

Accor Travel Planner

Enhancing Customer Experience
with GEN AI-Powered Itinerary Building

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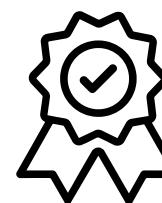


Introduction & Motivation



Main Task

To develop a Travel Assistant aimed at boosting user engagement and revenue through **AI-driven itinerary planning**.



Business Goals

- **Unique Market Positioning** by addressing a market gap.
- **Increase revenue** by reaching new customer segments.
- **Improve engagement** through exclusive loyalty program features.



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Introduction & Motivation

Powered by AI **BETA**

Build a trip in minutes

Get a personalized itinerary just for you, guided by traveler tips and reviews.

Start a trip with AI

Chicago Itinerary
3 days • Family with children
Schaumburg Des Plaines Evanston
Rosemont Lombard Oak Brook Chicago
Map view
Powered by AI
Check out your trip to Chicago for 3 days for a family with children.
Chicago is known for its stunning architecture, beautiful lakefront, delicious food and diverse

Tripadvisor Says Its AI Itinerary Users Generate 3X Revenues of Average Users
Hidden in Tripadvisor's latest earnings from earlier this week was some updates on its AI-based trip planning feature that it launched in July, along with

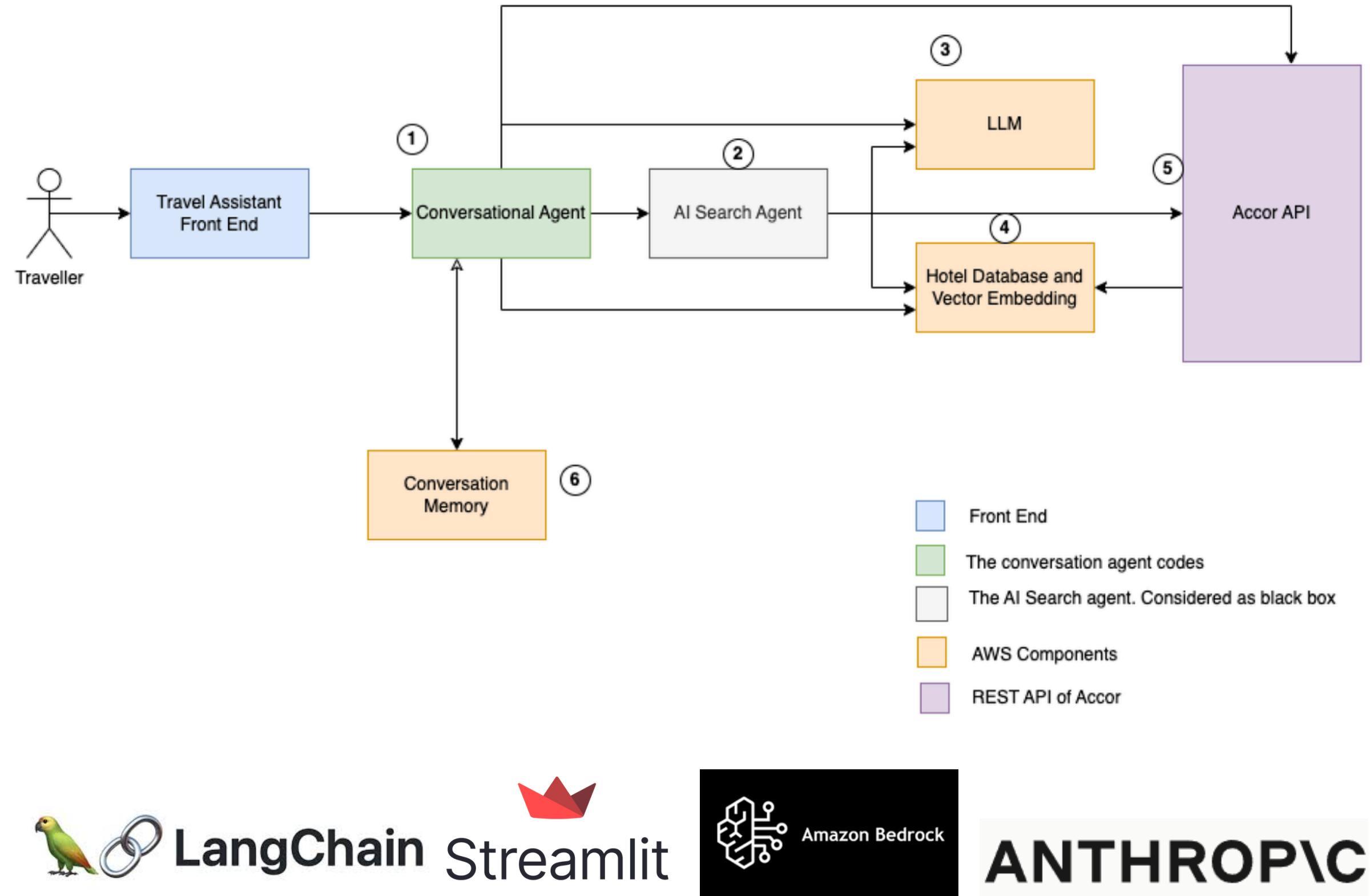
Skift / Nov 10, 2023

- Improve engagement through exclusive loyalty program features.

Methodology

- Main Tools

- Language: Python
- Interface: Streamlit
- LLM host: AWS Bedrock
- LLM model: Claude 3 Haiku
- Framework: LangChain
- APIs:
 - Accor API
 - Google Maps API
- Accor Hotel Database
- Four main pages:
 - User Form
 - Itinerary
 - Hotel Selection
 - Feedback

