



*Guide to Use*

# **AI TO INCREASE YOUR HOTEL'S REVENUE**



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# UNDERSTANDING THE ROLE OF AI IN THE HOTEL INDUSTRY



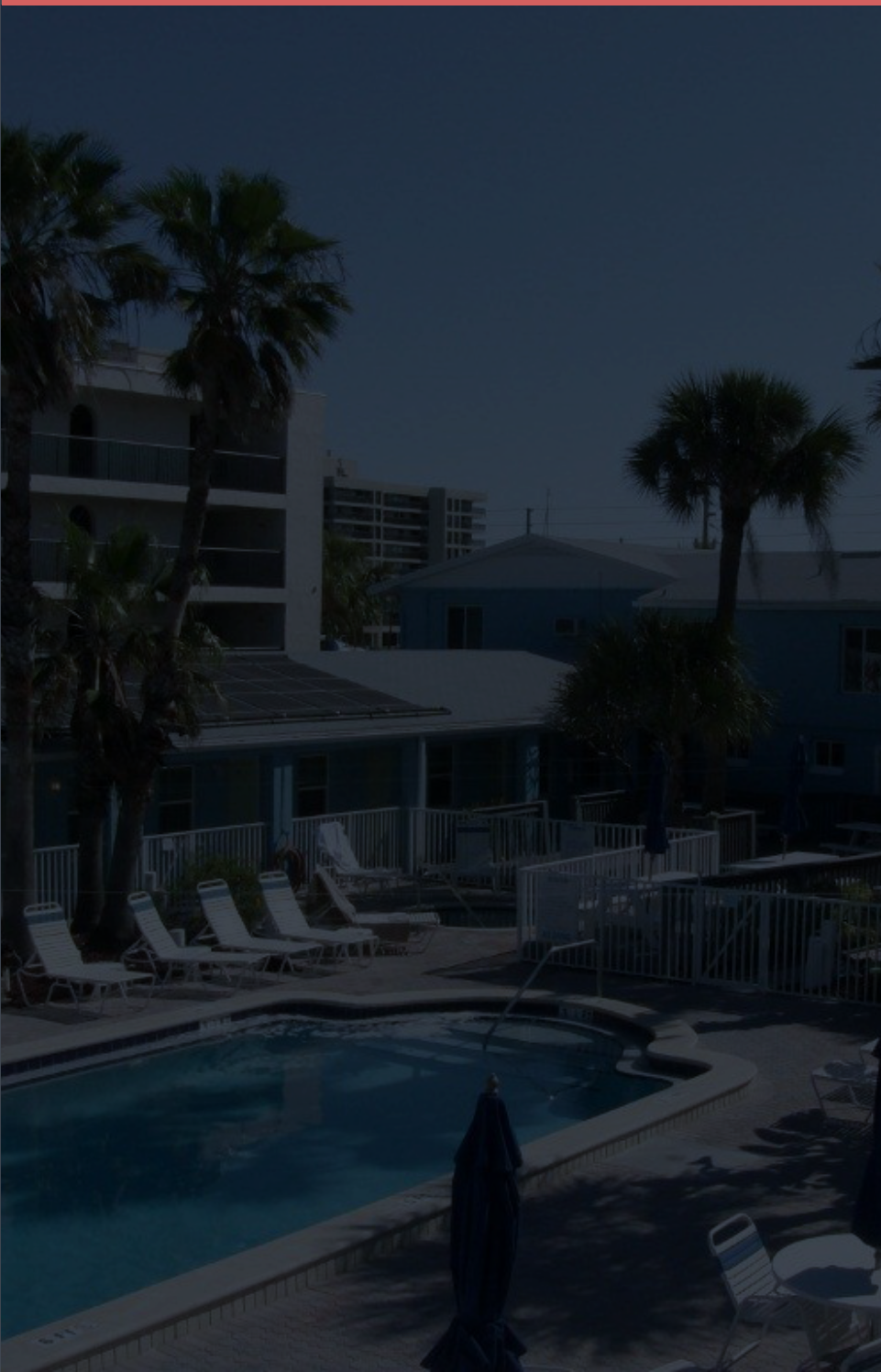


## UNDERSTANDING THE ROLE OF AI IN THE HOTEL INDUSTRY

For the past few years, text and voice-based assistants in our cell phones have been part of our lives. In the present times, we find that around 61% of businesses have implemented the use of Artificial intelligence (AI). What`s more is that we don`t mind having AI controlling our homes and, with this in mind, it`s only fair to say that the hoteling industry shouldn`t get left out either.

