

COMMERCIAL STRATEGY CONFERENCE

Revolutionising the Next Wave!



21st July 2023

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**



Generative AI & Travel



COMMERCIAL STRATEGY CONFERENCE



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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

SAY WHAT?

Spotify Debuts a New AI DJ, Right in Your Pocket

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.

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

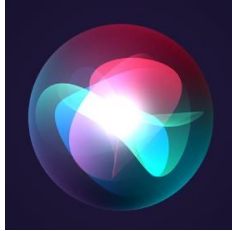
Google Maps 101: How AI helps predict traffic and determine routes

The Photographer Who "Deceived" Thousands On Instagram With AI Images

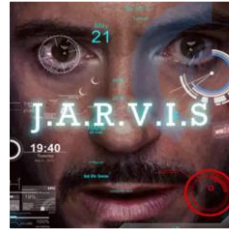
The photographer started an Instagram account to house his Midjourney output, without being entirely upfront about the origins of the images.

AI-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.



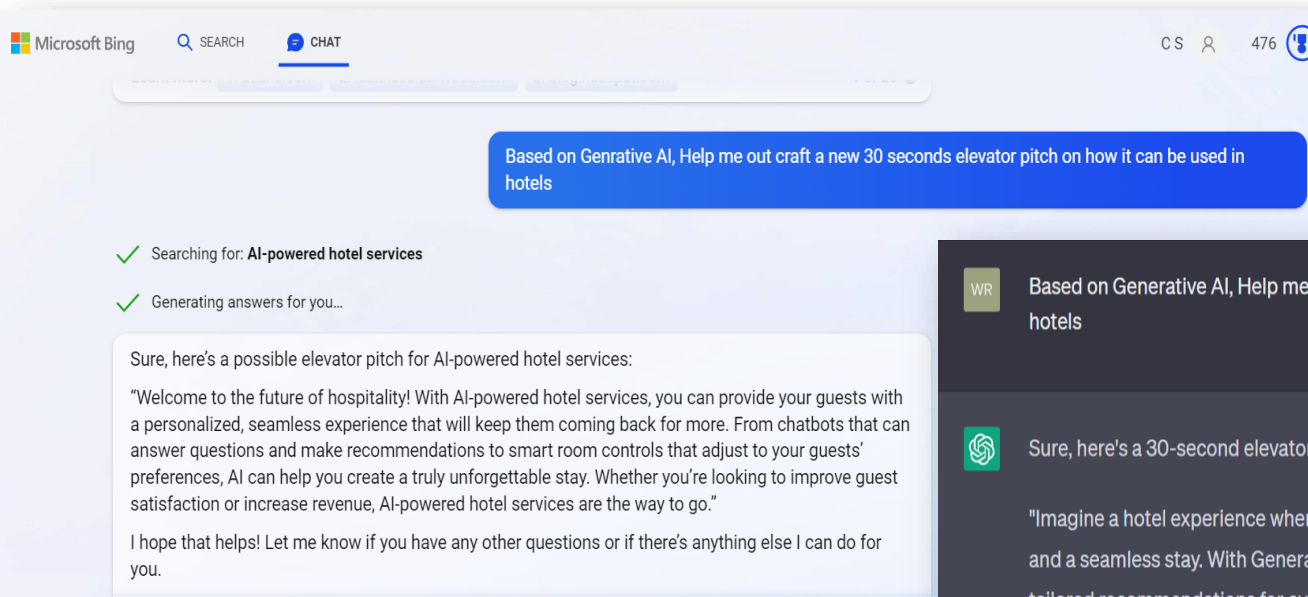
ASI – Super Intelligence –
Surpass human intelligence
and can perform any task
better than human with
cognitive properties. Still a
hypothetical concept