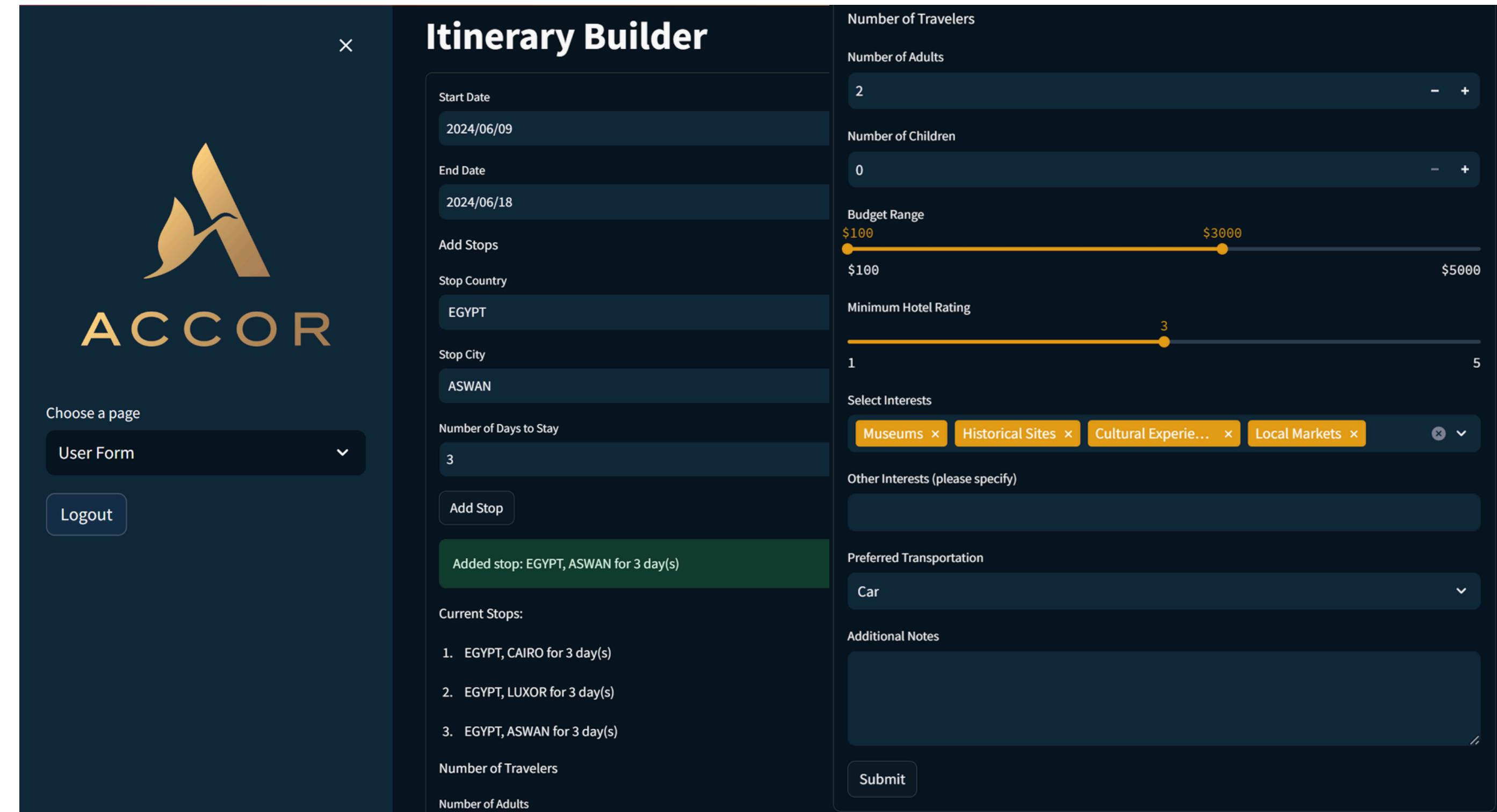


• User Form

Users fill in the form and submit.

- Date Selection
- Stop Management
- Traveler Information
- Budget and Rating
- Interest Selection
- Transportation Preference
- Additional Notes
- Submit Button

User Journey



The screenshot displays the Accor Itinerary Builder interface. On the left, a sidebar shows the Accor logo and a dropdown menu set to "User Form". Below it are "Logout" and "Choose a page" buttons. The main area is titled "Itinerary Builder" and contains the following fields:

- Start Date: 2024/06/09
- End Date: 2024/06/18
- Add Stops: A button labeled "Add Stop". Below it, a message says "Added stop: EGYPT, ASWAN for 3 day(s)".
