

# AI-driven Tourism and Hospitality Industry Transformations

**Presented by:** David Akanji

**Event:** Deep Learning IndabaX Nigeria 2024

**Conference Theme:** AI-Driven Innovation for a Digital Economy in Nigeria

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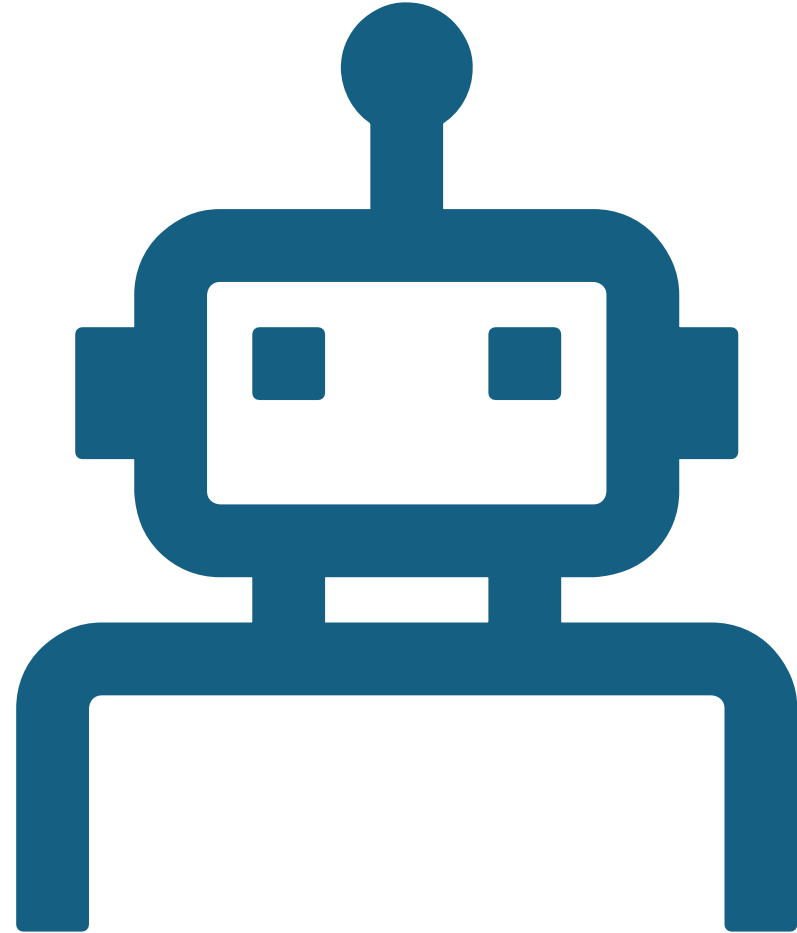
Presentation by: David Akanji

# Workshop Overview

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## Objective:

- Explore how AI technologies are revolutionizing the tourism and hospitality industry.
- Provide a comprehensive understanding of AI applications enhancing customer experiences, operational efficiencies, and data-driven decision-making in Hotel Management



# Key Impact

- **Transforming Customer Experience:**

AI delivers highly personalized services, ensuring tailored recommendations and support to enhance overall guest experience.

- **Boosting Operational Efficiency:**

Automation and predictive analytics streamline operations, reduce manual workloads, and improve resource management.

- **Enabling Data-Driven Decisions:**

AI-driven insights help businesses make informed decisions, leading to better strategic planning and increased competitiveness.

# AI in Tourism and Hospitality

## AI Applications:

- **Personalized Recommendations:**
  - Tailoring travel suggestions based on booking data.
  - Example: High booking percentage through Online Travel Agencies (40%).
- **Predictive Analytics:**
  - Forecasting trends to optimize resource allocation.
  - Example: Predicting peak seasons from occupancy rate data.
- **Automated Customer Service:**
  - Enhancing customer interactions through AI chatbots.
  - Example: Reducing cancellation rates by providing real-time support.



# Benefits of AI Implementation

## **Enhanced Customer Experience:**

- Personalized itineraries based on booking patterns.
- Real-time assistance reducing average lead time.

## **Operational Efficiency:**

- Streamlined check-in/check-out with automation.
- Improved inventory management by predicting booking trends.

