



Perspective | 13 Feb 2024 | 5 minute read

AI's transformative role in the hospitality industry

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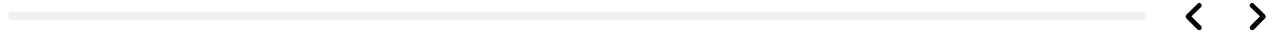
The hospitality industry, once dependent on traditional methods of guest service and operational management, is experiencing a technological revolution. The continual advancements in Artificial Intelligence (AI) are not just reshaping, but fundamentally reinventing how hotels interact with guests, streamline operations and envisage the future of travel. As we navigate this AI-driven era, the sector stands on the brink of a new age marked by innovation, personalisation and efficiency.

AI in hospitality: Enhancing personalisation

At the core of AI's impact is its ability to personalise the guest experience, which has the potential to transform service models

across a range of hotel categories. According to Deloitte's latest [European Hospitality Industry Conference](#) survey, 52% of customers believe generative AI will be used for customer interactions, and 44% stated that generative AI will be employed for guest engagement. However, understanding future consumers' needs and anticipating the customer journey is crucial for the effective implementation of front-end technology. Improper deployment of AI can harm brand reputation and guest satisfaction.

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