
Siri / Alexa



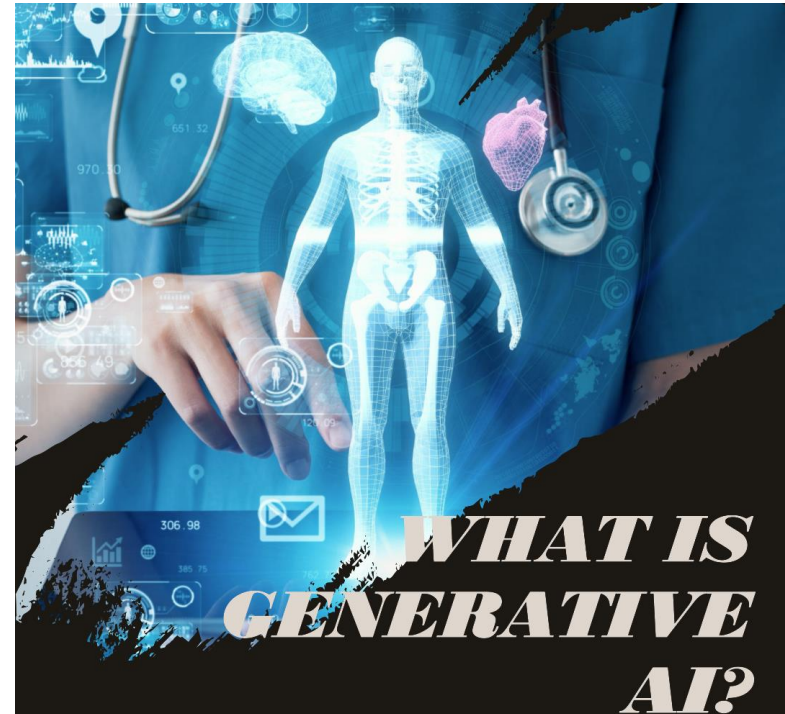
AGI – General Intelligence –
perform any intellectual task
with efficiency like a human.
Researchers are now focused
on developing machines with
General AI.



ASI – Super Intelligence –
Surpass human intelligence
and can perform any task
better than human with
cognitive properties. Still a
hypothetical concept

Generative AI

- 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 C S 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.**

AI and Revenue Optimization

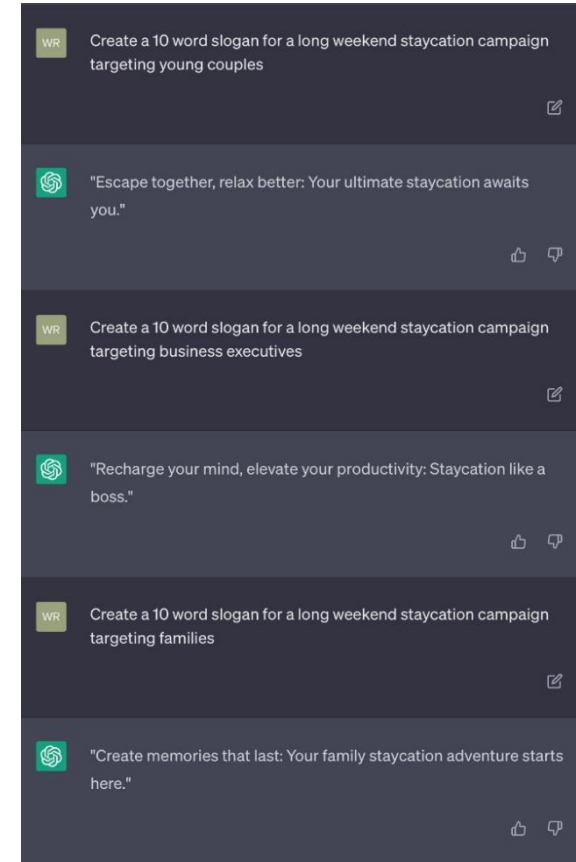
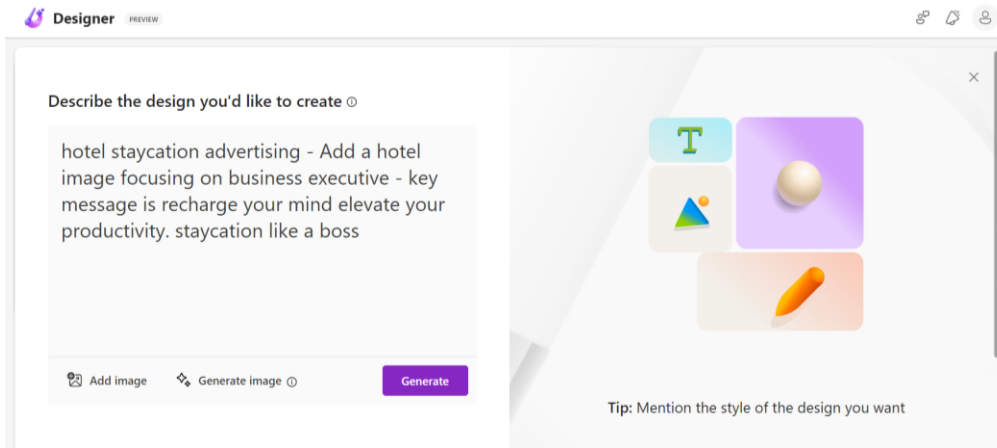


- **Dynamic pricing:** Analyze historical data and current market conditions to set dynamic prices for hotel rooms. This can help hotels maximize revenue by ensuring that prices are set at the right level to meet demand.
- **Increased Forecast accuracy:** More accurate demand predictions leading to better 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.

