

HYB25

Technology Edition

NOW. NEXT. BEYOND. — Navigating Current
Innovation and Future Breakthroughs



HYB



Using AI for a Personalized Approach to Elevate Hotel Services and Guest Loyalty

Guest Journey

Jason G. Bryant

Vice President, Nor1, Oracle Hospitality

ORACLE
Hospitality

The hospitality industry is undergoing a powerful transformation, shaped by the rise of artificial intelligence and the growing demand for highly personalized guest experiences. According to a recent Boston Consulting Group survey, 80 percent of consumers worldwide now expect tailored interactions. This shift is not about replacing people with machines. It is about using technology to create smarter, more intuitive service that exceeds expectations, strengthens loyalty, and supports long-term business success.

The hospitality industry is experiencing a significant evolution, driven by the integration of AI capabilities and the growing demand for tailored, customer-centric services. A recent [Boston Consulting Group survey](#) reveals that 80% of consumers globally welcome and expect personalized experiences. This evolution is not about machines taking over human jobs; instead, it's about utilizing technology to craft seamless and customized interactions that surpass guest expectations and build long-term loyalty to support your hospitality business.

With the right technology, the hospitality industry is well-positioned to reinvent the guest experience, fostering loyalty through personalized interactions.

AI: ENHANCING OPERATIONS AND GUEST EXPERIENCES

Artificial intelligence has transitioned from a futuristic concept to a practical tool that delivers tangible outcomes across industries, particularly in the hospitality sector. Hotels, for instance, are employing AI to improve the guest journey by automating and personalizing services. This encompasses streamlining check-in procedures and providing customized recommendations based on guest preferences and previous stays. Intelligent systems can process real-time data, such as flight cancellations or local events, to forecast staffing requirements and maintain smooth operations during high-demand periods. AI-powered chatbots offer immediate assistance, allowing human staff to focus on more complex, high-touch interactions.

AI is also making a significant impact on optimizing operations and enhancing guest experiences at hotel restaurants. It assists in various areas, including labor scheduling, inventory management, revenue yield optimization, and kitchen production. Predictive analytics enable businesses to prepare for busy periods, adjust staffing accordingly, and reduce food waste, resulting in a more efficient operation that benefits both the business and its customers. Additionally, AI enhances the guest experience through personalized recommendations and voice-activated ordering.

EMPOWERING GUESTS WITH CHOICE AND PERSONALIZATION

Modern consumers are tech-savvy and demand a level of control that was once unimaginable. In the hospitality sector, businesses acknowledge that guests desire bespoke experiences tailored to their unique needs. Ancillary and upgrade offers allow travelers to choose specific features like balcony rooms or pet-friendly accommodations, moving beyond standard room categories and enabling guests to

design their ideal stay. Sophisticated loyalty programs now integrate with various platforms, offering personalized perks and rewards that extend beyond the hotel. These programs partner with local attractions to provide exclusive discounts and experiences tailored to guests' interests.

The trend towards self-service options has empowered guests to customize their experiences. Kiosks and mobile ordering enable guests to personalize their orders, skip lines, and make contactless payments, often resulting in larger orders and reduced wait times. This shift not only benefits customers but also helps optimize staffing and operations.

PERSONALIZATION IN PRACTICE

To create the most contemporary and guest-centric interactions, AI is essential in assisting businesses to collect and analyze relevant data to understand customer preferences and needs. This knowledge informs service strategies, enabling hotels to deliver genuinely personalized experiences that build loyalty and create lasting memories. For example, a hotel might recommend the same suite to a couple celebrating their tenth wedding anniversary, where they spent their honeymoon, adding a sentimental touch. Alternatively, a hotel could offer a targeted upgrade to a room with a stunning city view, recalling a guest's previous appreciation for urban landscapes. These are examples of personalization powered by data-driven decisions.

AI can even predict and address guest needs proactively. By analyzing flight data, AI can anticipate potential delays and offer late check-outs to alleviate travel stress. Monitoring weather patterns allows hotels to suggest indoor activities to guests with outdoor plans, ensuring their enjoyment regardless of the weather.

It's important to note that AI is a tool to enhance staff efficiency and service quality, not replace it. While data provides valuable insights, it's the hotel staff's responsibility to use this information to establish genuine connections with guests. A warm smile, personalized greeting, and genuine concern for a guest's well-being remain crucial elements in creating lasting impressions.

By embracing data-driven insights, the hospitality industry can usher in a new era of personalized service, crafting unforgettable moments that build loyalty and ensure long-term success.



ELEVATE YOUR CAREER IN HOSPITALITY EARN YOUR MASTER'S DEGREE **ONLINE**

M.S. in Hospitality & Tourism Management

- **Flexible Online Program** with two on-campus weeks in Sunny San Diego.
- **Curriculum Designed for Strategic Roles:** finance, analytics, and innovation.
- **Backed** by one of the nation's top hospitality schools and a global alumni network.
- **Cohort-Based** with a built-in executive network.

Advance your career with San Diego State University's online master's program—built for **experienced hospitality professionals** ready to shape the future of the industry.

gc.sdsu.edu/become_a_leader

SDSU

L. Robert Payne
School of Hospitality &
Tourism Management