

Cornell Hospitality Hackathon 2022



A Business Case Competition with a Hospitality Focus

Brought to you by Hilton & Tableau

November 4th – 6th, 2022

Event Outline

Theme: **Delivering Exceptional Experiences for the Hotel Guest of the Future**

Prompt: Over the past 5 years, the motivation for travel has shifted. Gone are the days of all trips being classified as “business” or “leisure” as more guests are opting for a hybrid experience – now referred to as “workcation”. Using data from 2019 through today, **what are some signals Hilton can use** to distinguish the guest’s motivation for travel? Furthermore, develop innovative ways that Hilton can **enhance both the on-property and digital customer experience** to better cater to evolving guest needs.

Resources

Throughout the Hackathon weekend, you will be provided with the following resources to help make your pitch deck:

- Dataset using real Hilton reservation data with corresponding data dictionary
- Tableau License – an industry standard data cleansing and visualization tool
- PowerPoint template to create your presentation slides
- Access to mentors from Hilton, Tableau, and the Cornell Hotel School
- Event site: [Summary - 2022 Hilton Hackathon \(cvent.com\)](https://cvent.com/event/summary/2022-hilton-hackathon)
- Any research found on the Internet or Hilton’s mobile app can be used

Submission Instructions

All final presentations are due via [this Google Form](#) by 7:00AM EST on Sunday, November 6th (remember Daylight Savings Time). If you have any questions, send a Slack message to **Sarah Monahan** and **Morgan Train**.

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Event Schedule

Friday, November 4th

<i>Time</i>	<i>Event</i>	<i>Presenter(s)</i>
4:00pm	Event Registration and Welcome	
4:30pm	Kick-off, Keynote, and Overview of Challenges	Jess Petitt
5:00pm	Team Formation & Team Registration	Sarah Monahan & Morgan Train
6:00pm	Dinner	
7:00pm	Tableau Analytics Overview	Dan Pinault
7:30pm	How Hospitality can cater to the new Traveler	JD Barnes
8:00pm	Access to Hackathon Data Granted	

Saturday, November 5th

8:30am	Breakfast	
9:00am	Pitching Your Hackathon Idea	Dr. Andrew Quagliata & Morgan Train
12:00pm	Lunch	
2:30pm	30 min Structured Break	Sarah Monahan & Morgan Train
3:00pm	Formal Check-in with Mentors	All mentors
5:30pm	End of Day Group Recap	All mentors
6:00pm	Dinner	

Sunday, November 6th – *Remember Daylight Savings Time* 😊

7:30am	Breakfast	
8:00am	Presentations & Project Judging	All participants, Mentors, & Judges
11:00am	Lunch	
11:45pm	Closing Remarks, Awards	

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Workshop Overview

Tableau Analytics Overview

Dan Pinault will walk you through the process of accessing and working with the hackathon data. As a participant in this event, you will have free access to a fully functional Tableau Cloud site as well as an integrated Slack Workspace. Access will continue until Dec 2nd, 2022. After the hackathon you will be able to collaborate with all teams and share content and ideas.

How Hospitality Can Cater to the New Traveler

The 'new traveler' has changed the way that the hospitality industry operates, with new expectations and preferences playing a key role in the success of businesses. In this session we will explore some of the key considerations needed in designing services and operations to meet these emerging trends.

Pitching Your Hackathon Idea

Join Dr Andrew Quagliata, a Senior Lecturer of Management Communication at the Cornell Peter and Stephanie Nolan School of Hotel Administration, for an informational workshop on how best to plan, create, and deliver your final Hackathon presentation. Skills learned are invaluable in both this event and beyond!

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Meet the Team



Jess Petitt

Jess Petitt is the SVP of Commercial Strategy, Insights, and Analytics at Hilton where he leads the only fully cross-functional global analytics team in the industry, covering commercial engines, brands, digital, call center, new hotel development and other key corporate disciplines. He graduated from the hotel school in 2005 and has committed his career to his passion - the impact that hospitality has on society.

Sarah Monahan

Sarah Monahan graduated from the Hotel School in 2019. While on campus, she served on the Board of Directors for the 93rd Annual Hotel Ezra Cornell (Media & IT Director) and the 94th Annual Hotel Ezra Cornell (Design Director). She was also a member of the Hotelie Ambassadors and was a TA for Financial Accounting and Dean's Distinguished Lecture Series classes. After graduation she joined Hilton as part of the Rotational Analyst Program where she worked on the Enterprise Analytics and People Analytics teams. She currently is a Senior Analyst on the Revenue Analytics team. With the program and her current team, she has leveraged BI tools such as Alteryx, Tableau, and R to automate processes and generate deeper analytical insights.



Morgan Train

Morgan Train is a 2019 graduate of the Hotel School with a minor in Information Science. During her time at Cornell, she served in various roles for Hotel Ezra Cornell including Media & IT Director for the 94th Annual Hotel Ezra Cornell. She also worked as a Lead TA for Business Computing and as a Culinary TA for Restaurant Management. After graduation she joined Hilton as part of the Rotational Analyst Program where she worked on the Revenue Analytics and Guest Insights teams. Morgan is currently a Senior Analyst on the Sales Analytics team and has gained skills in SQL, Tableau, Alteryx, and data visualization. She has spent the last three months working in Hilton's Singapore Area Office on global initiatives!