In the case of hotels, information can be where all the channels of data have been linked together just like the way arteries and veins in a human body are connected to perform and produce accordingly. Great accommodation experiences lead to the loyalty of guests with loyalty, recommendations, and income will surely follow.

With artificial intelligence, be sure that many tasks in the hotel industry will be streamlined thereby leading the new wave which dominates in accommodation of guests. With the artificial intelligence reshaping the hotel industry hoteliers are sure to slowly but surely provide valuable perceptions.



First and foremost the customer service is awesome. they are all so nice and very helpful. they strive hard to answer the questions in a timely manner. sometimes there is a whole team working on my issue so its done faster. The program itself is simple and really easy to understand (once you have done it a couple times). It has saved me loads of time as i am able to load items all at once instead of one at a time. Its very fast and syncs within seconds for real time availability.



The emails sent by the channel manager are spot on and very quickly sent from actual booking time to email transmission. this helps in keeping my real time availability up to date. I manage/maintain 8 properties on this channel manager and its a breeze. Admin is a piece of cake as well, i also love that you can add as many users as you want, customize their capabilities and send notifications to as many emails as you want as well. All in all the program is wonderful and so affordable. Its perfect for a big corporation or the smallest of properties. A++ in my book.

**TRISH L.**

Reservation Manager

*Liberte Management Group - Hotel Chain Property, Florida*

<http://www.libertemanagement.com/>





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# WAYS AI IS RE-MODELING AND GENERATING INCOME IN THE HOTEL INDUSTRY

## 1) WHAT THE FUTURE HOLDS WITH HOTELS USING ARTIFICIAL INTELLIGENCE

Artificial intelligence is the new technology in this era, and many businesses will be quick to use this gift to their advantage. For the hotel industry, large and small companies alike can use AI as an opportunity to be well aware of the customer and guest trend behavior.

This can be evident by the fact that algorithms are used in facial recognition, and can identify any person anywhere the same way customer's preferences can be easily predicted. The staff members can also have a chance to get a personal experience with the new technology.

In the case of guests, the processes for customer services have been automated hence giving an opportunity for the hotels to save up on costs. In this way, not only will it be simplifying the processes, but also making it easier for the customers to discover hotel offers based on the foundation of their personal needs. Customers will also be aided by big and small hotels to achieve purposeful goals as they travel.

Artificial intelligence will also create a new and unique path for the systems and applications to be automated. This will enable the hotelier and management teams to boost up their competition.

Websites for both big and small hotels can use artificial intelligence for booking and advertising their sites uniquely with the help of popular applications such as Facebook and Instagram. With the system being automated, the booking engine will remain active, and the whole process will be personalized thus making it beneficial.

Because the original goal for most hotels is not to have a digital pamphlet, this can be well implemented if a customer is to visit and book online and the hotels will receive the bookings automatically with the assistance of AI chatbot, and without any human handling.

This can prove to be more efficient. This is because the system will not only register the customer's preferences, but it will also create a platform in case the customer is international. In other words, this means that customers can book using their native languages with the help of chatbots.

With the progression in technology, platforms are offered to customers whereby they can pay using the digital wallet as they book in hotels. Some applications in the hotel industry use RFID recognition for guest services at the hotel and personalizing their experience.

AI can also give suggestions to hotel guests, about where they would be dropped off or picked up. The time is also included especially if one is travelling from the hotel to another destination like the airport.





## 2) CUSTOMIZATION

With experiences that generate loyalty and revenue, AI can revolutionize hotels' accommodation setup in a manner that will lead to guests continuously returning. This will work exceptionally well if hoteliers can tailor AI systems to meet specific customer needs such as ensuring that their preferred toiletries and guest newspapers are offered.

With automated cleaning lighting and air conditioning systems, artificial intelligence can make life much easier for the guests. AI can personalize booking experience based on the history of guests' favorites.

AI, through personalization, can give an opportunity for the hoteliers to know more about their customer's behavior from various angles. With the help of AI, you can easily carve out the entire persona of the customer because it has a 360 degrees view of every guest. With this advantage, the hotelier can connect with guests and create a brand which can be simplified as merely word of mouth advancement, and brand reliability.

With the aid of AI, work is made easier because this system is capable of giving suggestions to customers based on their history with the hotel. For example, a Tuna Casserole is suggested to a customer because of their previous orders.

