

Breaking Barriers Gen AI for Hospitality

November 14th, 2024
HOSPACE - London

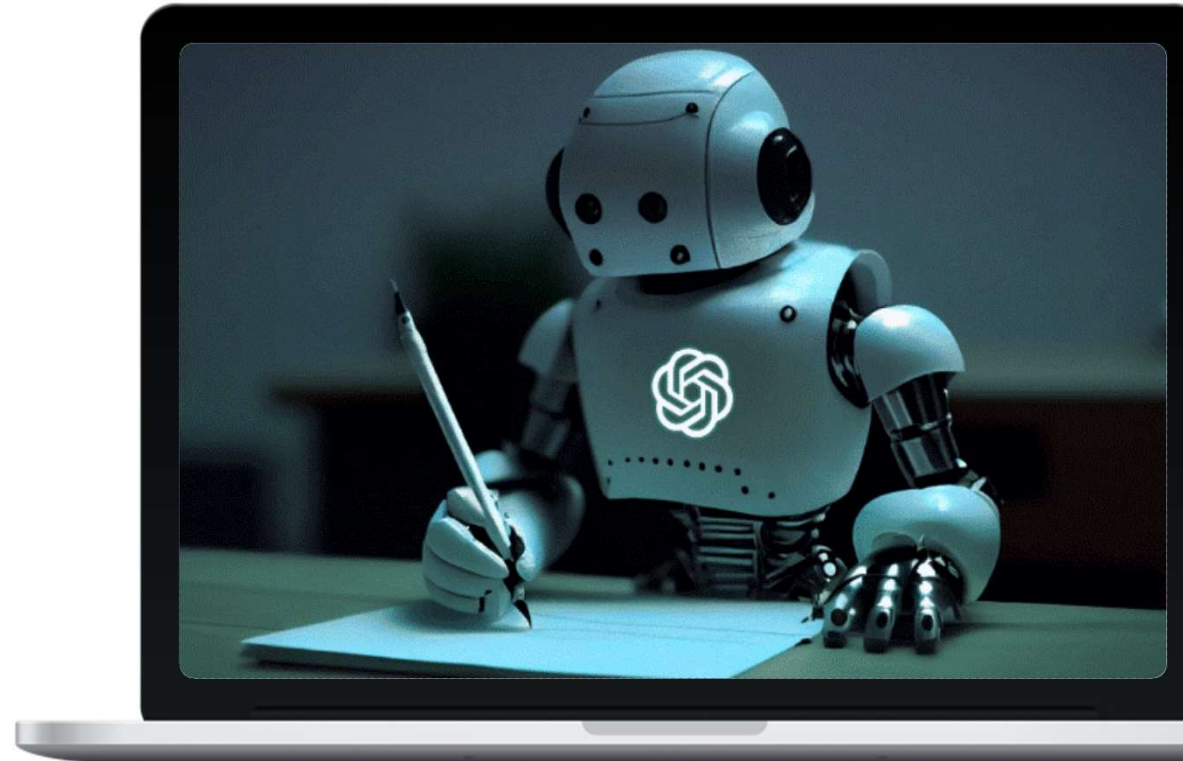


David Poprawka
Solutions Consultant – Global Products



Quick Question:

- D You**
Will AI replace Hotel Revenue Managers ?





No, AI is **unlikely** to completely replace Hotel Revenue Managers.

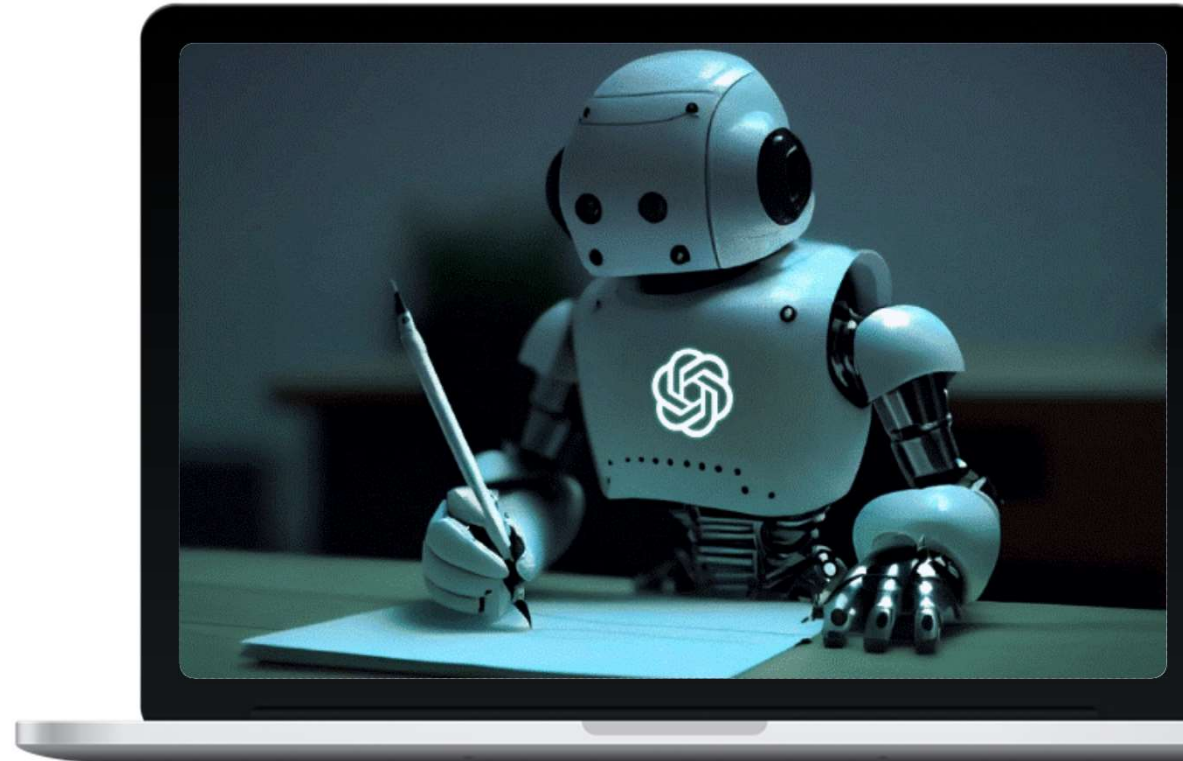
AI can enhance their capabilities, but human judgment, adaptability, and relationship management skills remain crucial in the hospitality industry.