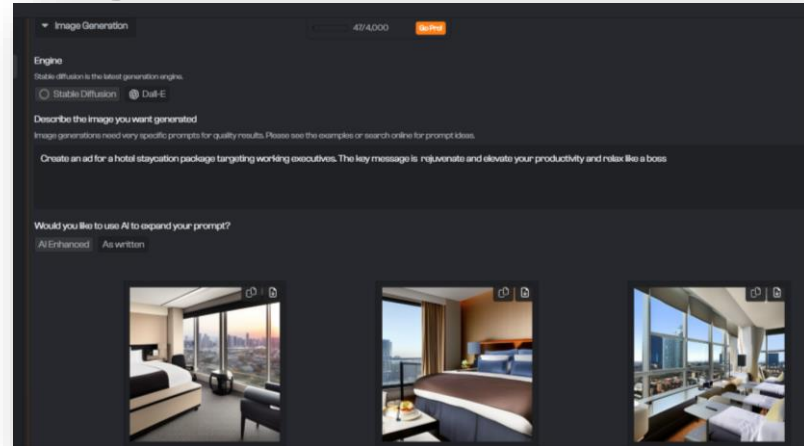
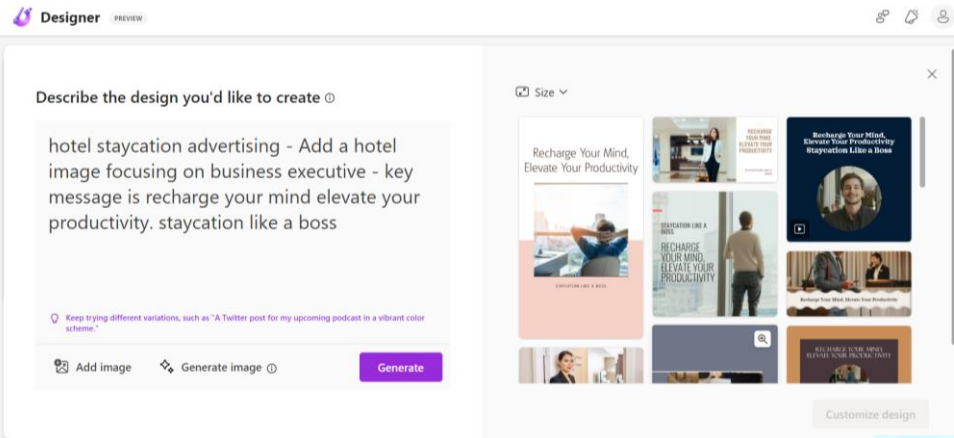
AI in Marketing

■ Marketing automation

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



AI in Marketing



AI-generated images based on text in a matter of minutes:

Adobe Firefly, MS Designer, DALLE2, MidJourney, DreamStudio and more



AI in Marketing

< Generate an image using a description ⓘ

A guest relaxing on a floating cloud in a hotel r...



Cancel

Select

(Beta) < Text to image



A guest relaxing in a hotel pool sipping a cocktail and watching the kids play

Clear styles

Shot from above x

Bokeh effect x

Refresh

□ Square (1:1) ▾

Content type

None

Photo

Graphic

Art

▼ Styles

All Popular Movements Themes

Techniques Effects Materials Concepts

Effects



Bokeh effect



Fisheye



Misty

AI in Marketing

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.

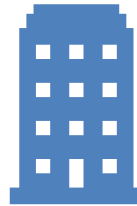
We also apologize for the unprofessional behavior of our check-in staff and the issue with the clogged drain in your room. We take all feedback seriously and will be addressing these issues with our team to ensure they are providing the high level of service our guests expect and deserve.

Send a message...