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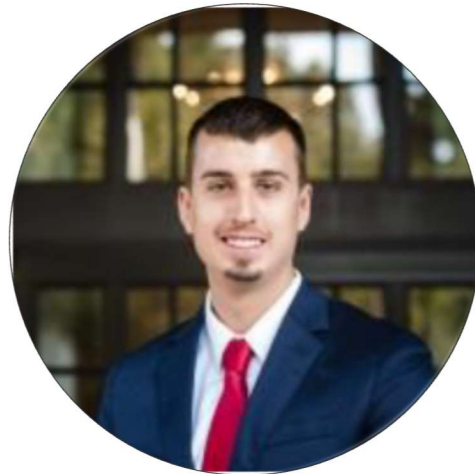


Anton Racklin

Anton is a Senior Analyst with the Hilton Channel Analytics team, responsible for tactical support and strategic analyses to connect, measure, and optimize business performance and customer satisfaction across the guest journey. In his previous roles with Hilton, Anton served the Revenue and the Sales Analytics teams with ad-hoc analyses while actively identifying business opportunities. Growing up in Sweden, college hockey brought Anton to the U.S. finishing his BA at Manhattanville, NY specializing in Finance and Math.

Ryan Kinsey

Ryan Kinsey is a Sr. Analyst on the Revenue Forecasting team at Hilton where he works to predict corporate performance and provide insight on key performance indicators. As part of the broader Revenue Analytics team, he frequently leverages skills and software such as R, SQL, MicroStrategy, data analytics, machine learning, and statistical modeling to help drive insight and automation. Shortly before joining Hilton in early 2020 Ryan graduated from George Washington University with a M.S. in Data Science.



J.D. Barnes

J.D. is currently Vice President, Global Workforce Innovation where he leads a team focused on evolving the future of work for team members at Hilton. He joined Hilton in 2015, leading teams in operations and strategy verticals. Before joining Hilton, J.D. worked in management consulting with hospitality clients across the US, Europe, Asia, and Australia. A native of Toronto, J.D. has BAH from Queen's University in Canada and an MSc from Columbia University in New York.



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Dan Pinault

Dan Pinault, Principal Solution Engineer, has been with Tableau for over five years. He has been working in the field of Business Intelligence since the term was coined. His career has allowed him to travel to many different places; from the UK to Ukraine, Northern to Southern Europe, Jamaica to Japan. Prior to that Dan spent many years as an audio engineer/producer. He lives in Southwest Florida with his wife Deb whom he met while teaching at Columbia College in Chicago.

Jaime Novikoff

Jaime Novikoff is Counsel, Labor Relations for Hilton, providing labor relations support to Hilton managed hotels. Prior to joining Hilton, Jaime was Head of Labor for Aimbridge Hospitality, formerly Interstate Hotels and Resorts. Jaime is also on the Board and Executive Committee of the Hotel Association of New York City and involved with the Cornell Center for Innovative Hospitality Labor and Employment Relations. Prior to entering the world of hospitality, Jaime practiced labor and employment law at big law firms in Washington D.C and in New York City. Jaime graduated from the ILR school in 2003 and earned her law degree from The Benjamin N. Cardozo School of Law. Jaime also serves on the Cornell University Council and President's Counsel for Cornell Women.



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Judging Criteria

To be successful in this year's event please follow these criteria:

- Answer the prompt in full
- Be creative
- Create a meaningful data visualization in Tableau
- Explain the real-world feasibility
- Incorporate information from the workshops
- Produce a quality PowerPoint deck
- Deliver a concise and convincing pitch presentation

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Data Dictionary

Field	Definition
Arrival Date	The date a guest arrives at the property (in the local time of the property).
Booking Channel	The channel through which the room was purchased. There are two types of channels: <ol style="list-style-type: none">1. Direct Channels – includes Hilton owned channels such as the website, mobile app, on-property, and over the phone.2. Indirect Channels – includes third party vendor such as Expedia, Booking.com, and travel agents.
Honors Tier	Signals that a guest is a member of Hilton Honors (Hilton's loyalty program). Hilton Honors tiers in ascending order = Non-Member, Basic, Silver, Gold, Diamond.
Location Type	Describes the physical location type of a property. Includes suburban, urban, small metro/town, airport, and interstate.
Product	Describes the type of rate booked by the guest. This gives hotels flexibility to offer various discounts and promotions. Includes BAR & BAR+ (Best Available Rate), Discount, Honors Redemption (Guests pay with Honors points), and Other.
State	Location of hotel where guest stayed (US state).
Guests	Number of guests on a reservation.
Length Of Stay	The number of nights a reservation is booked for. Indicated how long a guest will be staying and is always a positive whole number. Length of Stay can be abbreviated to LOS.
Room Nights	The total number of stayed nights. This can be used to measure demand for all the attributes listed above.