- Stop Country: EGYPT
- Stop City: ASWAN
- Number of Days to Stay: 3
- Number of Travelers: 2
- Number of Adults: 2
- Number of Children: 0
- Budget Range: A slider from \$100 to \$3000, currently set at \$100.
- Minimum Hotel Rating: A slider from 1 to 5, currently set at 3.
- Select Interests: Buttons for Museums, Historical Sites, Cultural Experie..., and Local Markets.
- Other Interests (please specify): An input field.
- Preferred Transportation: A dropdown menu set to "Car".
- Additional Notes: A large input area.

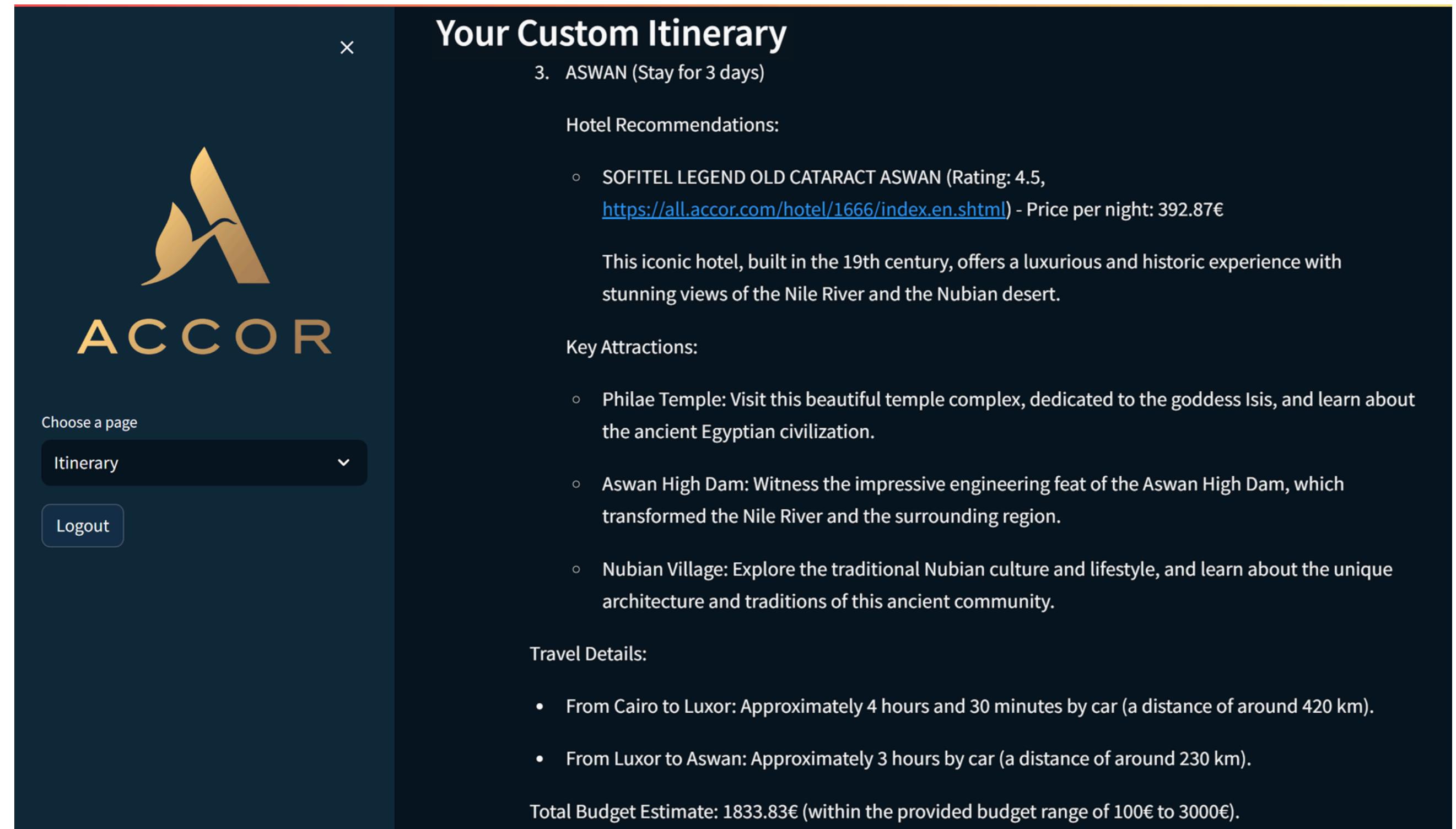
A "Submit" button is located at the bottom right of the main form area.