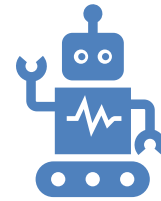
Personalized Travel Recommendations



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

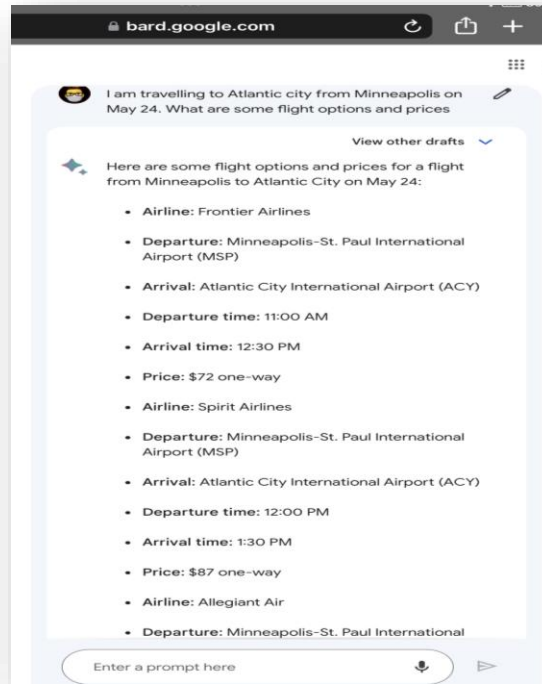
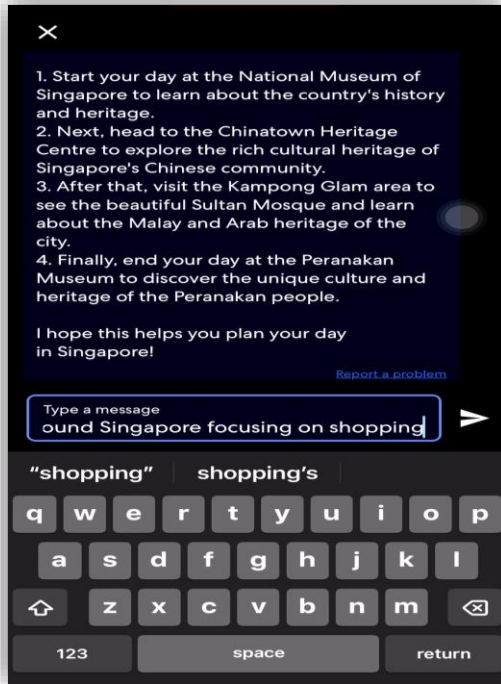


This can help hotels increase sales by providing customers with the information they need to make informed decisions.



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

Personalized Travel Recommendations



What does the future hold?

- Ethical AI design.
- AI will be the keyword in the short term – .ai domain
- Improved translation helping conversations with local people.
- Preview “visit” of a destination using VR.
- Booking assistance paired with virtual customer service.
- AI powered attribute-based booking engines.
- More personalized messaging at each stage of travel.
- Loyalty and Engagement - Personalized rewards and incentives.
- Travel ancillary services – insurance, visa and more.
- The Hype – Bubble – Bust phases will happen.
- Consolidation of 2-3 players in each segment.
- Embrace AI or Get Left Behind



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/>

1. **Ask Your PDF:** AI Chatbot that helps you interact with any PDF document.
2. **Nero AI:** Enlarge and upscale your images without losing quality.
3. **Browse AI:** This AI tool will help you scrape any website within 2 minutes.
4. **ChatGPT SideBar:** ChatGPT Chrome extension that can be used on any website.
5. **LongShot AI:** Writing assistant for accurate and optimized content writing.
6. **Engage AI:** Use this AI tool to write insightful comments on LinkedIn.
7. **Hint AI:** GPT based AI assistant helps you to use productivity tools more efficiently.
8. **Harvey AI:** An AI-powered tool for legal advisor.
9. **Durable AI:** This AI tool will help you make amazing websites in less than 5 minutes.
10. **Bearly AI:** An AI tool to read, write and create content.
11. **Supernormal AI:** An AI-powered tool for meeting recorder.
12. **Remove BG:** Remove background from any image using AI and create profile pictures.
13. **Motion AI:** Easily build amazing chatbots to do anything on any platform.
14. **Magical AI:** Helps you automate repetitive tasks and saves 100+ hours.
15. **Perplexity Ask AI:** Chrome extension that will help you summarize online articles.
16. **PromptPal AI:** This AI tool helps you discover the best AI prompts.
17. **Stability AI:** This AI tool will help you generate articles and blog posts in seconds with AI.
18. **Rephrase AI:** Use it to convert your boring text into highly engaging videos in minutes.
19. **Figma AI:** This AI tool will help you design websites, applications, logos and more.
20. **Suggesty AI:** Get human-like response to your Google searches with this AI tool

And it's moving fast!



GOOGLE / TECH / ARTIFICIAL INTELLIGENCE

Wendy's tests an AI chatbot that takes your drive-thru order



Elon Musk launches AI firm xAI as he looks to take on OpenAI



Midjourney

Rowan Atkinson from Version 1 through Version 5 of Midjourney's renderers.

The same prompt was used, except for replacing the version number at the end of each one. The most 'Rowan'-like image from each group of four was selected.



Hollywood is terrified of AI — and how it's about to steal their jobs



Google Launches NotebookLM – An AI Note-Taking Assistant

Air

It's finally here...

100,000 sales and customer service reps at the tap of a button.

Introducing the world's first ever AI that can have full on 10-40 minute long phone calls that sound like a REAL human, with infinite memory, perfect recall, and can autonomously take actions across 5,000 plus applications. It can do the entire job of a full time agent without having to be trained, managed or motivated. It just works 24/7/365.

AI is 'absolutely' coming after your job if you work in customer service. But it's not all bad

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