## **Data-Driven Decision Making:**

- Utilizing data insights for strategic planning.
- Example: Adjusting marketing strategies based on market segment data.



## Dashboard Walkthrough

Data source:



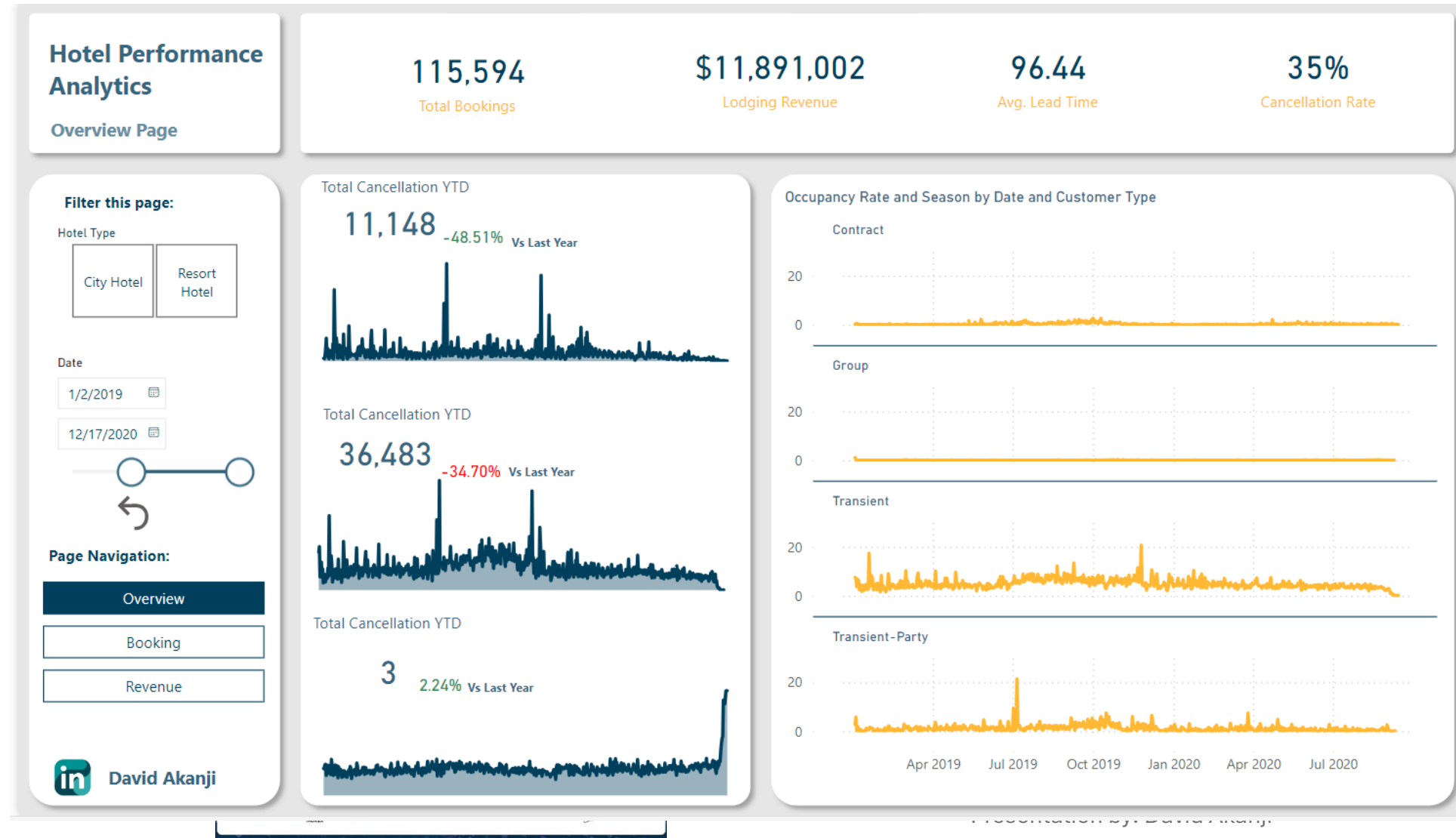
<https://forum.enterprisedna.co/t/builds-22-hotels-revenue-management/27888>