- Itinerary

Users review the detailed itinerary generated including:

- Hotel recommendations
- Key attractions
- Transportation info
- Budget estimation

User Journey



The screenshot displays a user interface for a travel itinerary. On the left, a dark sidebar features the Accor logo at the top, followed by a dropdown menu labeled "Choose a page" with "Itinerary" selected, and a "Logout" button below it. The main content area has a white header titled "Your Custom Itinerary". Below the header, a section titled "3. ASWAN (Stay for 3 days)" lists "Hotel Recommendations". A bullet point under this section links to "SOFITEL LEGEND OLD CATARACT ASWAN" with a rating of 4.5 and a price per night of 392.87€. A descriptive paragraph about the hotel follows. Another section, "Key Attractions", contains a list of three items: "Philae Temple", "Aswan High Dam", and "Nubian Village", each with a brief description. The final section, "Travel Details", provides driving times and distances between Cairo, Luxor, and Aswan. At the bottom, a note states a "Total Budget Estimate: 1833.83€ (within the provided budget range of 100€ to 3000€)".

Your Custom Itinerary

3. ASWAN (Stay for 3 days)

Hotel Recommendations:

- SOFITEL LEGEND OLD CATARACT ASWAN (Rating: 4.5, <https://all.accor.com/hotel/1666/index.en.shtml>) - Price per night: 392.87€
This iconic hotel, built in the 19th century, offers a luxurious and historic experience with stunning views of the Nile River and the Nubian desert.

Key Attractions:

- Philae Temple: Visit this beautiful temple complex, dedicated to the goddess Isis, and learn about the ancient Egyptian civilization.
- Aswan High Dam: Witness the impressive engineering feat of the Aswan High Dam, which transformed the Nile River and the surrounding region.
- Nubian Village: Explore the traditional Nubian culture and lifestyle, and learn about the unique architecture and traditions of this ancient community.

Travel Details:

- From Cairo to Luxor: Approximately 4 hours and 30 minutes by car (a distance of around 420 km).
- From Luxor to Aswan: Approximately 3 hours by car (a distance of around 230 km).

Total Budget Estimate: 1833.83€ (within the provided budget range of 100€ to 3000€).



