

canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at







Demand And Occupancy Rates In The Hospitality Sector Using Artificial intelligence

Over the last few decades, the demand in hospitality business has skyrocketed but at the same time it has become increasingly complex and competitive, necessitating innovative approaches and technologydriven solutions to meet the evolving needs of guests and stay ahead in the market. Hence, this project works on the above problem by analyzing factors such as revenue maximization, customer satisfaction, cost reduction and adaption to market trends.

What do they HEAR?

Rising expectations of

guests, including

demands for unique

experiences,

personalized services,

and a seamless and

Discusses current

industry trends,

popularity of eco-

friendly lodging, and

the emergence of new

travel destinations.

Talk about the

difficulties the staff

members have in

managing peak

occupancy, dealing

with problematic

clients, and staffing

concerns.

contactless stay.

What are they hearing others say?

What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second-hand?

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in?

> Efficient operations for cost reduction and informed, innovative

Adapting to market, data-driven decisions for competitiveness and meeting expectations.

GOAL

What do they THINK and FEEL?

GAINS

Adaption,

innovation and

strategic approach

to cost control

leading to

flourishing business

What are their wants,

needs, hopes, and dreams?

Creating a

sustainable

and eco-

friendly legacy

in the industry

Creating unique

Allocate resources based on demand, predict occupancy using analytics.

What do they need to do differently? What decision(s) do they need to make? How will we know they were successful?

What do they need to DO?

Regularly assess profits, customer satisfaction, and cost reduction to refine their approach.

package discounts and unique experiences.

Partner for

Observing the rise of online booking platforms, sustainable practices, contactless check-ins and ecofriendly accomodations

Investing in customization for unique guest experiences.



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we imagine them saying?

Cater to diverse traveler preferences: business, family, eco-conscious segments, etc.

Tech integration like contactless services and Al enhanced guest experiences.

Adapting to post-

flexible

pandemic travel:

bookings, health-Advanced health conscious protocols like UVamenities, etc. C disinfection, air quality monitoring, health screening.

About market

trends,

occupancy rates,

and industry

performance

how other businesses

have managed crises,

which can provide

insights into effective

crisis management

strategies.

What is their role in the situation?

decision-making.

revenue maximization.

Hospitality experts aim to optimize hotel operations for

PAINS (~<u>1</u>~

What are their fears, frustrations, and anxieties?

Balancing sustainability goals with financial viability with rising importance of ecofriendly practices

job losses, revenue reductions due to reduced travel demand

Financial strain,

Retaining market share, coping with the rise of disruptive companies due to intense competition

selling propositions and distinguishing the brand from competitors, can help to stand out in a crowded market.

What other thoughts and feelings might influence their behavior?

A customer-centric mindset can guide decisions, prioritizing the guest experience above all else.

The resilience to overcome setbacks, adapt to changes, and continue to provide high-quality service despite challenges.

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Implement marketing: attract travelers with special packages, loyalty programs, partnerships.

Managing online reputation, review platforms, social media, respond to guest feedback.

Need some inspiration? See a finished version of this template to kickstart your work.







