COMMERCIAL STRATEGY CONFERENCE *Revolutionising the Next Wave!*



THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, INDIA



Generative Al & Travel



CS Ramachandran, CRME

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.

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

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

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.

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

The AI Family





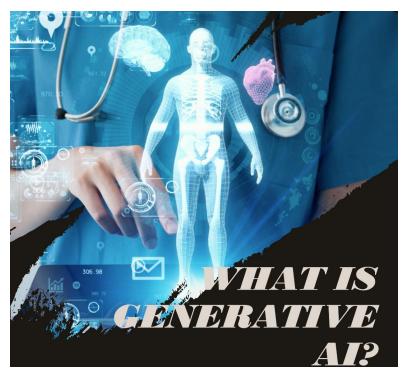
ANI – Narrow Intelligence – trained to perform one specific task at a level equal to or better than a human – Siri / Alexa AGI – General Intelligence – perform any intellectual task with efficiency like a human. Researchers are now focused on developing machines with General AI.

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

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Microsoft Bing Q SEARCH

CS A 476

Based on Genrative AI, Help me out craft a new 30 seconds elevator pitch on how it can be used in hotels

Searching for: Al-powered hotel services

CHAT

✓ Generating answers for you...

Sure, here's a possible elevator pitch for AI-powered hotel services:

"Welcome to the future of hospitality! With Al-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, Al can help you create a truly unforgettable stay. Whether you're looking to improve guest satisfaction or increase revenue, Al-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.

The same question on different platforms can turn up different answers.

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."



AI and Revenue Optimization

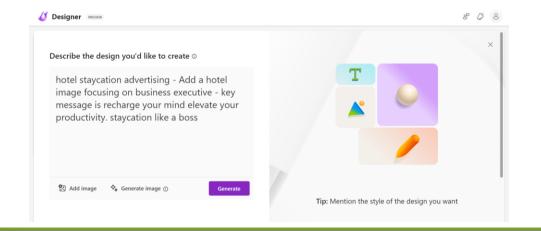


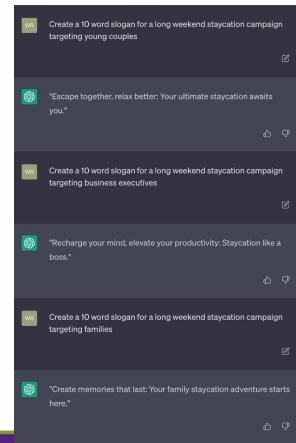
- Dynamic pricing: Analyze historical data and current market conditions to set dynamic prices for hotel rooms. This can help hotels maximize revenue by ensuring that prices are set at the right level to meet demand.
- Increased Forecast accuracy: More accurate demand predictions leading to better pricing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



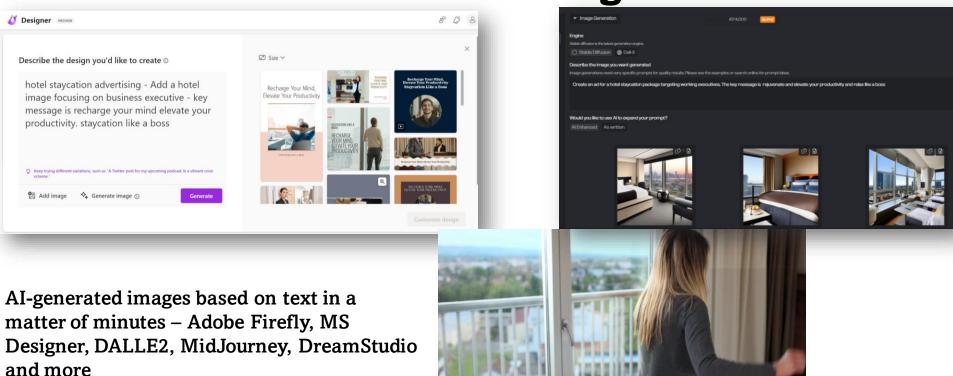
Marketing automation

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

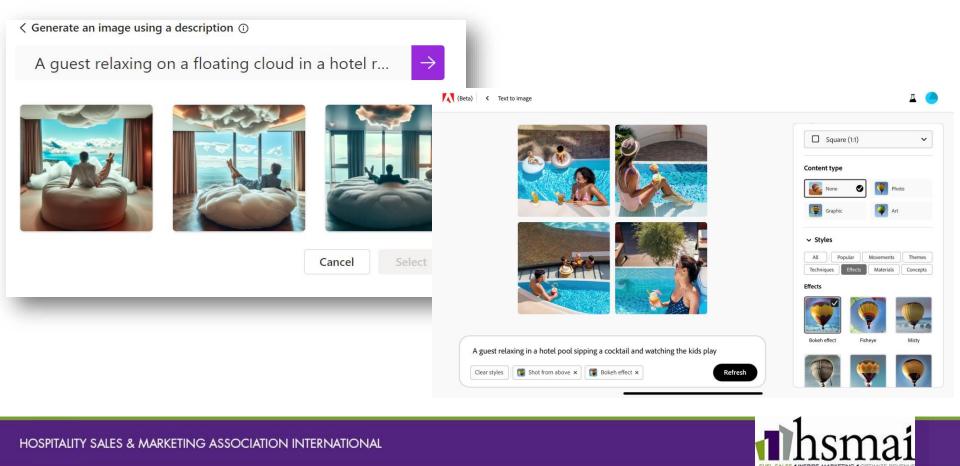








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Content creation, response management and more

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 kingsized 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 expertiy guided excursions to explore the surrounding area.

