

# Operation Strategies

## Technology & The future of the luxury industry

Hotel du Cap-Eden-Roc, Cap d'Antibes



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# Summary

1. Available AI technologies

2. Optimizing Operations with AI

3. Integration of IA Hotel du Cap-Eden-Roc

4. Challenges of implementation

5. Time-line

6. Conclusion

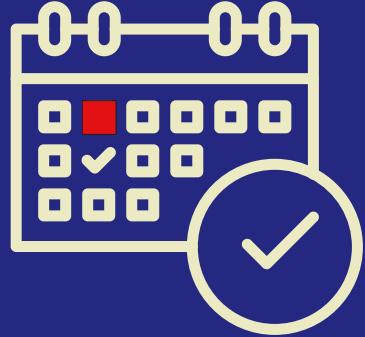


# I- Available AI technologies in Luxury Hospitality

	Machine learning	Deep learning	Generative AI
Capabilities	<ul style="list-style-type: none"> <li><b>Predictive Analysis:</b> Learns from historical data to predict future trends.</li> <li><b>Pattern Recognition:</b> Identifies patterns in large datasets.</li> <li><b>Automation:</b> Streamlines processes through intelligent automation.</li> </ul>	<ul style="list-style-type: none"> <li><b>Complex Data Processing:</b> Handles unstructured data like images, text and voice.</li> <li><b>Hierarchical learning:</b> Uses neural networks to understand intricate patterns.</li> <li><b>High Accuracy:</b> Delivers superior performance in tasks like image and speech recognition.</li> </ul>	<ul style="list-style-type: none"> <li><b>Content Generation:</b> Creates human-like text, images, or sounds.</li> <li><b>Conversational AI:</b> Powers sophisticated chatbots and virtual assistants.</li> <li><b>High Accuracy:</b> Crafts unique experiences based on individual preferences.</li> </ul>
Applications in Luxury Hospitality	<ul style="list-style-type: none"> <li><b>Dynamic Pricing:</b> Adjusts room rates based on demand forecasting.</li> <li><b>Customer Segmentation:</b> Categorizes guests for targeted marketing.</li> <li><b>Churn Prediction:</b> Identifies guests at risk of not returning.</li> </ul>	<ul style="list-style-type: none"> <li><b>Facial Recognition:</b> Enhances security and personalized greetings.</li> <li><b>Voice Assistants:</b> Provides in-room voice-controlled services.</li> <li><b>Sentiment Analysis:</b> Analyzes guest feedback for service improvement.</li> </ul>	<ul style="list-style-type: none"> <li><b>Virtual Concierge Services:</b> Offers personalized recommendations and assistance.</li> <li><b>Automated Content Creation:</b> Generates customized marketing materials.</li> <li><b>Personalized Itineraries:</b> Designs bespoke guest experiences.</li> </ul>

## II- Optimizing Operations with AI

### Booking Optimization



- **AI Chatbots:** Provide instant responses to inquiries, enhancing booking experiences.
- **Recommendation Systems:** Suggest upgrades and add-ons based on guest preferences.

### Marketing Strategies



- **Targeted Campaigns:** Utilizes data analytics to send personalized offers.
- **Market Trend Analysis:** Predicts industry trends to stay ahead of competitors.

### Personalized Customer Experiences



- **Preference Analysis:** Uses ML to tailor services like room amenities and dining options.
- **Real-Time Personalization:** Adjusts in-room settings based on guest profiles.

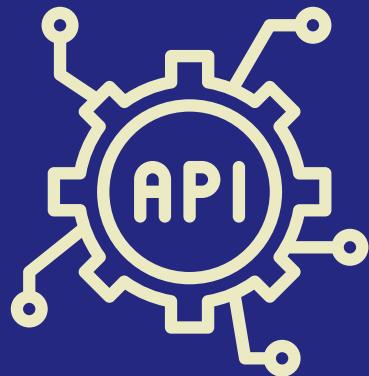


### Service Delivery

- **Operational Efficiency:** Automates routine tasks, allowing staff to focus on high-value interactions.
- **Feedback Mechanisms:** Employs AI to analyze guest reviews and implement improvements.

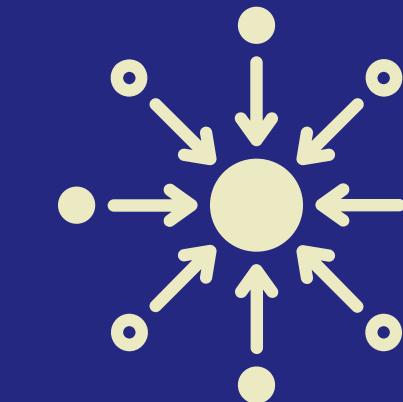
# III- Integrating AI into Oracle Opera PMS: Ease and Compatibility

## API-Driven Integration



- Opera's open APIs allow seamless integration with AI tools like ML, DL, and Gen AI
- Smooth data exchange without disrupting existing processes

