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

Name: David Akanji

Email: akanjiolubukoladavid@gmail.com

LinkedIn: https://www.linkedin.com/in/davidakanjii

Scan to connect with me

Workshop Overview

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
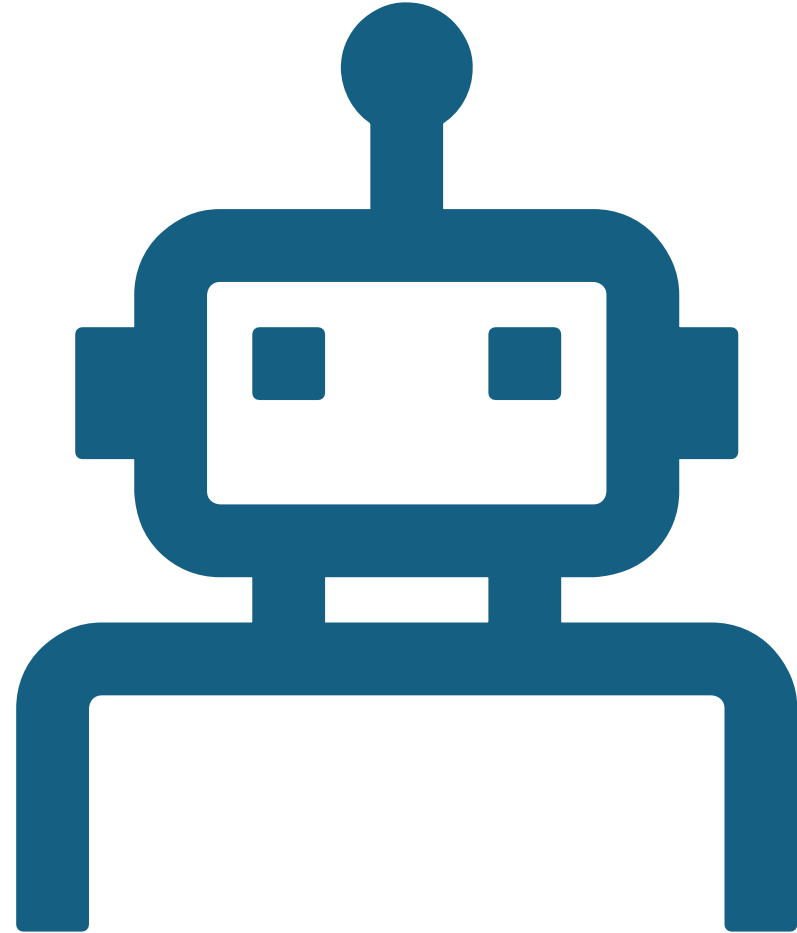
Key Impact

- **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.