# Dashboard Walkthrough/1

## Overview Page:

- total bookings
- revenue
- lead time
- cancellation rates
- occupancy rates and
- seasonality



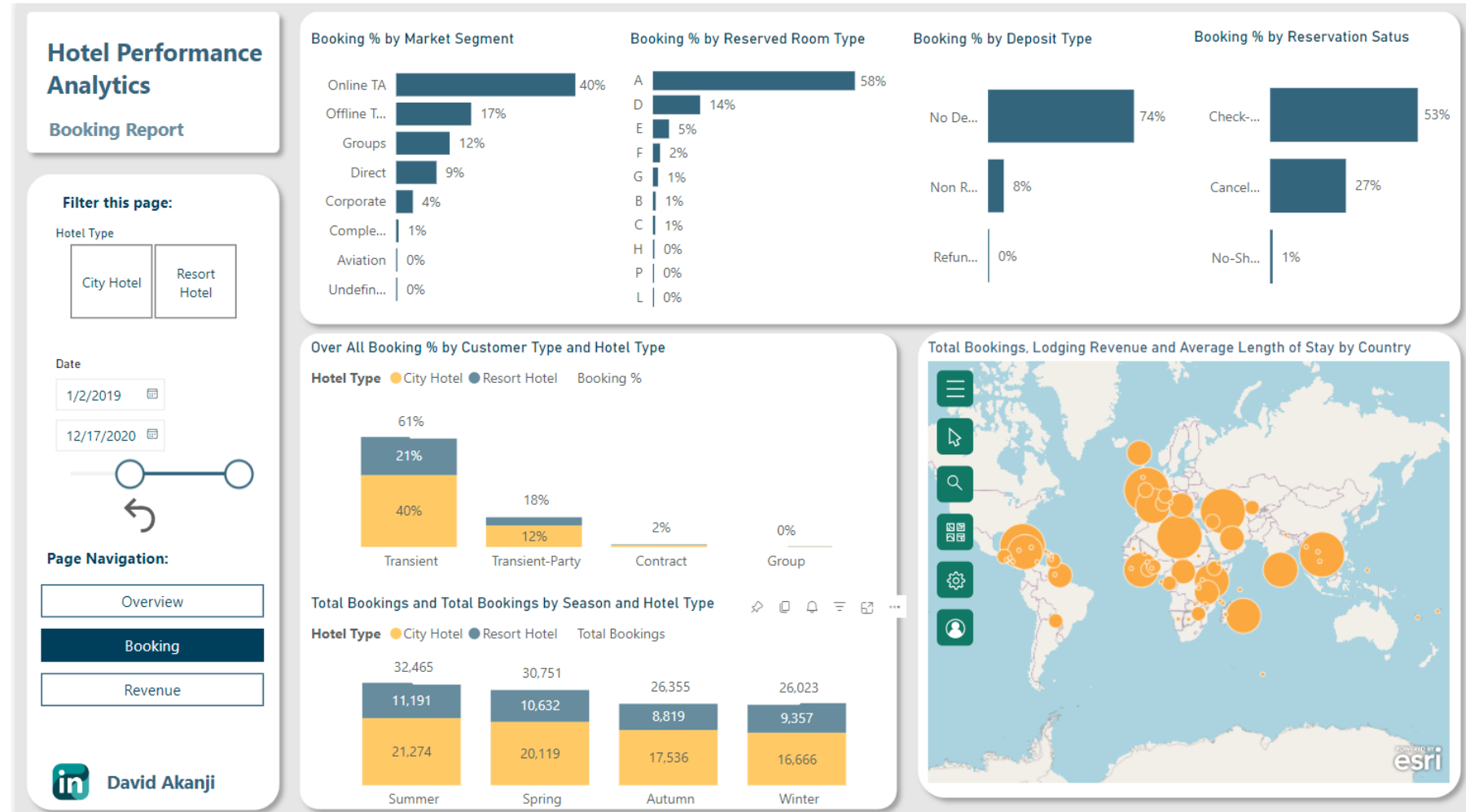
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# Dashboard Walkthrough/2

## Booking Report:

- bookings by market segment,
- room type,
- deposit type
- reservation status
- global map showing total bookings
- lodging revenue
- average length of stay by country.