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User Journey

• Hotel Selection

Users compare various hotels in each city and make bookings:

- Geographical visualisation on map
- Hotel profile photo
- Hotel Descriptions (Price, Availability...)
- Booking link directing

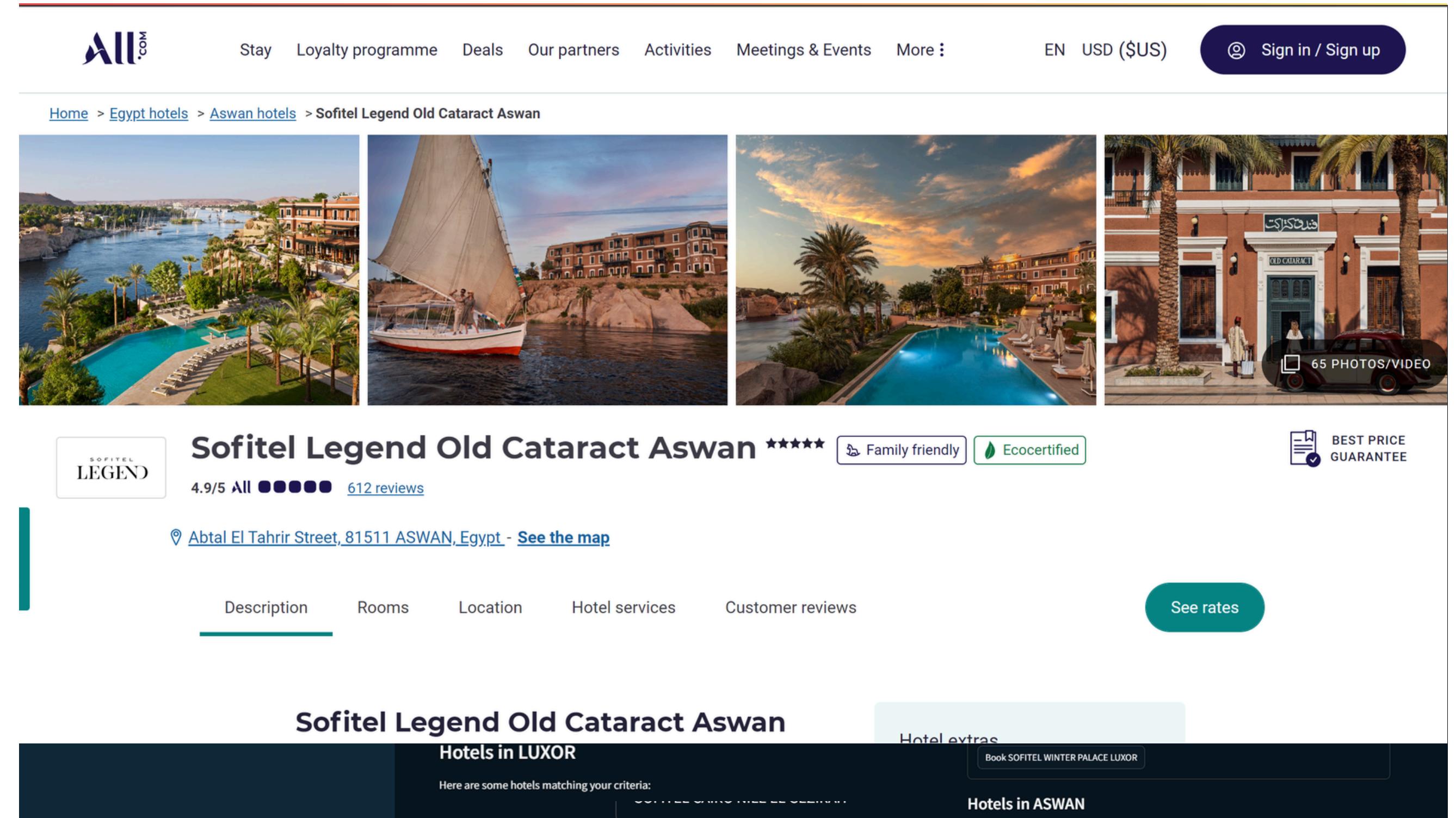
The screenshot displays the Accor Itinerary Builder interface, specifically the 'Select Hotels' section for Cairo. On the left, a sidebar shows the Accor logo and a dropdown menu set to 'Hotel Selection'. Below it is a 'Logout' button. The main content area is titled 'Itinerary Builder' and 'Select Hotels'. It features a map of Cairo with a blue marker indicating the location. Below the map, sections for 'Hotels in CAIRO', 'Hotels in LUXOR', and 'Hotels in ASWAN' show lists of recommended hotels with dropdown menus for more details. A large image of the Sofitel Winter Palace Luxor is shown on the right, along with its location (Luxor, Egypt), rating (4.5/5), description (French luxury and local cuisine in the world's most exciting city), advantages (iconic Tutankhamun's tomb discovery), amenities (list of facilities like tea machine, private bathroom, etc.), price per night (75.00 EUR), and a 'More details and booking' button.

