

HY824

Technology Edition
Entering The
Everything-Data Decade



The Hotel Yearbook
Foresight and innovation in the global hotel industry



Leading with generative AI: From enablement to empowerment



Stephan Wiesener
Founder, Apaleo



Mike Rawson
CTO, citizenM

How you integrate generative AI into your hotel operations will be the most important technology decision for the next 10 to 15 years. Just like the internet redefined our world, AI is set to do the same, and possibly even more.

Identifying your north star is crucial when considering where AI can most benefit your business. CitizenM, a rapidly growing global hotel chain, is guided by a dual focus on AI-driven automation and personalisation at scale. This approach drives significant outcomes for staff and guests, hinging on their property management platform, Apaleo, to unlock AI's full potential.

The future of property management must evolve to enable AI innovation, making it quick and easy for hoteliers to integrate constantly evolving generative AI into daily operations. Instead of merely tackling current challenges, a property management system should maximise AI's benefits, offering

scalability and flexibility for new innovations to come.

The big question is how to achieve this while keeping costs down and avoiding the need for a large tech team.

Your backbone, fully accessible via APIs

Your first crucial step is ensuring your technical ecosystem is flexible enough to embrace new innovations. AI needs seamless access to your property data and business logic to make informed decisions. This is why a PMS fully accessible via APIs is at the heart of your AI journey. It ensures all your property data and capabilities are available and easy to integrate with your entire ecosystem, spanning multiple third-party hotel apps and touchpoints, including AI.

An API-driven platform with MACH architecture (Microservices-

based, API-first, Cloud-native, and Headless) places APIs at the core. Unlike pre-built solutions that only address specific problems for a narrow range of users, this approach unlocks endless possibilities for your AI-driven innovation. In the next few years, this could even eliminate the need for a traditional PMS user interface, allowing property data to be accessed and managed directly through APIs via voice assistants, text messaging or future AI-driven channels, which we don't even think of today.

Trying out ready-made AI-driven apps

You don't have to be tech-savvy to notice how quickly businesses and newly funded start-ups are launching their AI-driven apps. According to research by Gartner, by 2026, 30% of new applications will use AI, up from less than 5% today. Similarly, the market of hotel apps is evolving at an incredibly fast pace.

One of the benefits of an open MACH ecosystem is that you can plug in the best third-party tools available whenever you want. These tools often come with free trials and 1-click connections, making it easy to integrate, test, and find the best fit for your needs.

With such open ecosystems, the onboarding or offboarding of AI tools can be completed in just a few hours. This flexibility allows you to integrate top third-party tools for various AI applications, including voice-assisted reservation management, upselling, inventory optimization, and in-room energy usage controls.

A MACH ecosystem can provide a stable, long-term foundation to cope with the highly dynamic development of AI and AI-driven applications. From a technology perspective, using a MACH platform allows hospitality businesses to try out and roll out the latest AI tech without replacing their core systems; they only need to plug in new apps.

Create your own custom AI extensions

One of the most exciting and competitive aspects of AI integration is the ability to connect your MACH platform directly to large language models (LLMs) like OpenAI's Custom GPTs, enabling AI to execute automated workflows tailored exactly to your business ideas and needs. Think of AI extensions as your intelligent assistants behind the scenes, engaging guests and streamlining your operations across all aspects of your business, whether it's managing reservations, front office communication, marketing, or maintenance. This positions AI as the first line of defence, handling repetitive tasks and significantly reducing the burden on your staff.

AI extensions excel when integrated with your property data. Unlike generic chatbots, these AI extensions offer flexibility to act seamlessly on your business processes, using your hotel's data in real-time. Since the triggers come from APIs and the actions are executed via APIs again, an API-driven MACH platform is crucial in this process.

Create your own custom AI extensions

When connecting an LLM to your MACH architecture you can write requests and give instructions in plain language, and it will handle them.