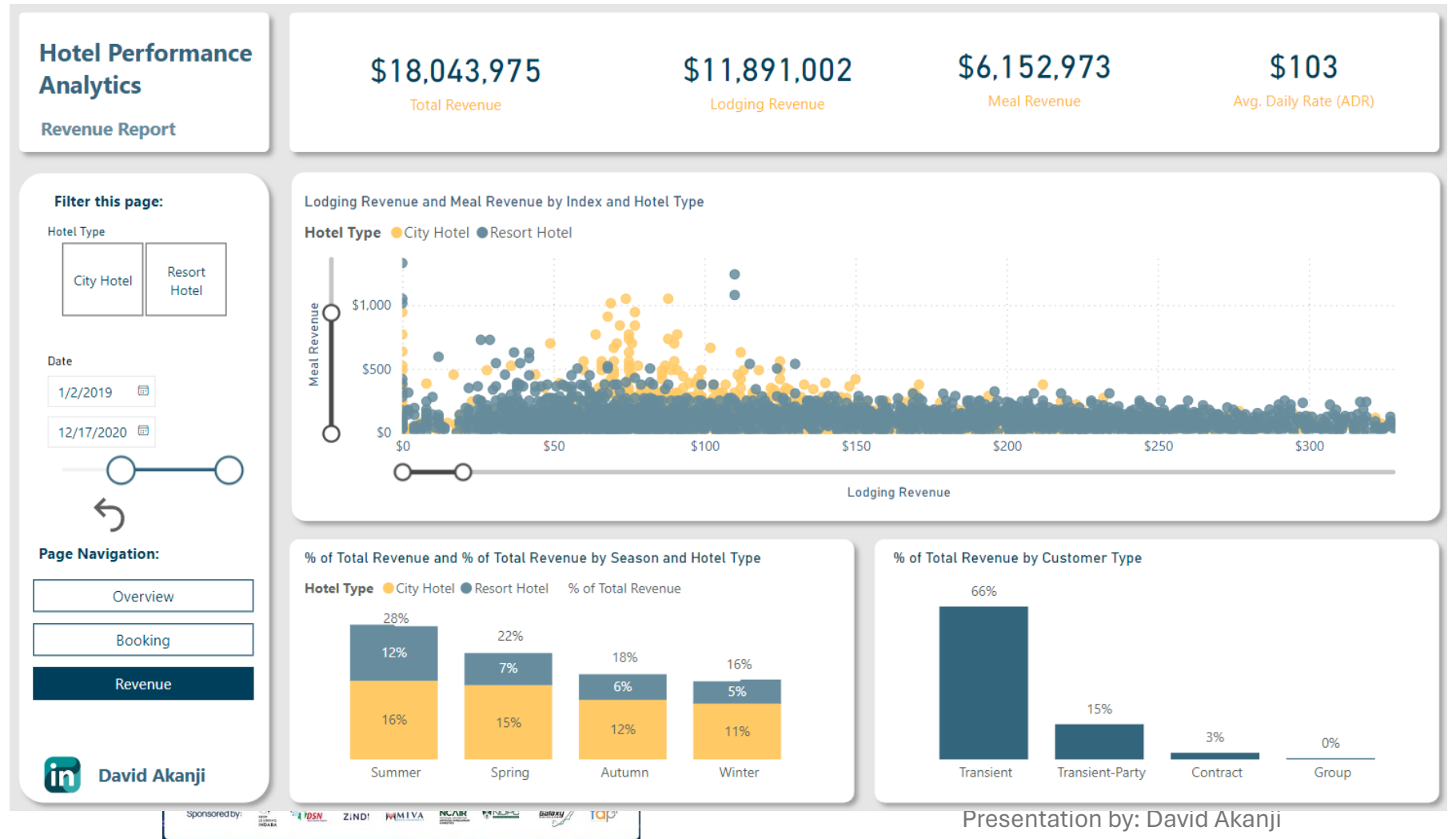


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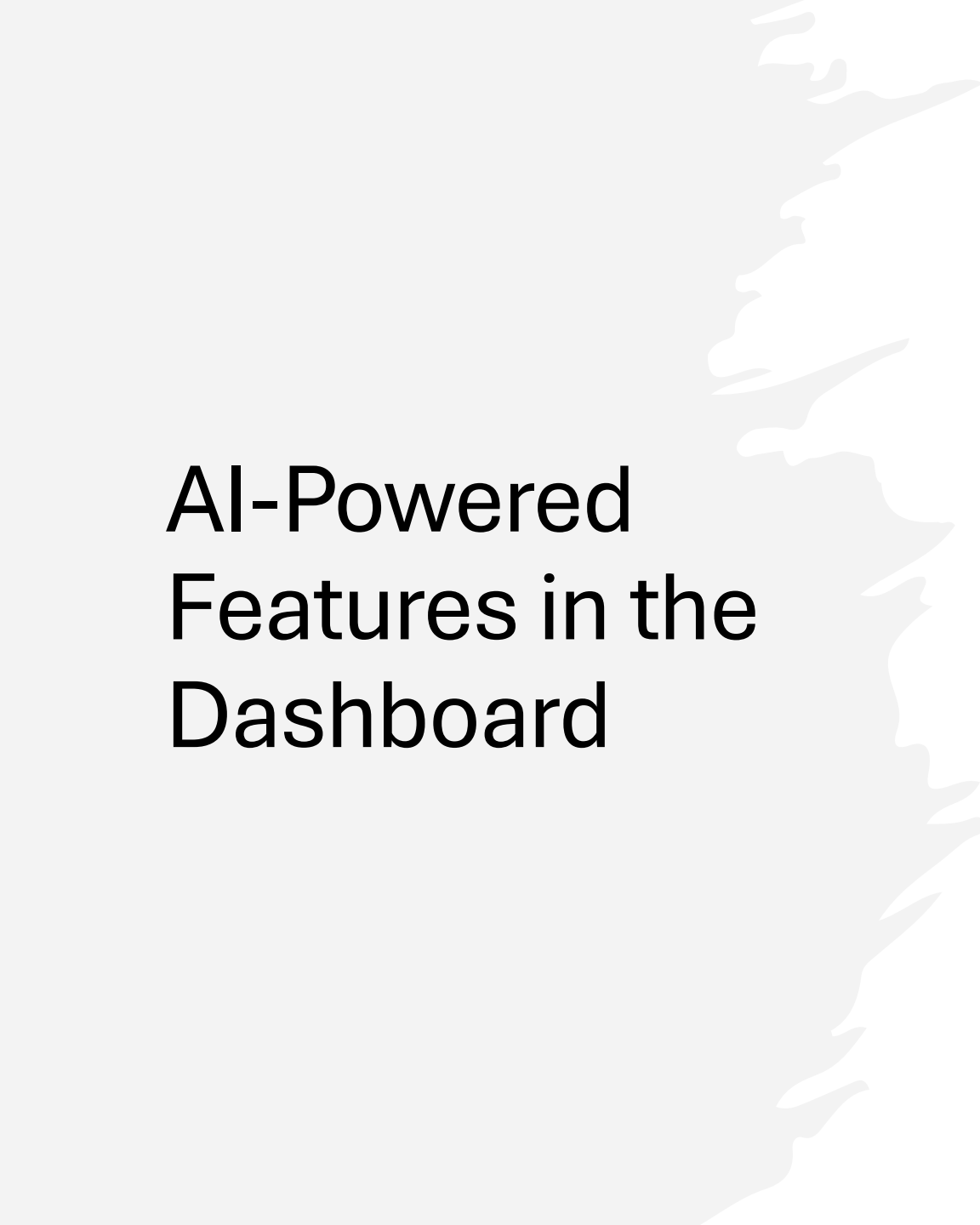
# Dashboard Walkthrough/3

## Revenue Report:

- Total revenue
- lodging revenue
- meal revenue.
- Revenue distribution by hotel type and season.
- Customer type contribution to total revenue.



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# AI-Powered Features in the Dashboard

## **Real-Time Data Integration:**

- Continuous data updates for accurate insights.

## **Predictive Analytics:**

- Forecasting future booking trends.

## **Personalized Recommendations:**

- Tailored suggestions for upselling and cross-selling opportunities.

# Interactive Demo and Hands-on Session

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# Workshop Material

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To access the materials for this workshop, visit the URL or Scan the barcode below:

<https://bit.ly/indabax2024>



## Q&A Session

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# Let Stay Connected

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