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



Microsoft Bing SEARCH CHAT C S 476

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

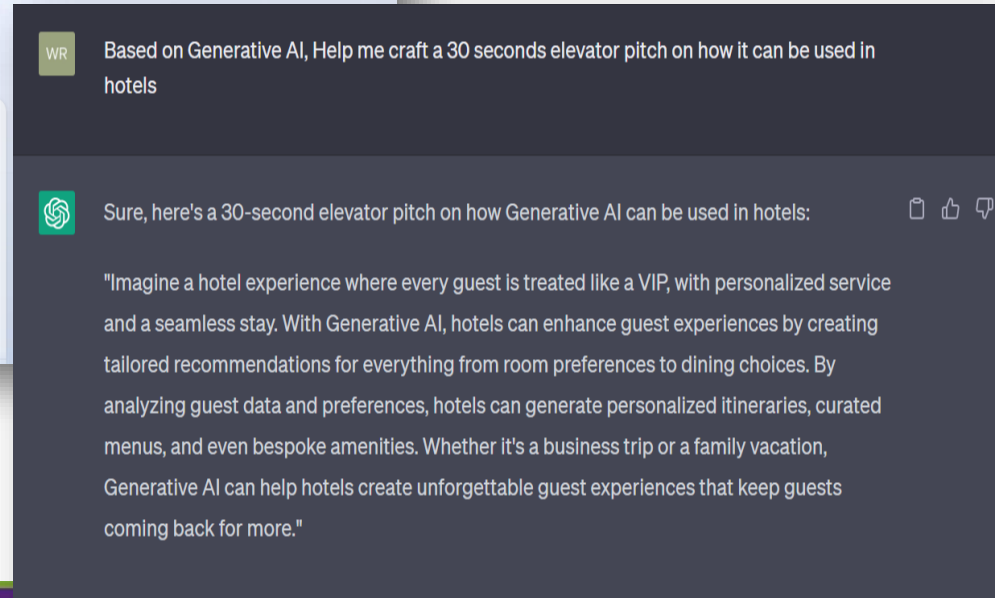
✓ Searching for: **AI-powered hotel services**

✓ Generating answers for you...

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

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



WR 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."

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

AI and Revenue Optimization

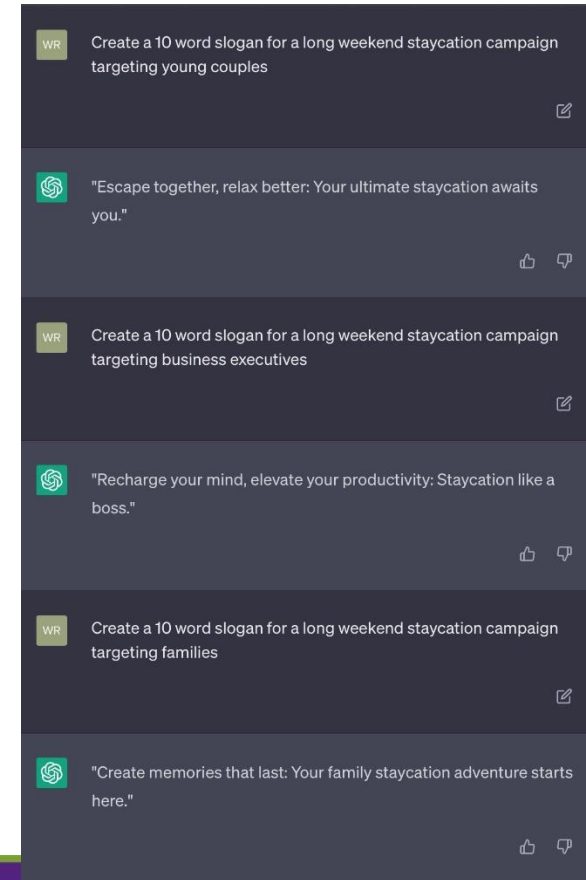
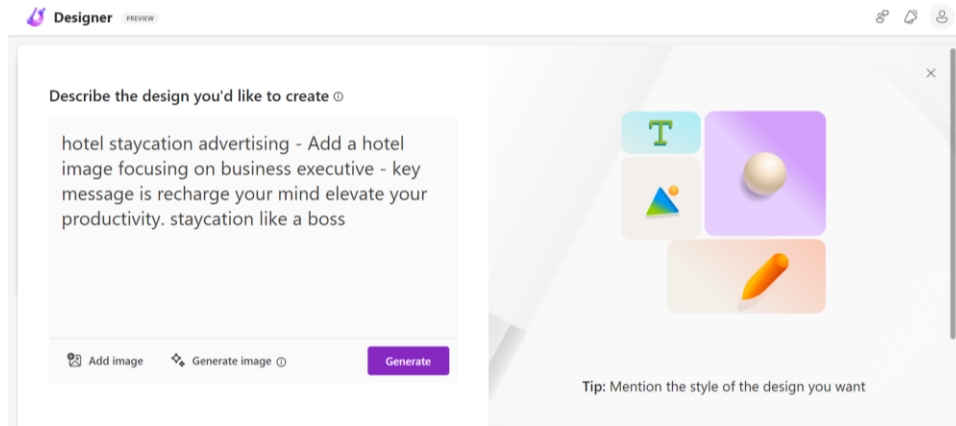


