



Where Hospitality Meets AI

Spending on travel and leisure is expected to [rise to \\$8 trillion](#) by 2030, as more and more consumers are choosing to spend money on experiences vs. things. With warmer, longer summer days on the horizon and inspiration coming from timely events such as Cinco de Mayo, the Kentucky Derby, Independence Day, and a royal wedding, consumers are likely to feel optimistic and be primed to book exciting adventures.

This seasonal optimism brings with it a tremendous opportunity for the hospitality industry to create personalized experiences that are intensely memorable, yet operationally efficient. From AI-powered planning tools to dynamic chatbots to highly personalized rooms, the key to transforming the human business of hospitality lies in artificial intelligence (AI).

Trip Planning Inspiration

Whether you're in the thick of planning a vacation or just daydreaming about one, artificial intelligence can help provide inspiration based on your tastes, needs, and availability. AI trip planning tools can allow consumers to virtually explore potential destinations, understand the best time to travel, and secure the best deals. Here are just a few examples of how AI can inspire your next trip.



Airbnb: Rental company Airbnb hopes to immerse its guests with destinations and experiences, not just with accommodations. Through [augmented and virtual reality](#), Airbnb plans to provide 3D scans of rental options to give renters a better sense of the space they are renting, and down the line, will allow travelers to explore potential destinations and plan vacations remotely.



KAYAK: The [first in the travel industry](#) to launch hands-free booking capabilities on Amazon Alexa for hotels. While you could previously ask Alexa to search for hotels via KAYAK, you can now ask Alexa to have KAYAK book your travel arrangements.



Walk and Explore: IBM Watson can help travelers discover a whole new world. [Walk and Explore](#) is a smart mobile app that leverages AI to help users make the most of their travel experiences. Considering factors like the user's age, gender, and travel interests, it can create personalized activity agendas that users can modify to their liking, helping the tool to get learn over time and provide even better recommendations.

Enhancing Hotel Services

AI-powered chatbots and concierges are on the rise, and could soon be coming to a hotel near you. These tools are making it easier for guests to communicate with hotels without having to wait on line or pick up a phone, simplifying the travel experience for guests throughout their journey. What's more, they can learn and improve over time to create hyper-personalized experiences, enhancing consumers' hospitality experiences through AI-powered care, support, and service.



Hilton's Connie: Next time you visit a Hilton Hotel, you might get a chance to meet Connie. Named after founder Conrad Hilton, this two-foot tall AI-based concierge [powered by IBM Watson](#) can interact with guests at the front desk and can recommend restaurants, provide directions, and more. Best of all, the data that Connie collects from these interactions can be leveraged by Hilton to enhance their service offerings for guests in the future.



Savioke's Relay Robots: The Renaissance Hotel near the Las Vegas Convention Center has two new special staff members. Their names are Elvis and Priscilla, and they are a pair of [Savioke's Relay robots](#), which take the pressure off of human concierges and help deliver items to guests during peak hours, like a bottle of water, a forgotten tube of toothpaste, and extra towels. They can be programmed to call an elevator, navigate throughout the entire property, and can even ring a guest's phone when they arrive at the right door.



Marriott International's "Chatbotlr": Marriott's Aloft Hotel brand recently introduced [Chatbotlr](#), a chatbot that gives guests the option to request hotel services via text message directly from their smartphones anywhere and anytime. Through natural language understanding and machine learning, Chatbotlr gets smarter over time, and can provide information about the hotel, play the hotel's AloftLive playlist, or connect them with the front desk — whether or not they're on hotel property.



Cosmopolitan Las Vegas's "Rose": Need advice on where to eat or what do to? The Cosmopolitan Las Vegas hotel's chatbot, Rose, is at your service. Rose can provide a VIP experience through access to select hotel restaurants, bars, and clubs, allowing guests to not only skip lines and avoid entrance fees, but also secure hard-to-get reservations. Rose is known to crack a joke or even be flirty — but rest assured, what happens in Vegas stays in Vegas.

Personalizing the Hotel Rooms of the Future

[Bret Greenstein, Global VP of Watson IoT at IBM](#) says that adding AI to a hotel room is the next logical extension of what we already use at home — but better. Hotel guests will soon be able to set the temperature of their rooms in advance, adjust the firmness of beds, and even upload their own artwork. The hospitality industry is betting on the fact that if the experience is just right, guests will come back for repeat visits.



Watson Assistant: This March, IBM announced its [Watson Assistant](#), which combines AI with the cloud and the Internet of Things to automatically update a guest's hotel reservation if their flight is delayed, automatically check guests into their hotel when their flight lands, and upon arrival to the hotel, update the room with music, lighting, and temperature preferences. These preferences can be synced to smartphones, calendar, and email via in-room technology



Wynn Las Vegas: The Wynn Las Vegas hotel plans to upgrade its already exceptional luxury custom experience. This year, the hotel [will digitalize its 4,748 hotel rooms](#) by integrating the Amazon Echo, giving guests control over room lighting, temperature, TV, draperies, Echo's personal assistant services, and more.



Voice Enabled Cognitive Rooms: IBM Watson, in partnership with Harman Professional Studios, has created [Voice Enabled Cognitive Rooms](#) that enable guests to leverage a two-way speaker system, touch screens, or wall displays to ask for extra towels, order room service, or ask for specific hotel information. The system responds to voice commands and questions based on the context of the room in which the sensor is located.

As consumers plan their summer adventures, they are likely to encounter a growing number of AI-powered hotel experiences. And while they may miss the human touch of a smile or handshake, these planning tools, concierges, chatbots, and room personalization options can help to improve the level of service during their stay — keeping them coming back for more.