• Hotel Selection

Users compare various hotels in each city and make bookings:

- Geographical visualisation on map
- Hotel profile photo
- Hotel Descriptions (Price, Availability...)
- Booking link directing

User Journey



The screenshot shows the All.com website interface for booking hotels. At the top, there is a navigation bar with links for Stay, Loyalty programme, Deals, Our partners, Activities, Meetings & Events, More, EN, USD (\$US), and Sign in / Sign up. Below the navigation, a breadcrumb trail indicates the user is viewing the Sofitel Legend Old Cataract Aswan hotel under the Aswan hotels category in Egypt.

The main content area features four large images of the hotel's exterior and surrounding environment, including a pool, a sailboat on the Nile River, and the hotel building at sunset. To the right of these images, there is a callout box containing a thumbnail of a vintage car and the text "65 PHOTOS/VIDEO".

The hotel's name, "Sofitel Legend Old Cataract Aswan", is displayed prominently with a five-star rating icon. Below the name, a rating of 4.9/5 from 612 reviews is shown, along with icons for Family friendly and Ecocertified. A "BEST PRICE GUARANTEE" badge is also present.

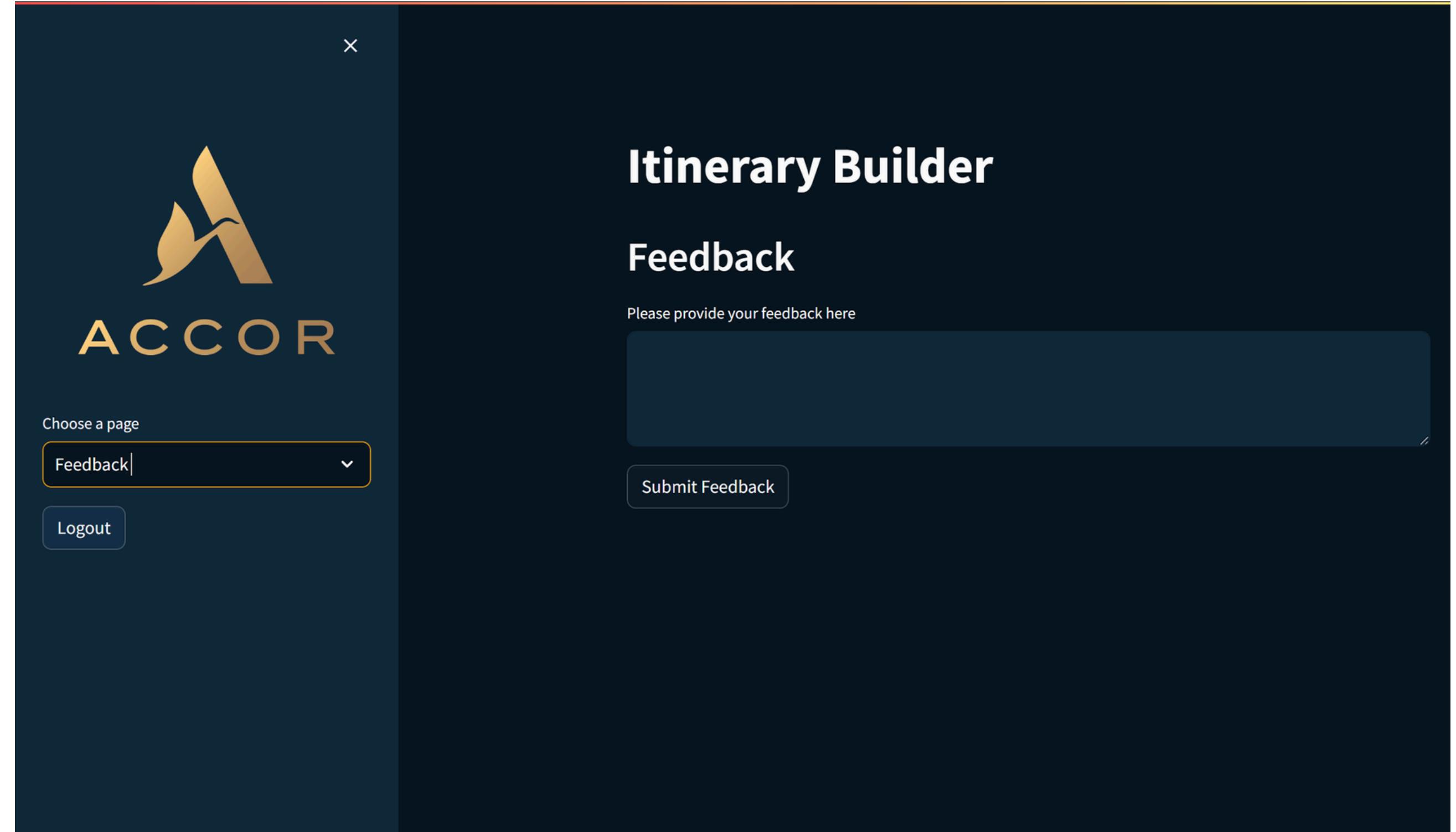
Below the main title, the address "Abtal El Tahrir Street, 81511 ASWAN, Egypt" is listed with a "See the map" link. A horizontal menu bar allows users to switch between "Description", "Rooms", "Location", "Hotel services", and "Customer reviews". A "See rates" button is located in the bottom right corner of this menu bar.