Follow up Question:

D You

Then what makes Revenue Managers so irreplaceable ?





The hotel industry is subject to continuous change, influenced by factors such as seasonality, global events, and emerging trends. Revenue managers need to **adapt quickly and creatively respond** to new challenges and opportunities. While AI can provide insights, **human adaptability and creativity** are essential for navigating unpredictable situations.



D You

Reality Check: I don't remember a day when I had enough hours in the day to be creative at my Job.

How can AI help me in adapting to the new world.

Let's break things down ...





Data & Data Model Innovation

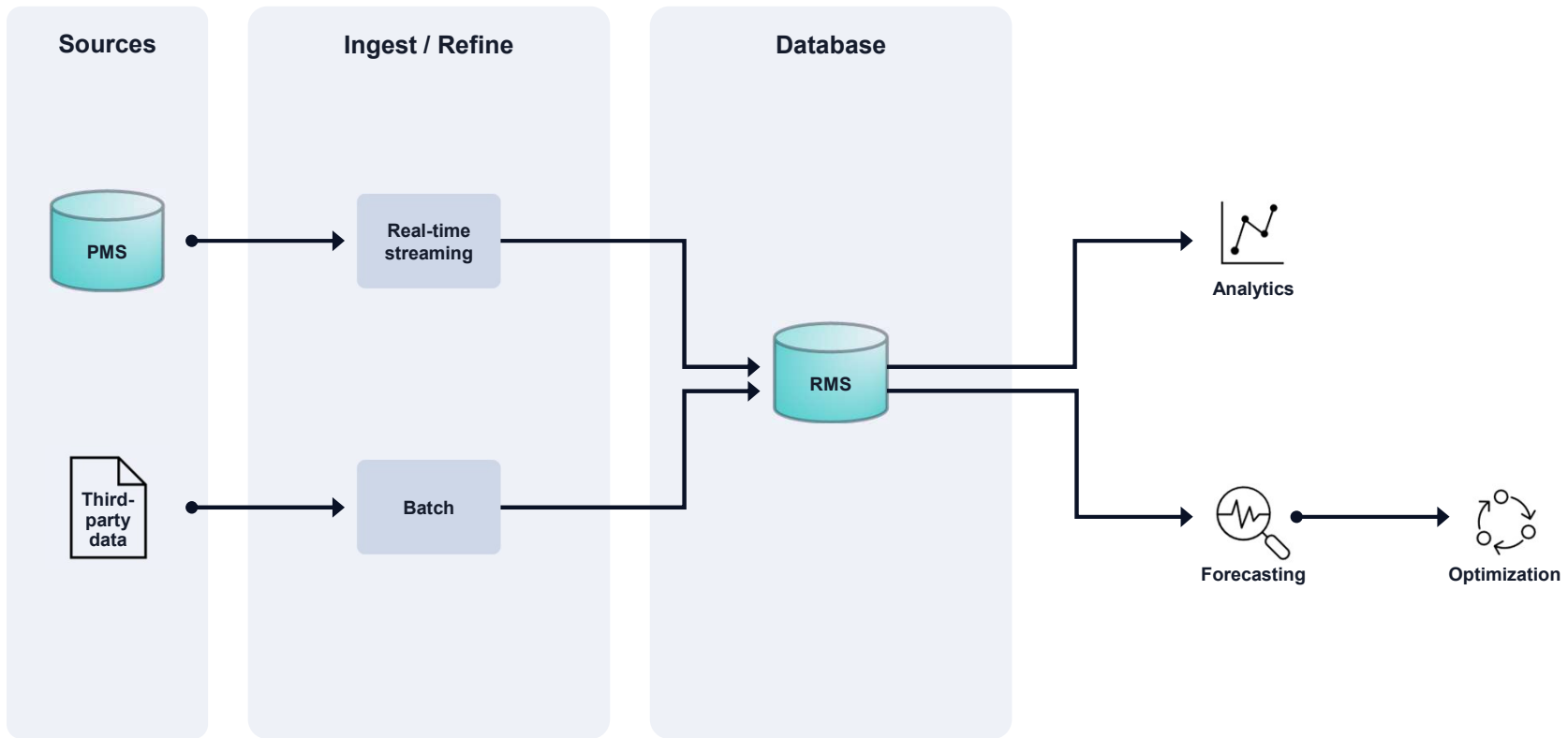
“

Infor RMS, if my function space bookings don't start picking up soon for December 15th, give me 3 scenarios of how I can maximize my total revenue with the other revenue streams.