- **Dynamic pricing:** Analyze historical data and current market conditions to set dynamic prices for hotel rooms. This can help hotels maximize revenue by ensuring that prices are set at the right level to meet demand.
- **Increased Forecast accuracy:** More accurate demand predictions leading to better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

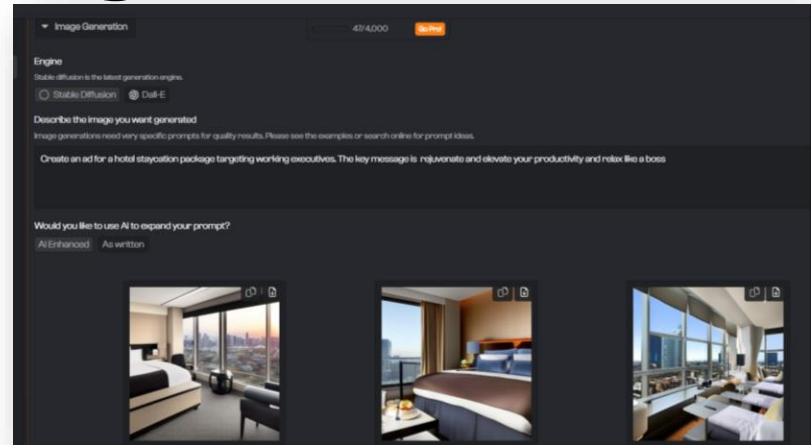
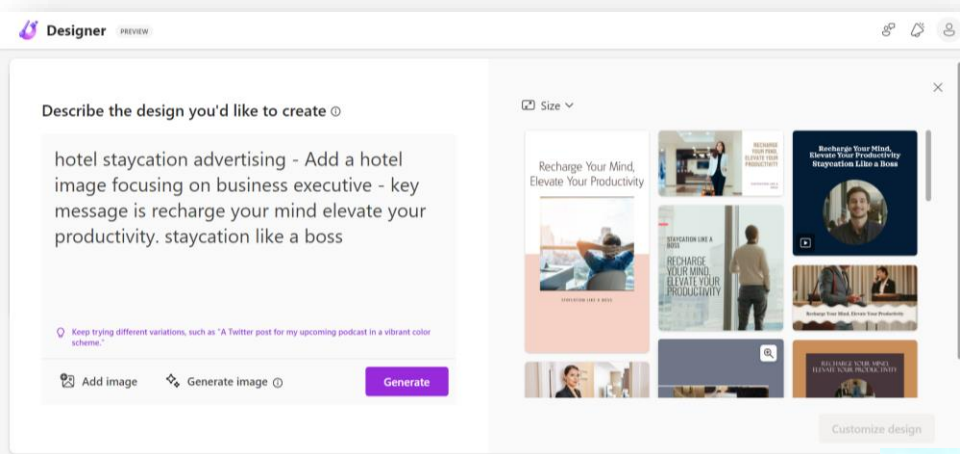
AI in Marketing

■ Marketing automation

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



AI in Marketing



AI-generated images based on text in a matter of minutes – Adobe Firefly, MS Designer, DALLE2, MidJourney, DreamStudio and more



AI in Marketing

< Generate an image using a description ⓘ

A guest relaxing on a floating cloud in a hotel r...



