

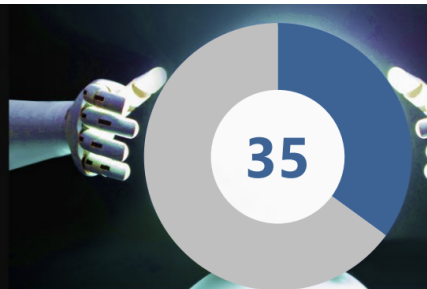
Original: Marriott International is facing pressure to innovate and review the AI strategy for its hotel brands. Marriott is the second largest hospitality player in terms of market share in Singapore. The uptake of artificial intelligence (AI) among hospitality players in Singapore and growing consumer trust towards AI engagements over the past few years has created an impetus for Marriott to review its strategies. Government support as well as successful use cases of front-facing AI solutions such as chatbots (i.e., digital concierges), service robots and automatic check-in/out systems, creates a favorable environment for Marriott to evaluate its next steps. Should Marriott deploy guest-facing AI in Singapore? If so, which AI solutions, and for which hotel brand, should be implemented?

TL;DR: Marriott International wants to deploy guest-facing AI in Singapore, does data suggest that they should. If so, which AI solutions, and for which hotel brand, should be implemented?

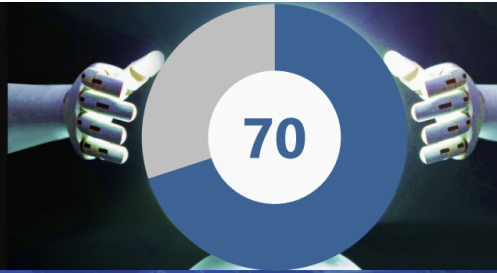
To Do: Collect data that suggests AI should be deployed

- <https://blog.pressreader.com/hotels/how-artificial-intelligence-is-transforming-the-hotel-industry>
 - 24/7 AI Customer Support
 - Room service in a few taps
 - Check In/Out without human intervention
 - Security through biometrics
 - **Multilingual Service**
 - Smart Room Personalization
- https://alfredtechnologies.com/blog/artificial-intelligence-ai-demystified-in-the-hospitality-industry?utm_term=use%20of%20ai%20in%20hospitality&utm_campaign=%5BUSA%5D%20-%20EN%20-%20Search%20-%20Inventory%20-%20KB&utm_source=adwords&utm_medium=ppc&hsa_acc=1311605699&hsa_cam=17934560839&hsa_grp=157552451961&hsa_ad=675201662614&hsa_src=g&hsa_tgt=kwd-2206458698795&hsa_kw=use%20of%20ai%20in%20hospitality&hsa_mt=p&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAjw69moBhBgEiwAUFCx2J25rQZkGzO-dFTUVhl7tZ_H0yUPi_viyLe2a_-dj4jbOcd9UQECxRoC5dcQAvD_BwE

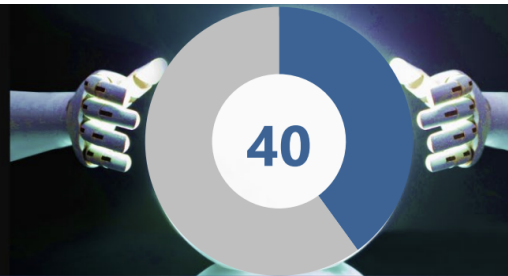
Average percentage by which AI-enabled concierge services, answering guest queries by text and/or voice, have reduced calls to the human concierge desk at several leading hotel brands



Average percentage of guest requests now handled automatically by AI-enabled response technology in hotels where it has been implemented



Percentage of American internet users today who say that they would rather use digital customer services than speak to a human CSR on the phone



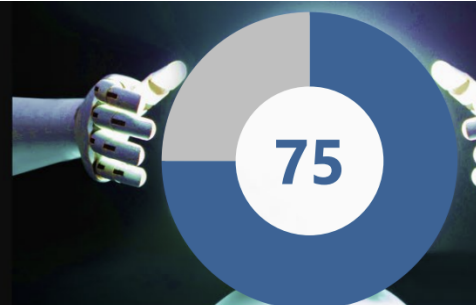
Percentage by which AI-enabled technology has been shown to improve hotel guest response and service time and/or decrease problem resolution time