## Data Centralization

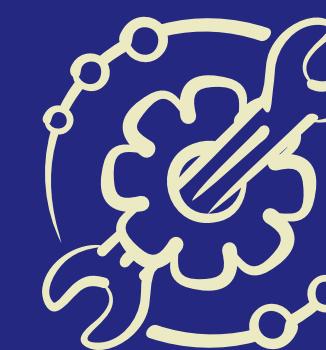


- Opera PMS unifies guest and operational data, providing a solid foundation for AI
- Enhances personalization, predictive analytics, and automation

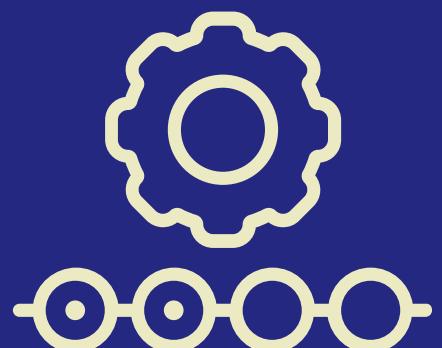
## Cloud-Ready



- Cloud-hosted Opera PMS can instantly scale with AI solutions
- On-premise setups are also supported through APIs for smooth deployment



## Phased Rollout



- Begin with predictive analytics, expand to chatbots, and automate operations
- Ensures a smooth transition with minimal disruption

## No Overhaul Needed

- AI tools function as a layer over the existing system
- Enhances features like dynamic pricing, virtual assistants, and guest segmentation without a full system replacement



**Key Benefit:**  
**Flexibility & Compatibility:** Opera PMS is AI-ready, enabling transformational improvements in guest experiences and operational efficiency

# IV- Challenges of implementation

## Pre Implementation challenges

- **Limited AI Frameworks for Hospitality:** Many AI frameworks are designed for general industries and lack specific features for hospitality.
- **Cost and Infrastructure:** Hybrid and on-premises systems demand substantial investments in infrastructure and resources.
- **Data Availability and Quality:** While Opera PMS holds significant data, it may lack the structure required for advanced AI models.
- **Skill Gaps:** Staff may lack the technical expertise to manage advanced AI tools, requiring training or hiring experts.
- **Compliance and Security Planning:** Ensuring data protection compliance, especially with regulations like GDPR, is critical from the start, particularly for cloud integrations.

## Post Implementation challenges

- **System Integration:** AI tools need to work well with older systems like PMS or CRM, which can be complicated.
- **Ongoing Maintenance:** Cloud solutions reduce internal responsibility, but hybrid or on-premises approaches require dedicated teams for updates and monitoring.
- **Staff Adoption:** Ensuring smooth adoption of new tools demands training and continuous change management to overcome resistance.
- **Staff Over-Reliance on AI:** Staff may over-rely on AI tools, potentially neglecting the human touch that defines luxury hospitality.

## V- Time line

# Integration with Oracle Opera PMS

1

## API Integration

- Utilize Oracle Opera's APIs to ensure seamless data exchange between AI applications and the PM
- **Actionable Insight:** Develop custom middleware if necessary to facilitate integration.

2

## Data Management

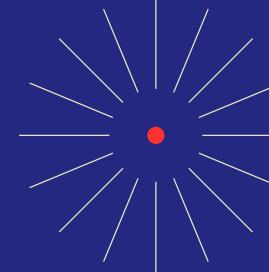
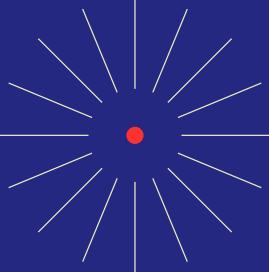
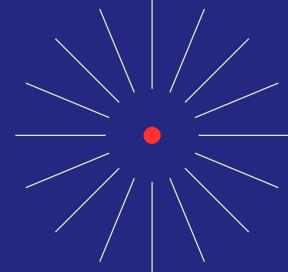
- Establish protocols for data synchronization to keep guest profiles updated.
- **Actionable Insight:** Implement data governance policies to ensure data integrity and compliance.

3

## Staff Training

- Conduct training programs to familiarize staff with new AI tools and systems.
- **Actionable Insight:** Develop user manuals and provide ongoing support.

# VI- Sum-up / Recommendations



## 1. Machine Learning for Personalized Marketing and Dynamic Pricing

- Actionable Insight: Implement ML algorithms to analyze guest data for personalized promotions and optimal pricing strategies.
- Benefit: Increases revenue through targeted offers and maximizes occupancy rates.

## 2. Generative AI for Virtual Concierge Services

- Actionable Insight: Introduce AI-powered virtual concierges that provide real-time assistance and personalized itineraries.
- Benefit: Enhances guest satisfaction by offering tailored experiences and immediate support.

## 3 Deep Learning for Enhanced Guest Interaction

- Actionable Insight: Deploy facial recognition for personalized greetings and security, and voice assistants for in-room services.
- Benefit: Elevates guest experience through personalized and seamless interactions.

# THANK YOU !



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