These commands are called "prompts." You don't need developers for this; it's like talking to your hotel software. In the past, you had to program software for this, but now it's more like having a conversation in everyday language with your team. This will lead to the democratisation of AI in hospitality. In a MACH ecosystem, AI prompts can be easily published and shared like code snippets. Imagine a community of hoteliers, consultants, and developers who are constantly evolving and sharing AI recipes that can be picked up and adapted to the specific business needs of individual hotels. AI transformation in hospitality is ultimately about collaboration, instant sharing, and continuous learning.

Final thoughts on the future outlook

Anticipating future needs is challenging - we can only discover what AI will truly bring as time progresses. Many of the AI applications that will shape the future are ideas that haven't even crossed our minds yet. All technology implementations are dynamic and iterative processes, and with the business landscape constantly in flux, choosing a rock-solid, compliant, and secure AI-enabling foundation for this journey is essential.

Navigating AI doesn't have to be overwhelming. By partnering with forward-thinking organisations like citizenM, we're leading AI innovation by integrating your property

management platform with LLMs, exploring endless possibilities to elevate your business.

Embark on your AI-driven journey with confidence, free from limitations. Together, we're shaping and acting on the future as it emerges in the present.

API Application Programming Interface:

The foundation of connectivity in your ecosystem, allowing seamless access to your property data and functionality. They allow different systems to communicate effectively. For example, external apps for guest communication, CRM, or staff collaboration can easily access reservation details, guest names, occupancy, rates, and more.

MACH Microservices, API-first, Cloud-native, Headless:

A software architecture that separates the user interface from the business logic, enabling the use of best-in-class technologies. This approach allows different components to communicate via APIs and can be replaced without affecting the overall system.

LLM Large Language Models:

LLMs are advanced AI models that handle text-based tasks. ChatGPT, for example, is powered by OpenAI's GPT models, which are a type of LLM. These models have gained significant attention worldwide for their impressive capabilities in understanding, generating and acting upon human-like text.



Stephan Wiesener
Founder, Apaleo



Mike Rawson
CTO, citizenM





Hospitality Tech
Industry Calendar
2024-2025

HITEC® 2024 Charlotte
Jun 24 – 27, 2024
Charlotte Convention Center

**HSMAI Americas - Commercial
Strategy Conference**
Nov 25 – 26, 2024
Charlotte Convention Center

**HITEC Technology Investment
Conference**
Jun 27 – 28, 2024
Charlotte Convention Center

2024 Hotel Data Conference
Aug 7 – 9, 2024
Grand Hyatt Nashville

Skift Global Forum 2024
Sep 17 – 19, 2024
The Glasshouse, New York

HEDNA Asia Distribution Conference
Sep 23 – 24, 2024
Siam Kempinski Hotel Bangkok

FHS World 2024
Sep 30 – Oct 2, 2024
Madinat Jumeirah Conference &
Events Centre

**HSMAI Asia - Digital Marketing
Conference**
Oct 10, 2024
Phuket

Hospitality Tech Expo
Oct 15 - Oct 16, 2024
Excel London

ITB Asia
Oct 23 – 25, 2024
Marina Bay Sands Singapore

The Hospitality Show 2024
Oct 28 – 30, 2024
San Antonio, TX, United States

Cvent CONNECT 2024 - Europe
Nov 5 – 7, 2024
Hilton London Metropole

**International Hotel Technology Forum
Asia 2024 (AHTF)**
Nov 12 – 13, 2024
Pan Pacific Singapore

Hotel Technology Forum (HTF) 2024
Nov 18 – 20, 2024
Rancho Palos Verdes

The Phocuswright Conference
Nov 19 – 21, 2024
JW Marriott Phoenix Desert Ridge
Resort & Spa