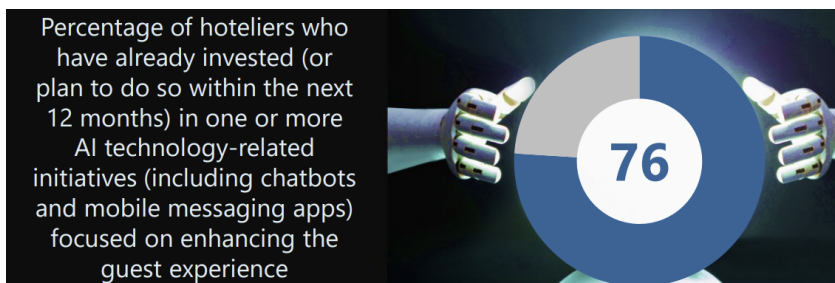
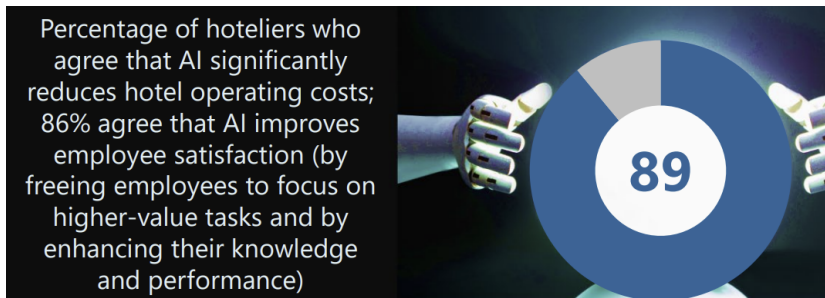


Percentage of hoteliers who "agree" or "strongly agree" that targeted personalization – i.e., presenting guests with highly relevant messages, offers and services at the right time – is one of the most effective ways to improve the guest experience



Percentage of hoteliers who "agree" or "strongly agree" that AI-enabled technology can significantly enhance the guest experience across all stages of the guest journey





- Millennials, in particular, who now account for nearly 75 percent of all hotel guests, expect nothing less than state-of-the-art platforms, applications and interfaces. Spending an average of \$4,000 per year on travel, they inhabit an always-on technology environment. Smartphones, tablets, laptops and voice-activated speakers are their constant companions throughout the course of their day. The guest service expectations of Millennials tend to be especially high in a hospitality environment, given the inherent promise of superior guest services that is the cornerstone of upscale hotels and resorts.

To Do: List AI solutions and Hotel Brands from Marriott

- <https://www.marriott.com/marriott-brands.mi>

**Discover Classic brands, time-honored hospitality for the modern traveller.
For those who lean towards memorable experiences with a unique
perspective, we offer our family of Distinctive brands.**

Classic for more old style hospitality

Distinctive for newer experiences

Both options available for all brands

- **Luxury**
 - The highest level of amenities and service
- **Premium**
 - The middle level of amenities and service
- **Select**

- The lowest level of amenities and service
- **Longer Stays**
 - Designed to emulate the comforts of home
- **Hotel AI Solutions**
 - 24/7 AI Customer Support
 - Room service in a few taps
 - Check In/Out without human intervention
 - Security through biometrics
 - Multilingual Service
 - Smart Room Personalization

To Do: Pair AI solutions with brands to be implemented

All:

Multilingual

24/7 AI Customer Support

Check In/Out without human intervention

Premium/Long Stay and up:

Room service in a few taps

Security through biometrics

Luxury:

Smart Room Personalization

<https://www.deputy.com/blog/the-20-most-common-hotel-guest-complaints>

<https://masterofcode.com/blog/generative-ai-chatbots-in-the-travel-and-hospitality-industry-use-cases#:~:text=and%20Hospitality%20industry-,Generative%20AI%20Chatbot%20in%20Travel%20and%20Hospitality%20benefits%20for%20companies,leading%20to%20higher%20conversion%20rates.>