At the bottom of the page, there is a dark footer section featuring the hotel's name again, along with links for "Hotels in LUXOR" and "Hotels in ASWAN". There is also a "Hotel extras" section with a "Book SOFITEL WINTER PALACE LUXOR" button.

User Journey

- **Feedback**

Users provide feedback to the itinerary builder, allowing for continuous improvement.



The screenshot shows a dark-themed user interface for the Accor Itinerary Builder. On the left, there's a sidebar with the Accor logo at the top, followed by a dropdown menu labeled "Choose a page" with "Feedback" selected, and a "Logout" button below it. The main content area has a title "Itinerary Builder" and a section titled "Feedback" with the sub-instruction "Please provide your feedback here". A large, empty text input field is centered in this section. At the bottom right of the input field is a "Submit Feedback" button.

Key Performance Indicators (KPIs)



Business KPIs

Increase Total Conversion Rate:

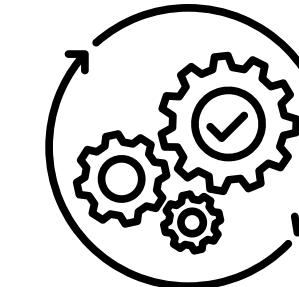
- **Objective:** Increase conversion rate by X%.
- **Expected Outcome:** Higher conversion rates.

Increase Number of Conversions Per Guest

- **Objective:** Increase bookings per guest by X%.
- **Expected Outcome:** Higher average basket value per guest.

Increase Cross-sell Opportunities

- **Objective:** Boost cross-selling for restaurants and activities by X%.
- **Expected Outcome:** Increased revenue from non-accommodation bookings.



Product KPIs

Usage of Planner / Exposed Guests

- **Objective:** Measure TP usage among exposed guests.
- **Expected Outcome:** Higher engagement and interest.

Share of Conversion from Planner

- **Objective:** Measure hotel reservations completed through TP.
- **Expected Outcome:** Higher conversion rates from TP users.

Evaluation

Development Stage

The ACCOR team reviews and gives feedback during weekly meetings on Wednesdays.

The main target is to get **70% Satisfaction Rate** from the **ACCOR employees**.

- User Interface
- Functionality
- Performance
- Integration
- Overall Satisfaction

Landing Stage

A/B tests on small groups of clients.

- Estimation of **Equivalent Marketing cost** for
 - **Similar increase in conversion rates and cross-sell uplift.**

After launching



Track KPIs, analyze trends, and make necessary adjustments.



Refine AI algorithms and user experience based on analytics.



Evaluate long-term business impact and strategic alignment.



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Thank's For Listening!



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Q&A Session



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