The AI can also give suggestions to customers depending on their nationality. For example, the Yakitori and Sashimi meals are of-



ferred as suggestions to a Japanese guest. This way time isn't wasted and furthermore, upgrades and additional services such as spa packages are provided with the aid of customer's spending patterns.

It is wise to keep in mind that the more you know your customer, the more likely you are going to convey appreciated consumer experience, and personalized offers. Through data analysis, you can keep guests enjoying the services offered by the hotel. In addition to this, hoteliers will be conversant with the preferences, future choices and future patterns hence giving their hotels room to earn more devotion and loyalty which in turn will lead to more revenue generation.

How can the customers show their satisfaction in the services offered? They leave their comments via any social media available, and these comments can be used in the advertisements of the hotel on its website.

AI can learn from the historical records of any customer's buying and preference patterns. With this feature, hoteliers can do away with boring e-mails or advertisements thus increasing the 77% occupancy rates of hotels in the UK.

With AI, customers can enjoy digital accommodation whereby everything in the room from the Television to the lighting, are all controlled by the use of the registration card and the scan of the customer's ID.

## DEMAND IN SPECIFIC DEVELOPMENT FOR-PROFIT INCREMENT

Because of seasonal changes and the demanding nature of the accommodation industry, hotel businesses have adapted to meet with the solutions necessary for the unpredictable and rush holidays. Through the use of AI, hotels can earn a lot from the prediction of future market demand patterns in an intelligent way. If hoteliers can forecast the demand shifts of consumers, they can easily design a plan to take advantage of the services being offered together with the price standards.

This concept has been adopted from the use of artificial intelligence, in the prediction of the stock exchange patterns in businesses and this has contributed both in terms of labor and financially to the business industry. If the 45,000 hotels in the UK are to use a dependable and sturdy AI, system, they will remodel, and renovate their operations with an assurance of increased net profit income.

In the hotel businesses, AI can give a presentation of how one's meals are made not just the menu. If you are dining with someone, you can easily order food digitally you don't need a waiter to take your orders. What is even better is that if you are done with your meal and the bill is given to you, it is not a must to pay it then just in case you are staying in the hotel for the night instead, you can pay via your digital wallet if that is your preference.

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## CONCLUSION

**Artificial intelligence no doubt will be the next trend when it comes to customer experience. The hotel business positions itself to benefit from this technology by tapping into audiences from social media both uncontested and without breaking a sweat. AI, over the next decade, will be the key to opening the hotel business with the learning technology and near-endless amount of data. With this kind of technology, both big and small hotels will be able to overcome barriers of common skills, complications, and levelness. With that, we hope that you have gained a lot from this article.**





"mycloud PMS runs at its best to ensure the smooth efficiency of our front office department; it also keeps an accurate track record of statistics for the management team in order to make vital decisions. In addition, its POS system helps enhance food and beverage sales."



**ALEX BRESSERS**

MANAGING DIRECTOR | BYD LOFTS BOUTIQUE  
HOTEL & SERVICED APARTMENTS

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## ABOUT MYCLOUD HOSPITALITY

mycloud was developed by Prologic First, an independent, private company with over a decade and a half's experience delivering end to end technology solutions to the hospitality industry across the UK, Asia, Africa and the Middle East. One of the biggest barriers to adoption and usage that legacy systems face is the license and implementation cost which can run into thousands of pounds and is a big deterrent for hotels in adopting new technology. Looking at the current trend in technology in the hospitality sector, cloud computing is considered to be the biggest disruptive technology and changer. We provide you with an easy to learn, state of the art integrated solution for your hotel management needs as well as providing an online presence at a much lower cost. In fact, mycloud may very well be at a lower cost than the cost of maintaining your legacy systems when you also take into account the loss of revenue due to errors and inefficiencies to which legacy systems are prone.

mycloud Hospitality provides cutting-edge integrated solutions for all aspects of hotel management, including revenue management solutions. Our services are reliable as well as cost-friendly.

Contact us today to find out how to boost your hotel business through cloud technology solutions!

### Schedule a Hotel PMS Demo

(Our online demo takes about 30-60 minutes and you would need a desktop or laptop with microphone, speakers and Internet connectivity. Time shown here is in EST (Eastern Standard Time, -5:00 GMT)

**Award-winning hotel solution** by [financesonline.com](http://financesonline.com), hotel owner technology 2017, [softwaresuggest.com](http://softwaresuggest.com), [softwareadvice.com](http://softwareadvice.com) & [getapp.com](http://getapp.com) with capability user rating of 4.39.

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