Presentation by: David Akanji

How AI is helping the Hospitality and Tourism industry evolve

Improving the Guest Experience

Personalized Experiences

Revenue Management

Efficient Operations

Smart Marketing and Recommendations

Enhanced Safety and Security

Presentation by: David Akanji

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.
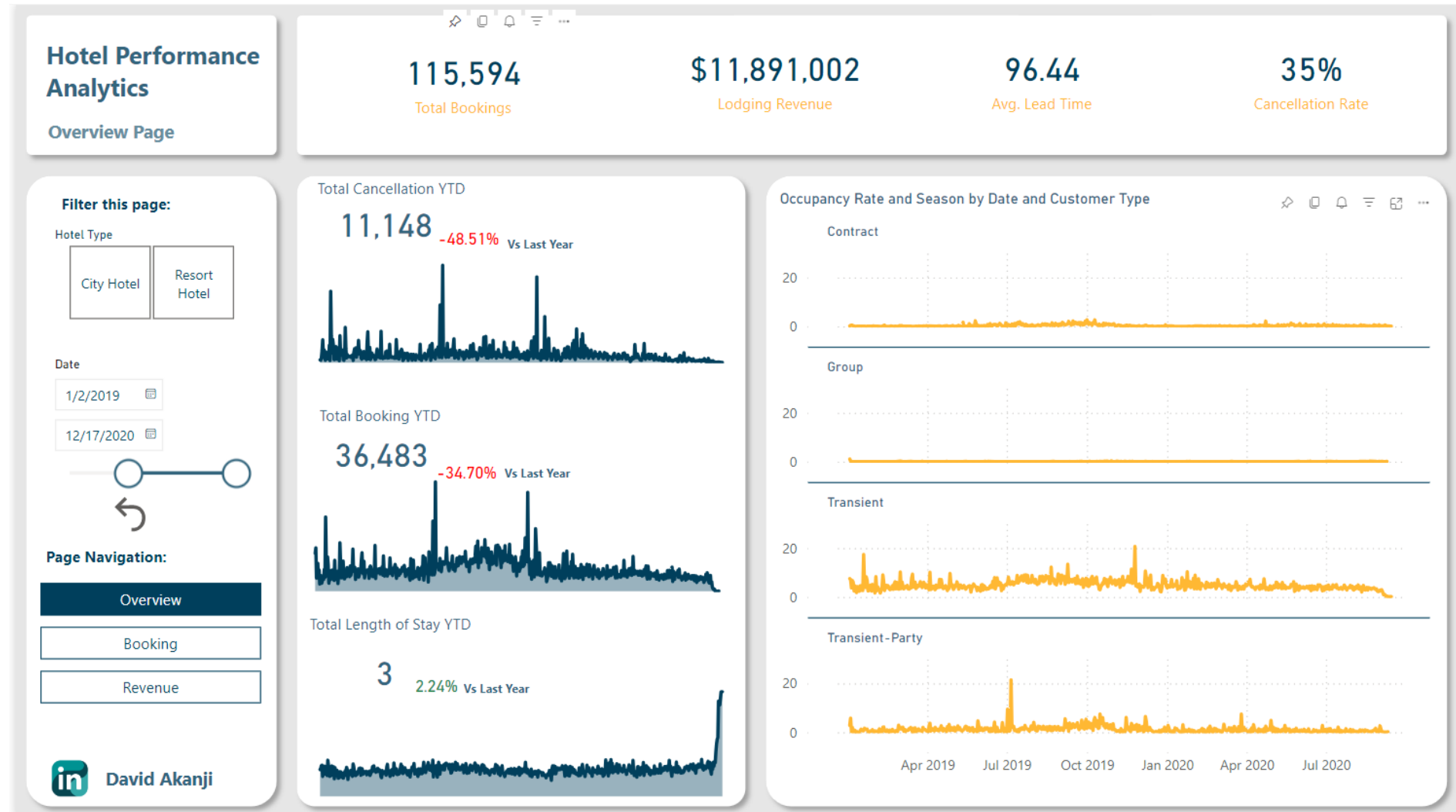
Dashboard Walkthrough

Data source:

Dashboard Walkthrough/1

Overview Page:

- total bookings

- revenue

- lead time

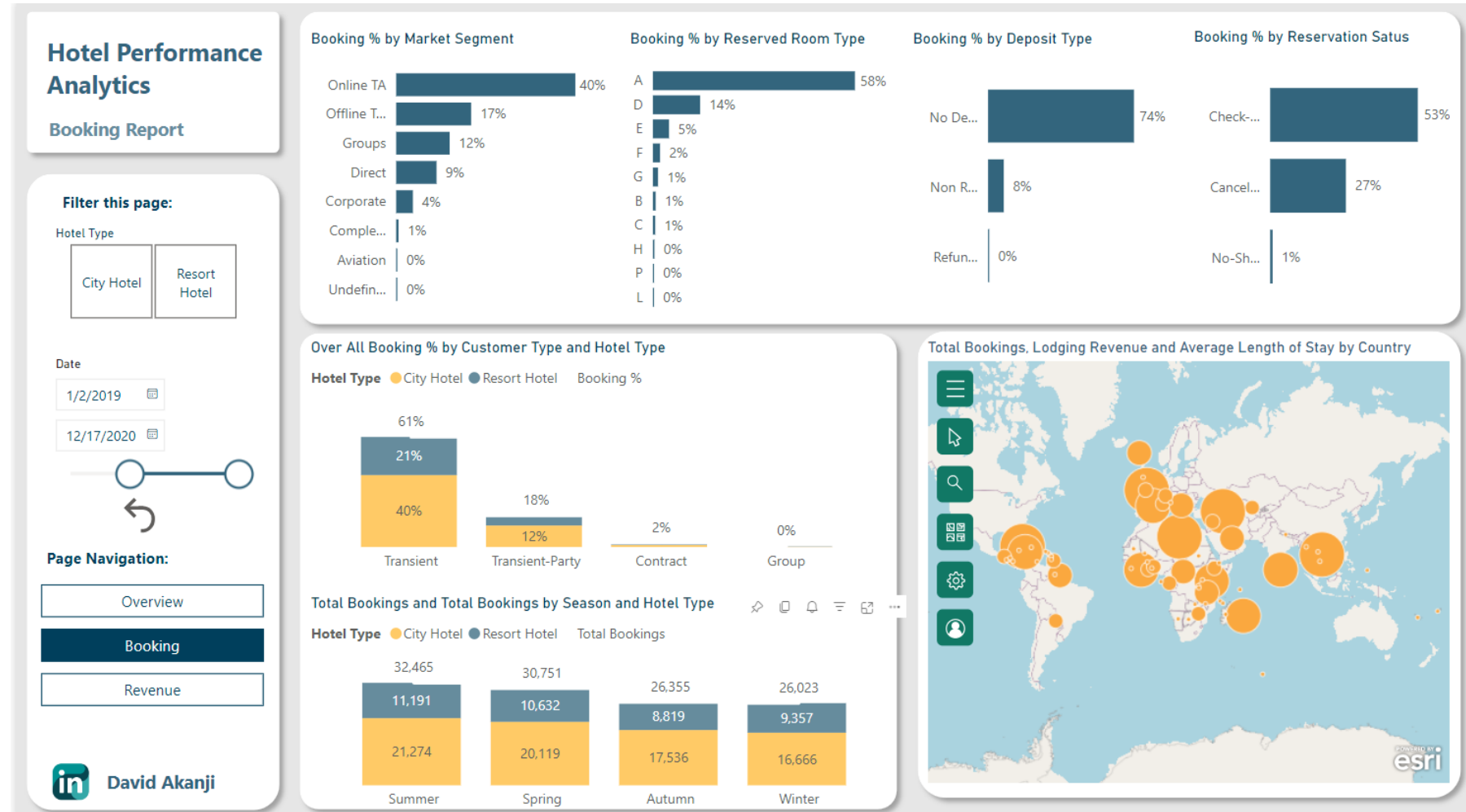- cancellation rates

- occupancy rates and

- seasonality

Dashboard Walkthrough/2

Booking Report:

- bookings by market segment,

- room type,

- deposit type

- reservation status

- global map showing total bookings

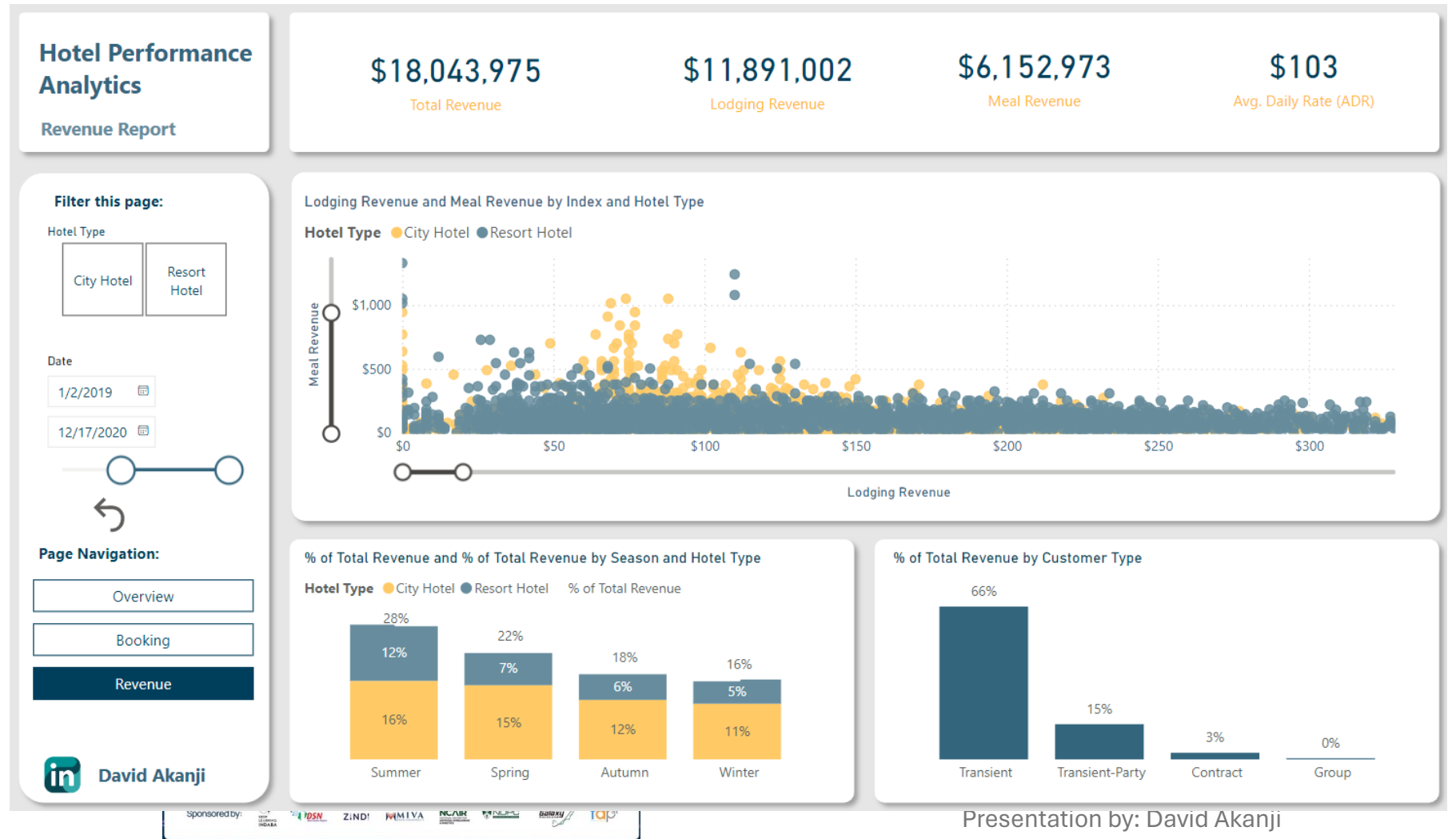- lodging revenue
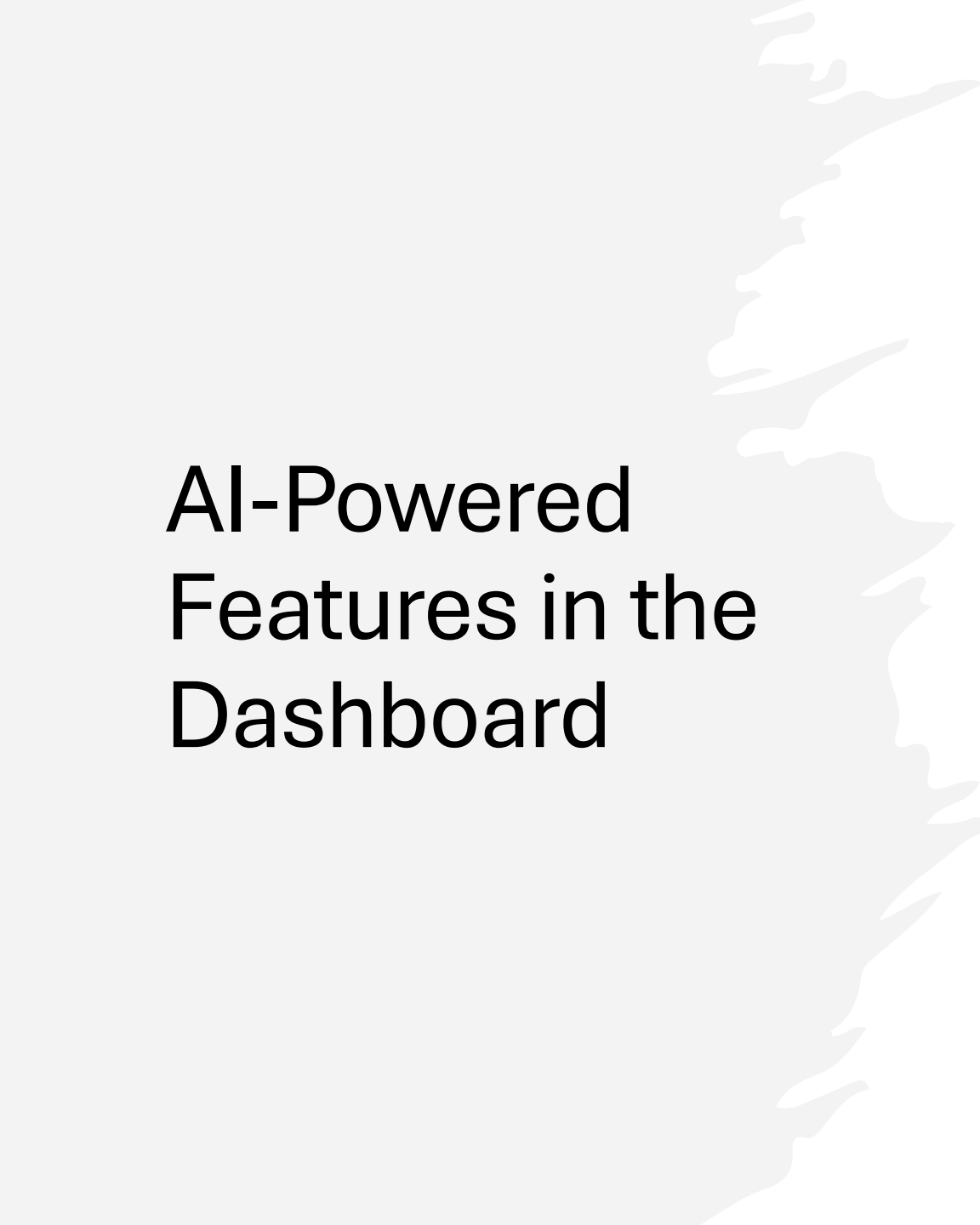
- average length of stay by country.

Dashboard Walkthrough/3

Revenue Report:

- Total revenue

- lodging revenue

- meal revenue.

- Revenue distribution by hotel type and season.

- Customer type contribution to total revenue.

6/7/2024

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

6/7/2024

Workshop Material

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

https://bit.ly/indabax2024

Q&A Session

6/7/2024

Let Stay Connected

Name: David Akanji

Email: akanjiolubukoladavid@gmail.com

LinkedIn: https://www.linkedin.com/in/davidakanjii

Scan to connect with me