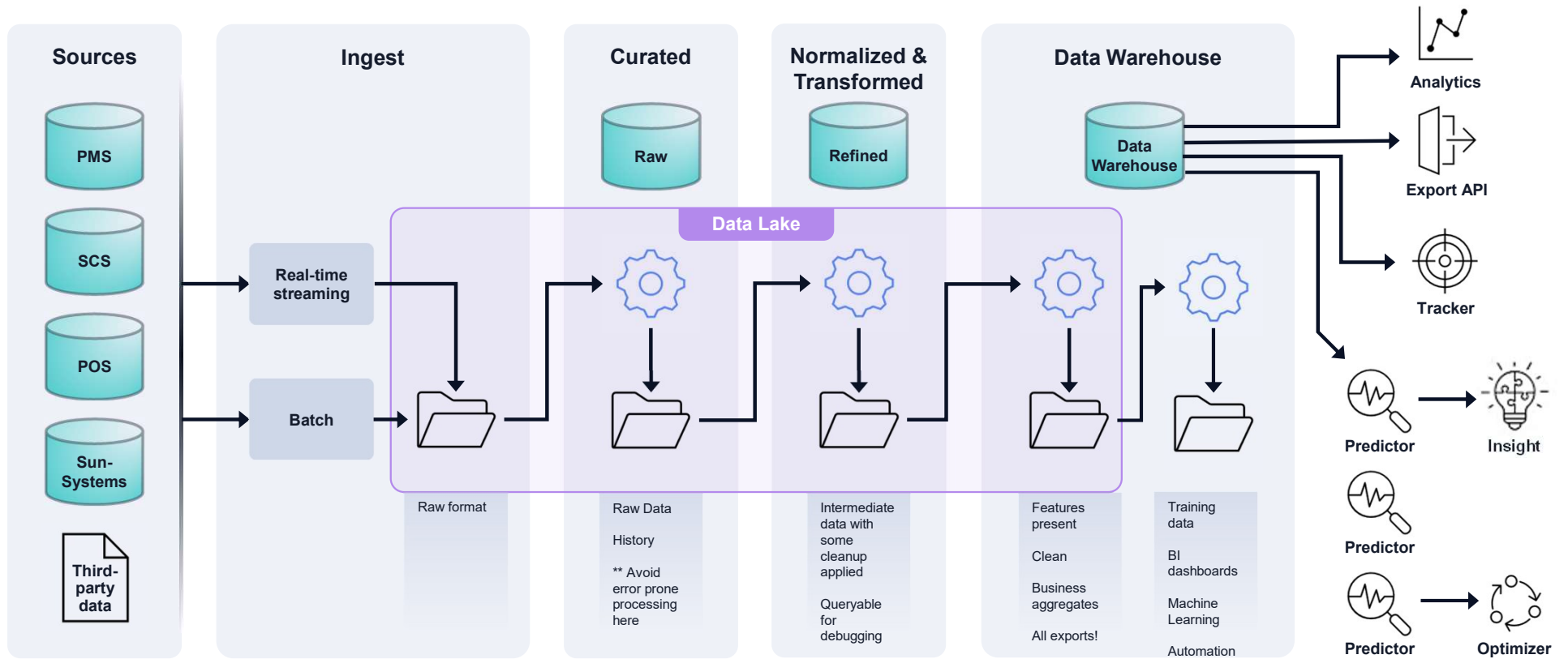
“

Infor RMS, if the Microsoft account promises to start booking Sunday arrivals too and book 3 medium-sized functions throughout the year, what price can I propose them on a one-year contract?