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 messag



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

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1. Start your day at the National Museum of Singapore to learn about the country's history and heritage.

2. Next, head to the Chinatown Heritage Centre to explore the rich cultural heritage of Singapore's Chinese community.

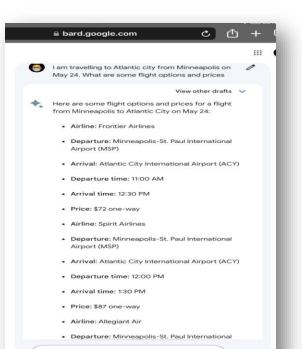
 After that, visit the Kampong Glam area to see the beautiful Sultan Mosque and learn about the Malay and Arab heritage of the city.

4. Finally, end your day at the Peranakan Museum to discover the unique culture and heritage of the Peranakan people.

I hope this helps you plan your day in Singapore!

Report a proble





Enter a prompt here

Helping You	Plan a Unique	
Singapore	Family	3
	Generate Itinera	r y
Morning:	Afternoon:	Evening

Morning:	Afternoon:	Evening:
Day 1: Start the day with a visit to the Singapore Zoo and enjoy a unique animal experience. Day 2: Enjoy a thrilling ride at Universal Studios, followed by a visit to the Science Conte. Day 2: Enjoy a thrilling ride at Universal Studios, followed by a visit to the Science Conte. Day 2: Enjoy a thrilling ride at Universal Studios, followed by a visit to the Science Conte. Day 2: Explore the city's	Day 1: Have lunch at one of the many eateries in Chinatown and explore the area's culture and history. Day 2: Take a leisurely stroil around the Botanic Gardens and enjoy the beautivi. Day 3: Take a cable car ride to Sentosa	Day 1: Enjoy dinner at the iconic Hawker Centre and sample the local cuisine. Day 2: Enjoy a romantic dinner at the famous Marina Bay Sands Skypark. Day 3: Have dinner at the Clarke Quay and explore as a as a as nightlife.
such as the Merlion, Gardens by the Bay	Island and explore the many attractions	

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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 incentive
- 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

- ✓ <u>www.roamaround.io</u>, <u>iplan.ai</u>/ uses ChatGPT to build itinerary
- ✓ <u>www.usevacay.com/chatbot</u> travel-focused chat agent is designed to plan a custom trip
- ✓ <u>www.staypia.com/</u> helps find the best deals on over 3.16M hotels around the world.
- ✓ <u>www.thetripboutique.co/</u> hyper-personalized travel itineraries for DMOs, travel brands and OTAs.
- ✓ <u>www.myrealtrip.com/</u> converse with a ChatGPTpowered AI to plan itineraries and receive recommendations for tours and activities
- ✓ And more from Expedia, Trip.com etc..

✓ See more at - <u>https://theresanaiforthat.com/s/travel/</u>

- 1. Ask Your PDF: AI Chatbot that helps you interact with any PDF document.
- 2. Nero Al: Enlarge and upscale your images without losing quality.
- 3. Browse Al: This AI tool will helps you scrape any website within 2 minutes.
- 4. ChatGPT SideBar: ChatGPT Chrome extension that can be used on any website.
- 5. LongShot Al: Writing assistant for accurate and optimised content writing.
- 6. Engage AI: Use this AI tool to write insightful comments on LinkedIn.
- 7. Hint Al: GPT based Al 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 helps you make amazing websites in less than 5 minutes.
- 10. Bearly Al: An Al tool to read, write and create content.
- 11. Supernormal Al: An Al-powered tool for meeting recorder.
- 12. Remove BG: Remove background from any image using AI and create profile pictures.
- 13. Motion Al: 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 summarizes online articles.
- 16. PromptPal AI: This AI tool helps you discover the best AI prompts.
- 17. Stability Al: This Al tool will helps you generate articles and blog posts in seconds with Al.
- 18. Rephrase Al: Use it to convert your boring text into highly engaging videos in minutes.
- 19. Figma Al: This AI tool will helps you design websites, applications, logos and more.
- 20. Suggesty Al: Get human-like response to your Google searches with this Al tool



And its moving fast



GEOGLE / THEN / ARTIFICIAL INTELLIBENCE

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 renderer.

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 Al Note-Taking Assistant



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 recail, 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.

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



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