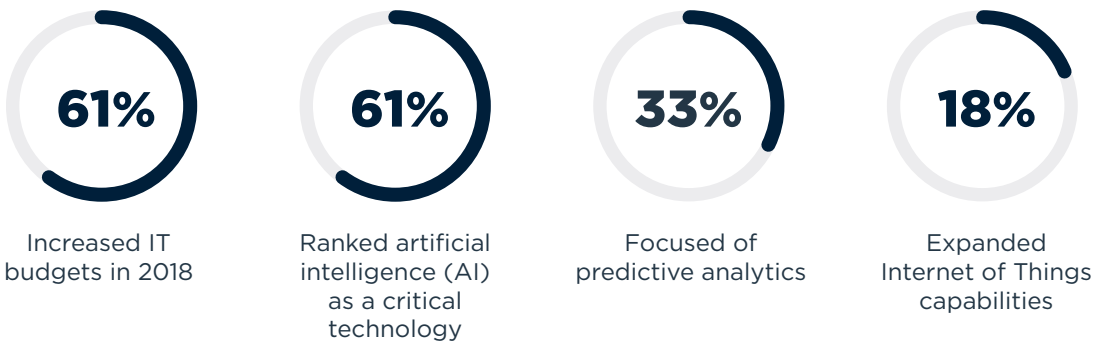


Hotels of the Future Are Happening Today

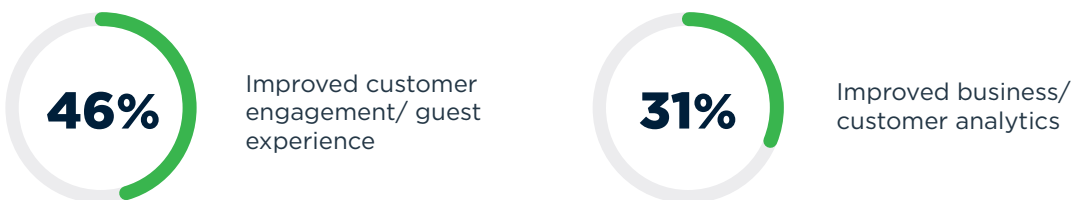
Hotels are boosting their customer know-how as technology transforms their world. The upshot is an unparalleled guest experience at every stage - one that starts before a stay is even booked.

See what the hotel industry is doing today to invest in the future.

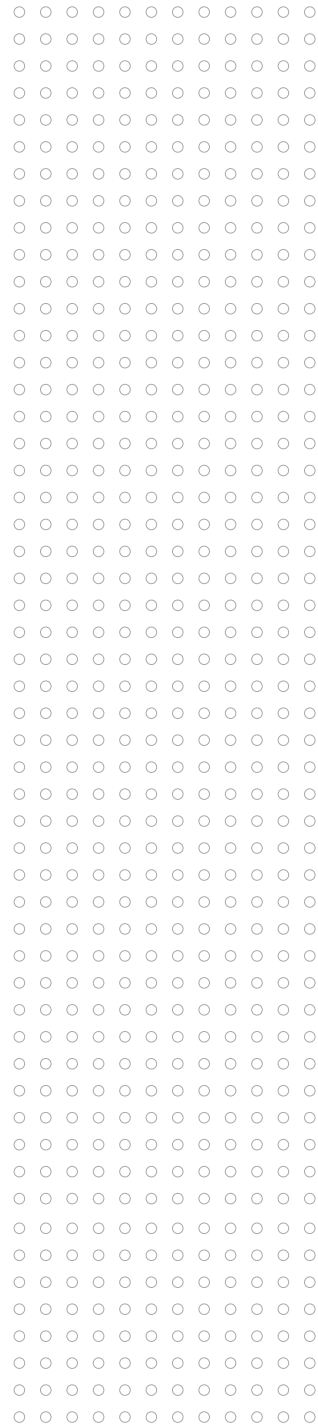
How are hotel operators investing to create the hotel of the future?



What do hotel operators plan on achieving?



Here are ways AI can help your hotel operation



Managing inventory with artificial intelligence

AI brings big efficiencies and insights to room inventory management. It digests all the data, identifies variables (like demand, time, competition and weather), patterns and irregularities to:

- Determine room rates in real time as markets shift
- Manage the rate fence
- Suggest restrictions limiting short-stay reservations
- Minimize risks of last minute cancellations

Using chatbots that speak your language: ¿Como puedo ayudarte?

Hotel bookings, powered by intelligent chatbots that are programmed to "converse" in native language (voice and text), become a fast, convenient experience. Beyond just booking rooms, these conversational 'bots can also:

- Up-sell digital reservations for hotels amenities
- Cross-sell to preferred partners including spas, entertainment venues or dining

Installing facial recognition technology

At some venues, there's no waiting in lines to check in. Guests can literally show their faces at check-in terminals using facial recognition technology. In less than a minute, guests can scan their IDs, pose for a photo and input contact info to:

- Verify identify
- Confirm booking
- Get room key cards issued

Employing robots

The Hilton's AI-based concierge Connie (other hotels feature Ivy, Wally and, at one Japanese establishment, a dinosaur) is a two-foot tall robot. Connie does everything a human concierge does including:

- Calling a cab
- Securing theater tickets
- Making dinner reservations
- Remembering your preferences for future stays

Connecting voice with IoT

Voice-activated smart devices integrated with IoT-linked sensors enable "smart rooms" where room amenities and services are connected to the hotel's property management system. Say the word, and your assistant can:

- Adjust the lighting and room temperature
- Turn the television on or off
- Order your meal
- Make pre-emptive suggestions based on stored preference information

Protect what matters most

Smart technology is happening now. Talk to your HUB Advisor to ensure your business can withstand current and emerging tech exposures.

<https://hospitalitytech.com/2018-lodging-technology-study-deconstructing-innovation>

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