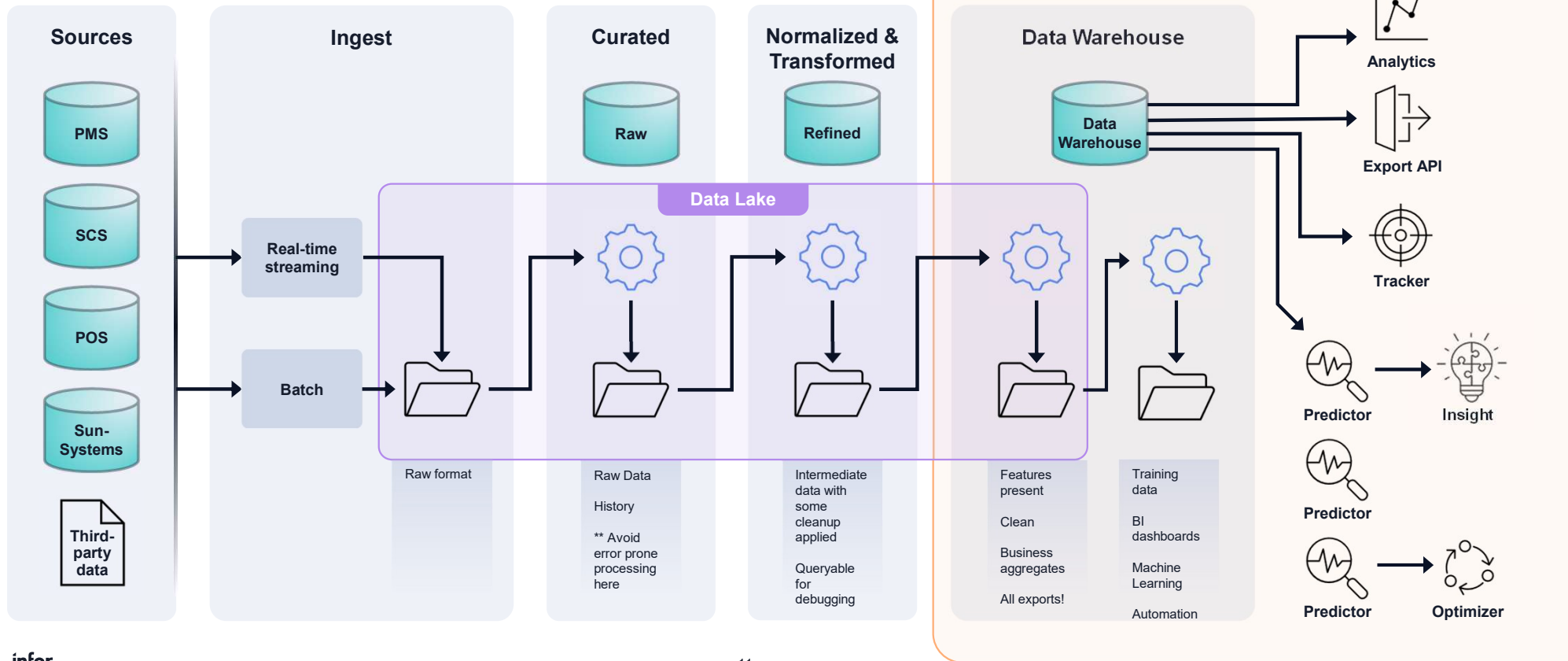
Data Flow – Step 1



Data Flow – Step 2



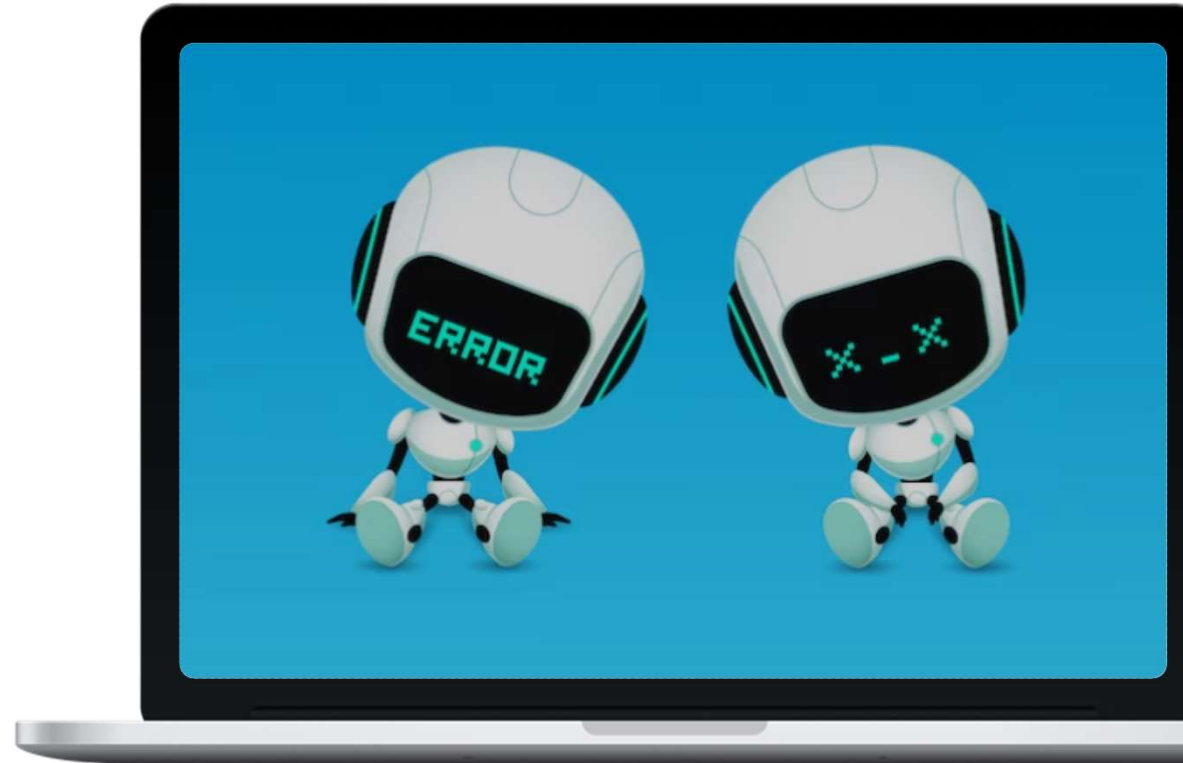
Data Flow – Step 3





Wow David, this was so BORING, you managed to make an AI fall asleep.

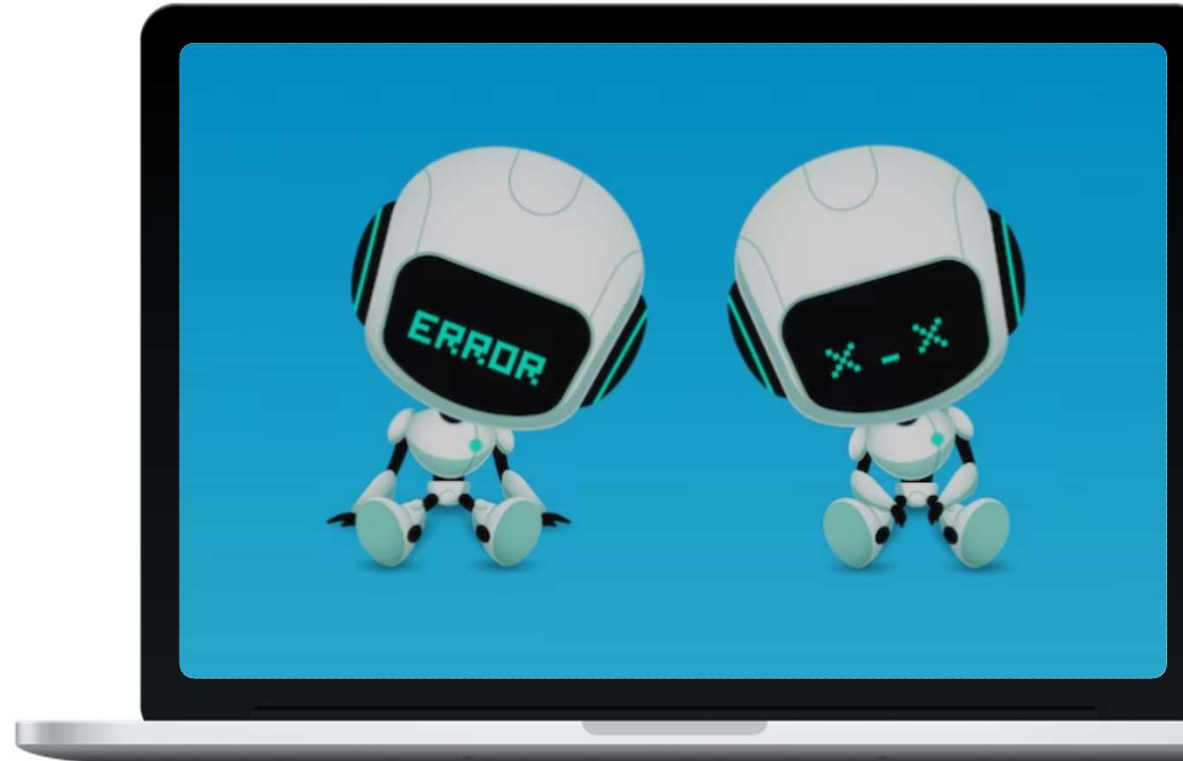
All I hear are AI buzzwords but **how does that actually help you ?**



D You

You have a point. Why don't we look at the whole topic from a different angle.

What If ...



01

... we look at the
different users first

14



Great, I can't wait.



Need #1

Every user behaves in different ways ...