Cancel

Select

(Beta) < Text to image



A guest relaxing in a hotel pool sipping a cocktail and watching the kids play

Clear styles

Shot from above x

Bokeh effect x

Refresh

☐ Square (1:1) v

Content type



None



Photo



Graphic



Art

Styles

All Popular Movements Themes

Techniques Effects Materials Concepts

Effects



Bokeh effect



Fisheye

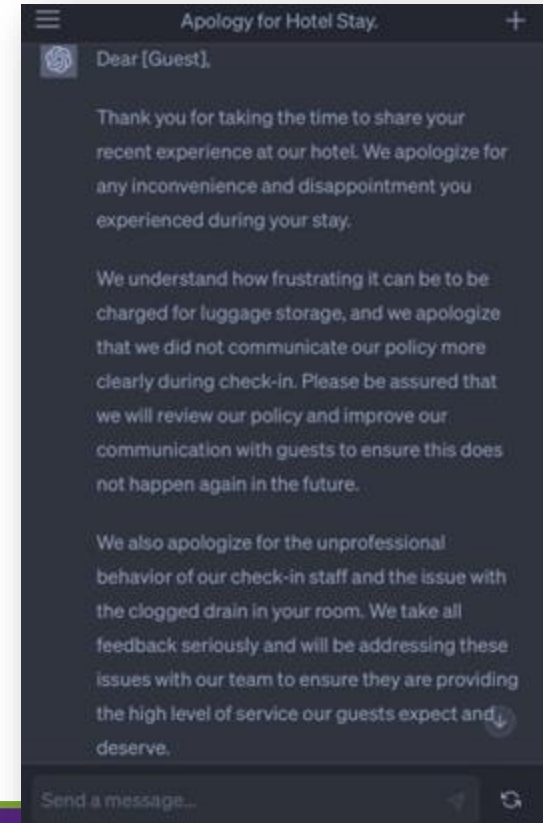
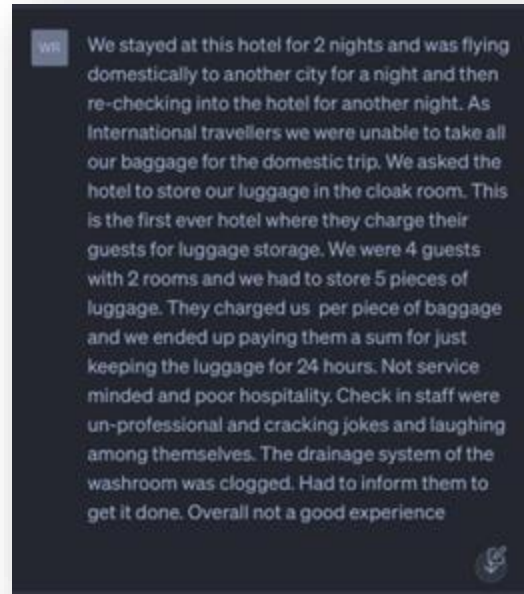
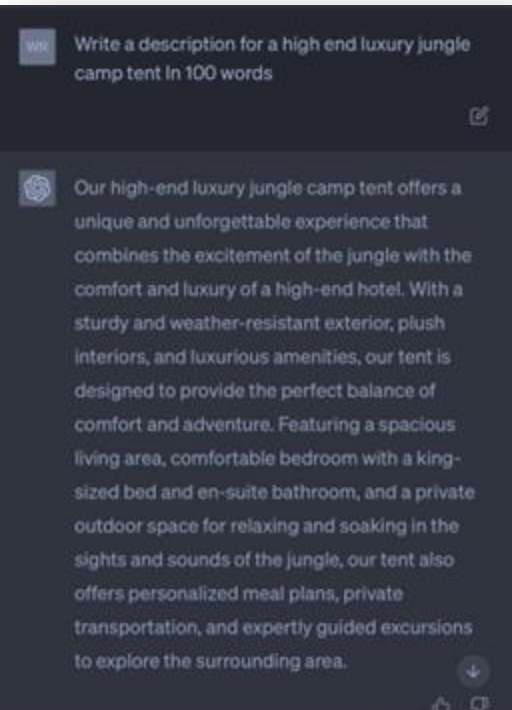


Misty



AI in Marketing

Content creation, response management and more



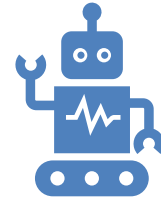
Personalized Travel Recommendations



Analyze customer information to create personalized recommendations for hotel rooms, amenities, and activities.

