

RAPID GROWTH OF AI APPLICATIONS IN THE HOTEL INDUSTRY



The rapid development of artificial intelligence (AI) technology is leading to revolutionary transformations in many sectors, including the hotel industry.

Artificial intelligence in the hospitality industry offers opportunities such as providing better experiences to hoteliers and guests, increasing efficiency, self-control, and better management of operational processes.

Artificial intelligence is expected relatively soon to benefit many hotel services, such as reservation reception/processing, guest experiences, guest relations, communication, marketing, sales strategies, pricing, revenue/expense management, security, and more.

Artificial Intelligence Application in Hotels

Some hotels widely use chatbots (dialogue-based online communication based on the AI approach) to provide their guests with fast, effective, and accurate information. For example, AI-powered chatbots can give information about reservations, room services, and attractions. In addition, voice assistants can assist guests with check-in/out processes and reduce staff workload.

Artificial intelligence algorithms can analyze guests' preferences and offer them personalized recommendations. Using artificial intelligence frameworks, guest feedback can be analyzed using text and emotional analysis methods. This allows quickly detecting negative comments and helps determine guest satisfaction levels. With this information, service quality improvement strategies can be developed and implemented.

AI Predicts Room Demand

AI can predict room demand based on historical data. This can result in more accurate guest requests and optimized room rates. In addition, AI-supported automatic control systems are used to increase hotel energy efficiency. These systems can automatically adjust factors such as general lighting, air conditioning, and water temperature, providing significant energy savings.

Quite significantly, AI can improve security systems in hotels. With advanced image analysis and recognition algorithms, it can detect suspicious activities by monitoring hotel security cameras and preventing fraud and theft attempts.

Hotel AI Is Becoming Widespread

AI data analytics can create predictive demand models and optimize resources. For example, **AI algorithms can predict seasonal hotel occupancy rates and automatically adjust pricing strategies, improving revenue management.**

Artificial intelligence technologies show a growing need in the hotel industry, providing wide-ranging advantages for hotel operators. With the further development of artificial intelligence

shortly, AI applications in the hotel industry are expected to become widespread.

These rapid developments will create the potential to offer a more accurate, higher quality, and flawless experience to both hoteliers and guests.

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