1.1

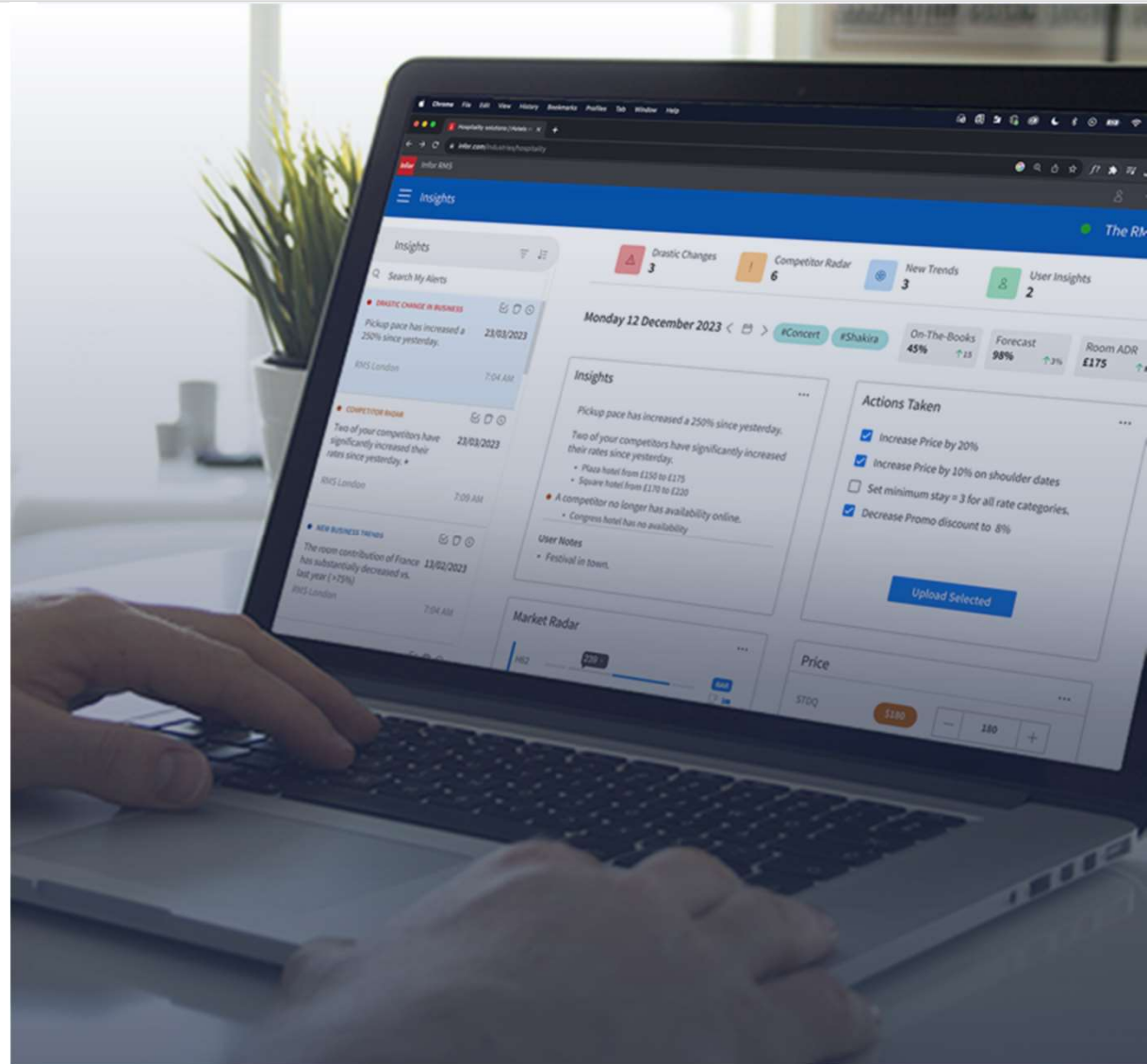
You

Hyper Personalization of content is not a luxury, it is a necessity to bridge the generation gap, increase user adaption and identify actionable insights.

ChatGPT

Okay, help me understand better.

infor



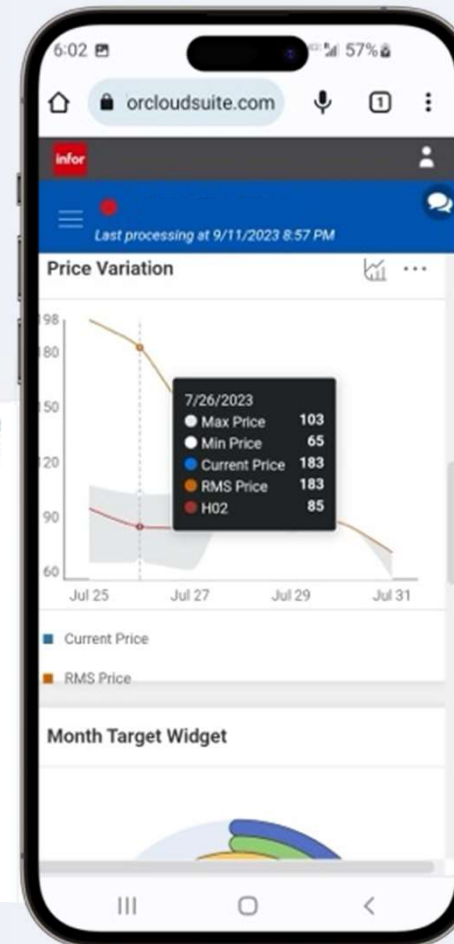
1.2

One system that fits any user persona

- Profile and needs analysis done for EACH possible user persona; all functionality built in response to these needs
- Modular library so every user persona can have a specific experience in the system to optimize engagement
- If hotel chain, HQ can maintain templates by category, brand or user persona

1.2 Ex.

Persona	About	Mission	Challenges
Revenue Manager Relay (FO, GM, ...)  Nic	 <ul style="list-style-type: none"> • Potentially limited RM understanding • Very operational • Multi-tasking 	<ul style="list-style-type: none"> • High operational involvement • RM relay in the hotel • Ensure pricing is coherent with demand and market • Drive RM strategy and RM spirit inside the hotel • Understand and support RMS actions 	<ul style="list-style-type: none"> • Important workload and limited time to allocate to RM • Overload of data • "Know how" and tasks prioritization • Challenging self-assessment