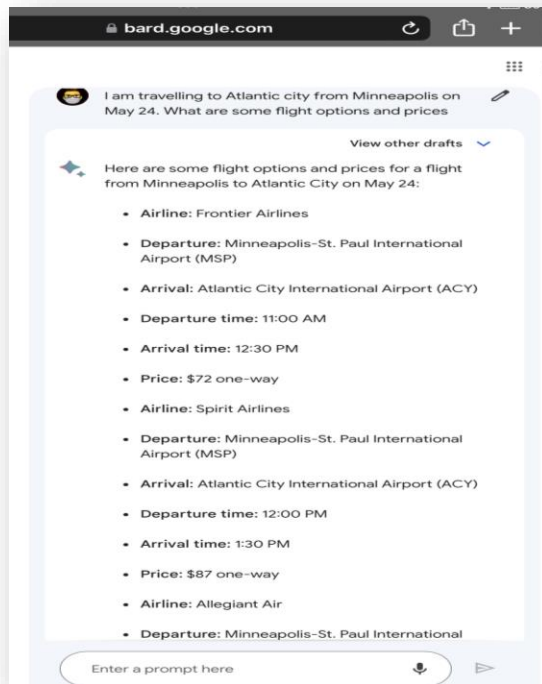
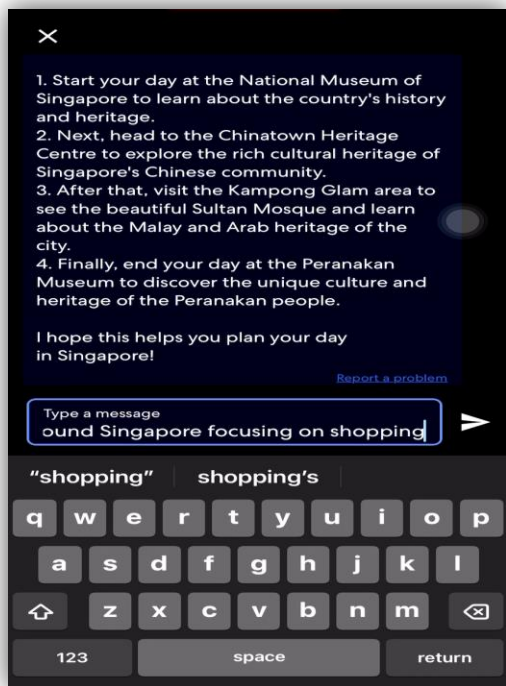


This can help hotels increase sales by providing customers with the information they need to make informed decisions.



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



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



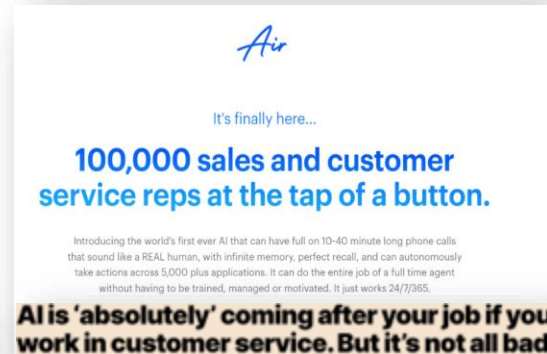
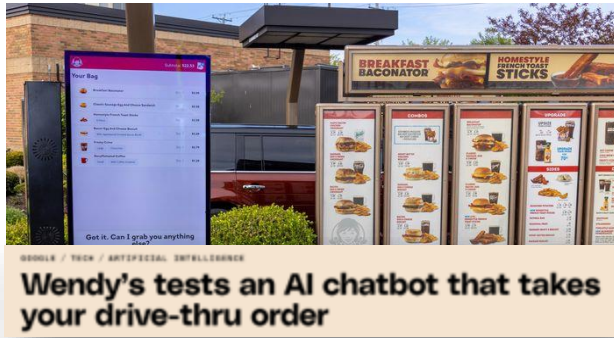
There's an AI for that

Check some of these out

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

1. **Ask Your PDF:** AI Chatbot that helps you interact with any PDF document.
2. **Nero AI:** Enlarge and upscale your images without losing quality.
3. **Browse AI:** 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 AI:** Writing assistant for accurate and optimised content writing.
6. **Engage AI:** Use this AI tool to write insightful comments on LinkedIn.
7. **Hint AI:** GPT based AI 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 AI:** An AI tool to read, write and create content.
11. **Supernormal AI:** An AI-powered tool for meeting recorder.
12. **Remove BG:** Remove background from any image using AI and create profile pictures.
13. **Motion AI:** 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 AI:** This AI tool will helps you generate articles and blog posts in seconds with AI.
18. **Rephrase AI:** Use it to convert your boring text into highly engaging videos in minutes.
19. **Figma AI:** This AI tool will helps you design websites, applications, logos and more.
20. **Suggesty AI:** Get human-like response to your Google searches with this AI tool

And its moving fast



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