**HSMAI Middle East - Commercial
Strategy Conference**
Nov 26 – 27, 2024
Conrad Dubai

**HSMAI Europe Revenue Optimization
Conference**
16 Jan, 2025
London

**HEDNA Global Distribution
Conference: North America**
Jan 27 – 29, 2025
Catamaran Resort Hotel and Spa

ITB Berlin 2025
Mar 4 – 6, 2025
Messe Berlin

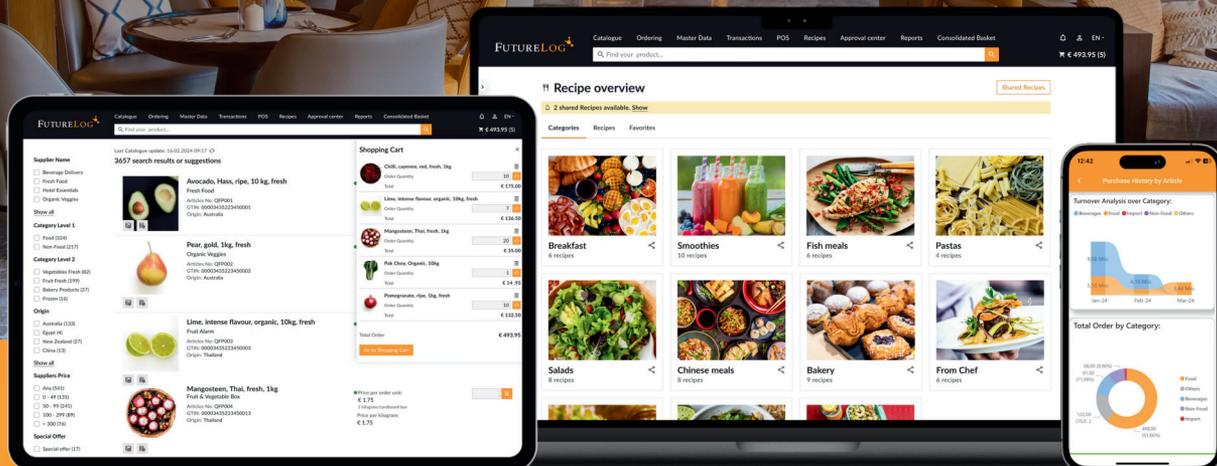
**International Hotel Technology Forum
2025 (IHTF)**
Mar 18 – 20, 2025
Lisbon

HITEC DUBAI
May 27 - May 29, 2025
Dubai World Trade Center

HITEC® 2025 Indiana
Jun 16 – 19, 2025
Indiana Convention Center

FUTURELOG

PROCURE-TO-PAY SOLUTIONS FOR THE HOSPITALITY INDUSTRY



About Us

Designed by hoteliers for hoteliers, our comprehensive suite of market-leading procure-to-pay solutions brings automation, efficiency and simplicity to the P2P process. We have 25 years of experience in supporting customers to digitise their P2P tasks, saving them time and resources while ensuring cloud-based accessibility and secure, seamless connectivity.

“

FutureLog has transformed the way we handle the ordering process across our entire group. Now we're fully automated, we have streamlined communication with our suppliers, it's so easy to use and it has saved our teams so much time and effort.

- Denis Karalić, ACHAT Hotels

”

- ✓ No capital expenditure required
- ✓ Multi-lingual expertise & follow-the-sun support
- ✓ Swift onboarding and implementation
- ✓ Easy integrations to POS and ERP platforms

Contact us for a commitment-free demo:

✉ sales@futurelog.com www.futurelog.com



ORDERING

Simple, streamlined ordering with all supplier product ranges in one place.



INVENTORY MANAGEMENT

Reliable, real-time stock overviews, master data handling and easy in-house transfers.



RECIPE MANAGEMENT

Easy recipe and menu creation, POS connectivity, robust costings & reporting.



CONTRACT MANAGEMENT

Secure, audit-compliant digital archive with automated notifications and easy retrieval.



BUSINESS INTELLIGENCE

In-depth analytics, trend identification, rich visualisations & actionable insights.



INVOICING

Centralised, AI-powered invoice processing with transparent approvals.



CAPEX MANAGEMENT

Intuitive, efficient financial planning, with clear status overviews and activity logs.

HY3824

Technology Edition
Entering The
Everything-Data Decade