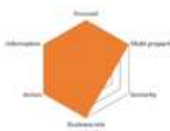


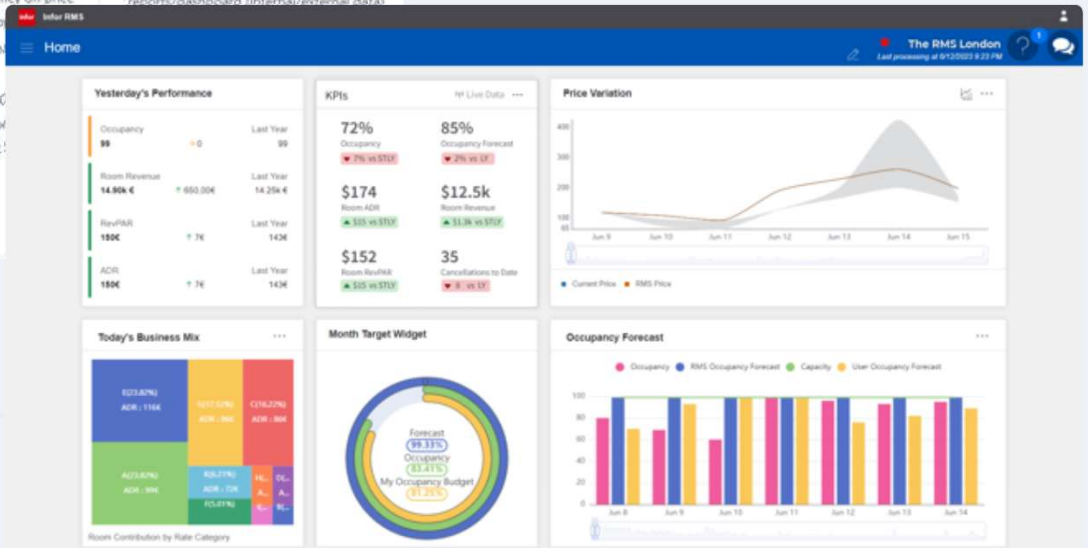
USER PERSONA 1

Front Office – RM Contact

- Short term actions
- Simplified pricing
- Quick data insights on hotel & competition

1.2
Ex.


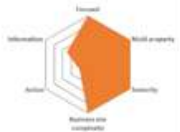
Persona	About	Mission	Challenges	Needs
<p>Revenue Manager on Demand</p> <p>Remote Consultant</p>  <p>Trudy</p>	 <ul style="list-style-type: none"> Various backgrounds: <ul style="list-style-type: none"> Junior RM, Regional RM, experienced RM From within or outside Accor Resort, business, cluster 	<ul style="list-style-type: none"> Provide a tailored RM approach to each hotel in portfolio while not being on-site or even in the region Optimize total revenue Optimized market share System health Communicate strategic directions towards revenue optimization (eliminate non-revenue related activities) 	<ul style="list-style-type: none"> Juggle from one hotel/market to another Speed of induction in the hotel towards taking actions (market learning curve + data quality) PMS data quality control from remote Multi-tasking Quick visibility on opportunities Transparency on price changes by Need to be actions Provide RM covered pr or Market! 	<ul style="list-style-type: none"> Simplified automated pricing with summary backup to provide to hotel Advanced in-system training on RM principles Customized to-do list with interactive links to reports/actions. <ul style="list-style-type: none"> Interactive walk-through of tasks System maintenance notifications Share ToDo list with other properties/users Scheduled and customizable reports/dashboard (internal/external data)

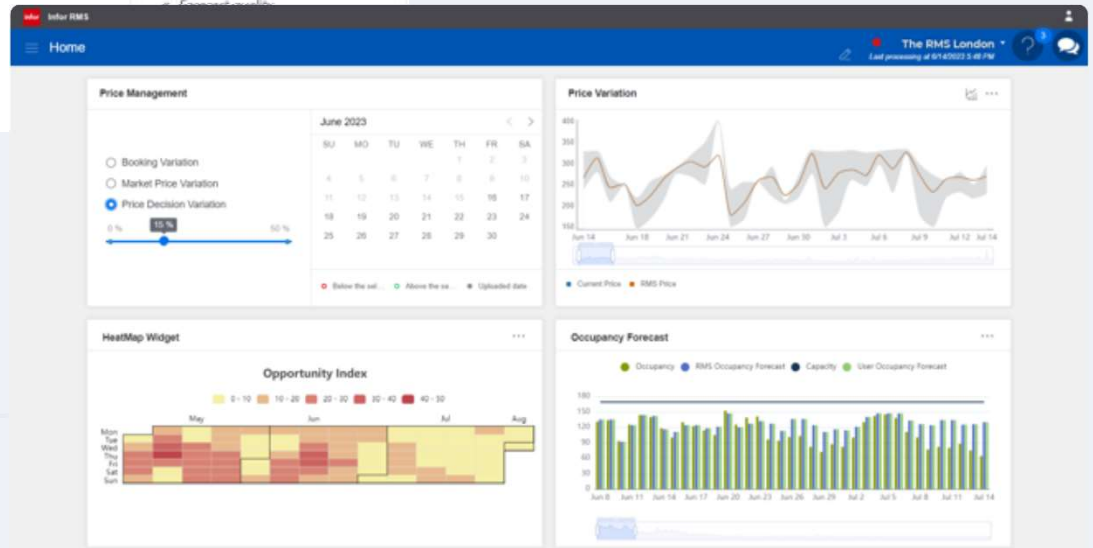


USER PERSONA 2
RM as a Service

- Quick visibility on hotel and its market
- Critical insights to share with hotel
- Scheduled and customizable performance analytics

1.2
Ex.

Persona	About	Mission	Challenges	Needs
<p>Regional Director / VP Revenue Management (multi-tier)</p>  <p>Evi</p>	 <ul style="list-style-type: none"> Senior profile 7+ years experience in both hotel & corporate High level vision 	<ul style="list-style-type: none"> Convert HQ strategy into regional vision Provide hotel with necessary support and challenge hotels Strategies to maximize total revenue, market shares & margins Monitor macro market trends to support hotels with long term vision 	<ul style="list-style-type: none"> Not physically in hotels Important workload and extreme multi-tasking Need for quick and reliable consolidated data with drill-down possibilities Need to quickly assess hotel RM expertise via clear KPIs 	<ul style="list-style-type: none"> Automated regional dashboard + reporting Pop-up messages/dashboard based on preset <ul style="list-style-type: none"> Hotel vs. Budget vs. Market share vs. SPIT, ... Drastic change in pricing strategy Low Forecast accuracy score Consolidated Access to regional KPIs or: <ul style="list-style-type: none"> Data quality Forecast accuracy



**USER PERSONA 3
Regional Manager**

- Exception analytics / heatmaps
- Long-term visibility
- Consolidated views of top opportunities



Okay, understood - Different User Personas created for different user behaviors and needs.

How about the actual content ?

D **You**

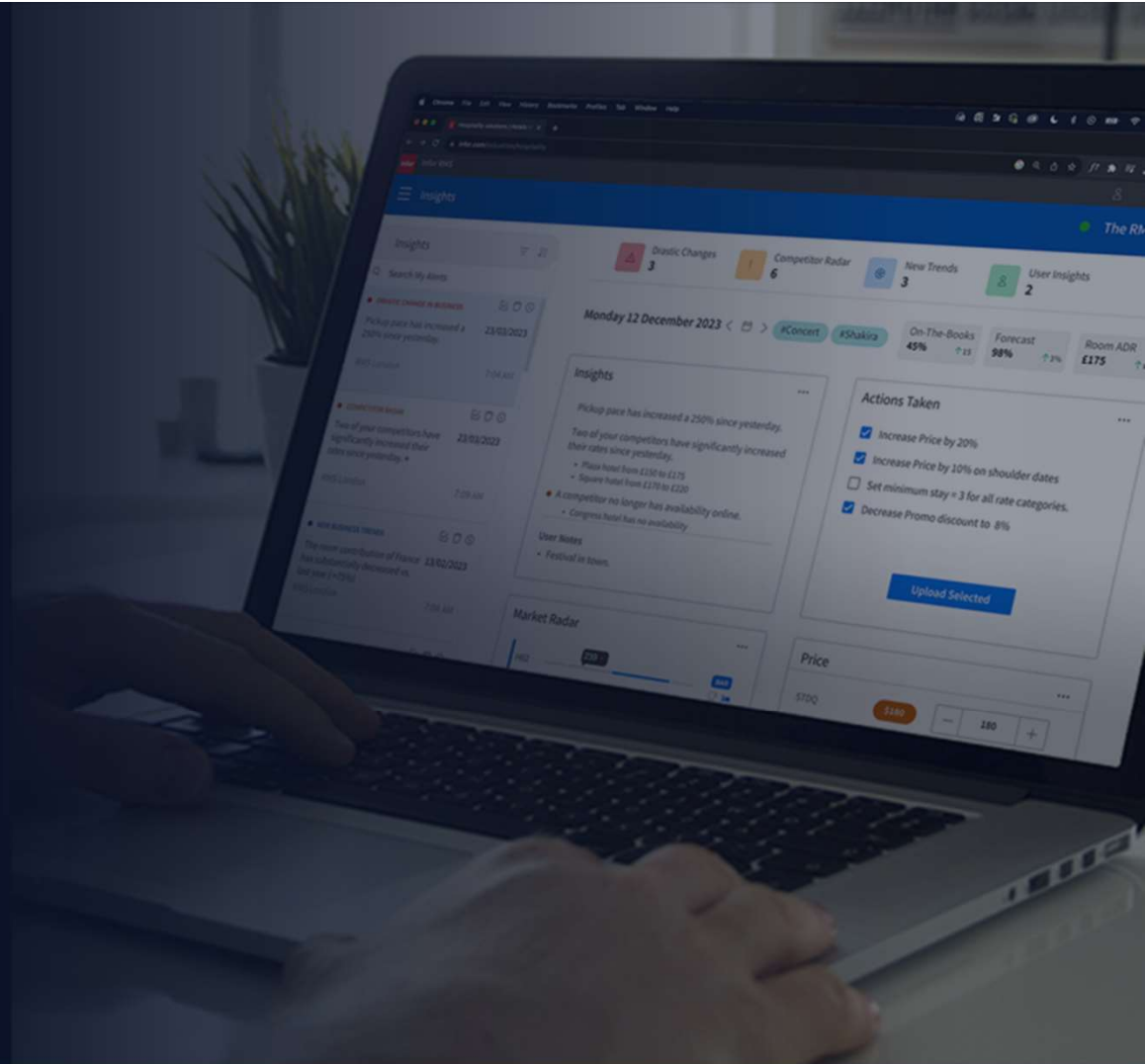
Okay, let me give you some examples.

What If ...



02

We let the Users
decide what is
important to
them ...



Need #2

Innovation

Innovation of RM processes and practices, through user experience, business intelligence, forecasting and optimization to create future-proof capabilities in the RMS

2.1

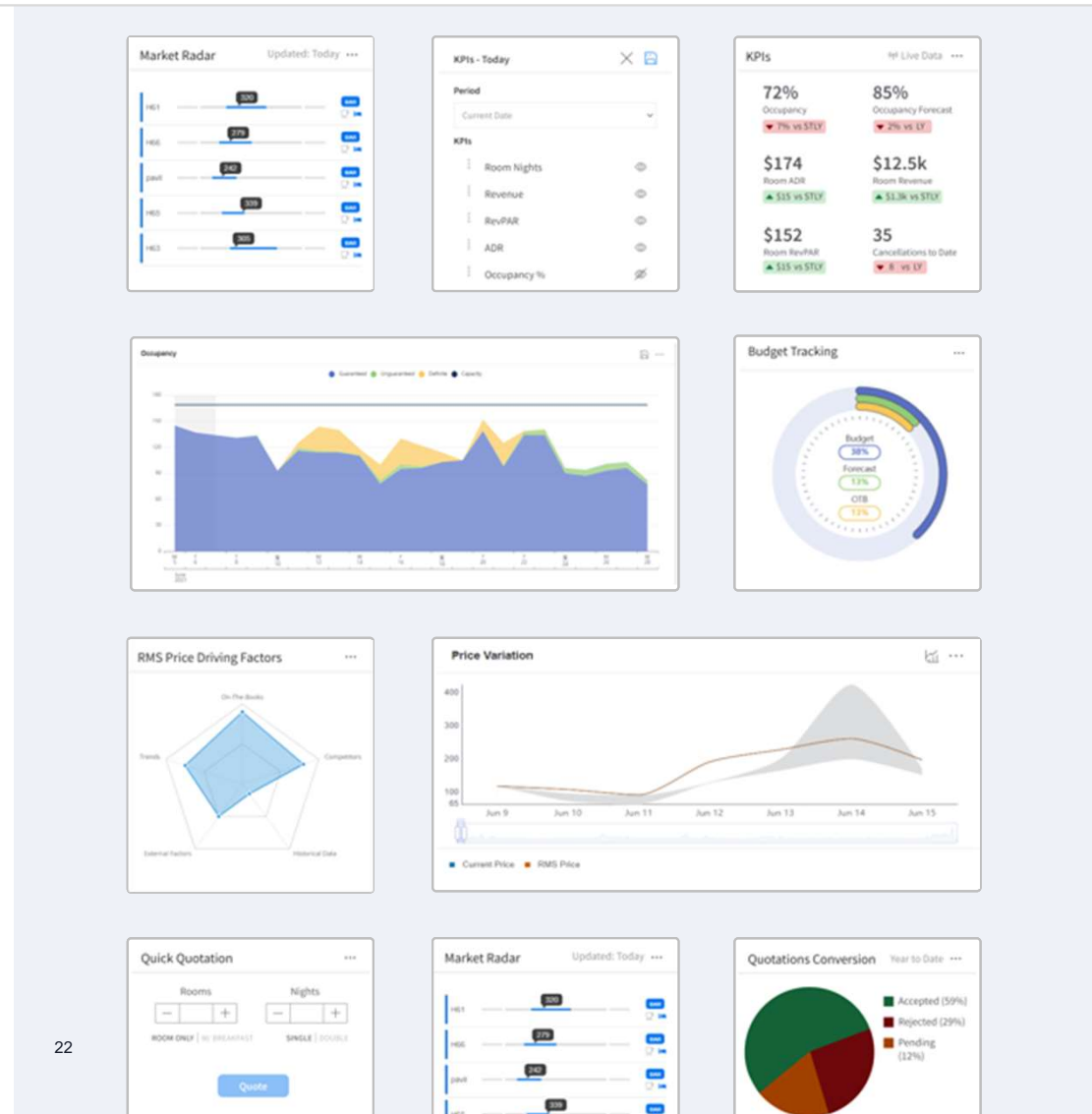
 You

Insights are only as good to me as the Actions I can take. Can you create a gallery of actionable insights that can help users ?

 ChatGPT

Hmmm ... How about these ?

infor



2.2

You

Okay, that looks great. Can you explain to me what those are ?

2.3

ChatGPT

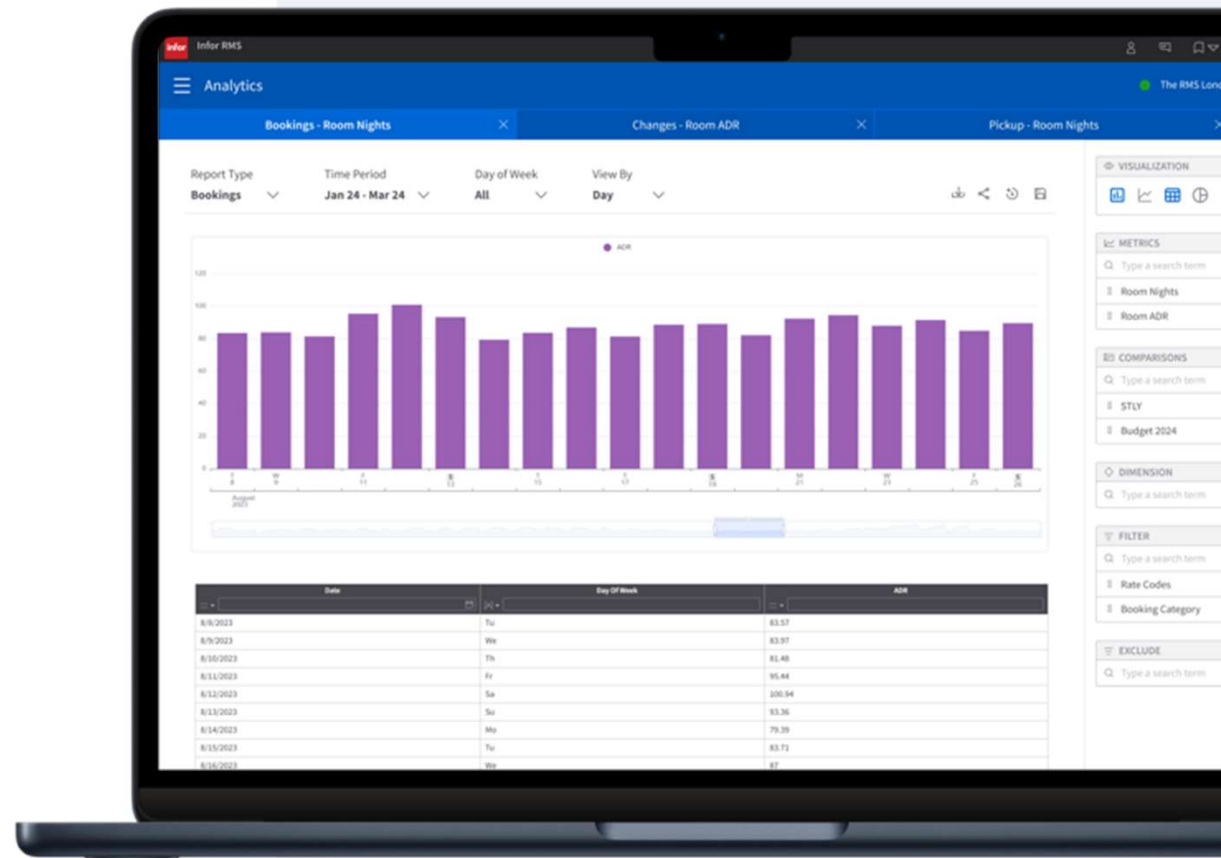
Would you like to have a closer look ?

2.4

You

Yes, absolutely.

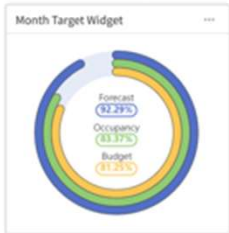
Show me something that I can use immediately.



Budget Module

Edit	Name	Type	Start Date	End Date	Time Granularity	Rooms Metric	Revenue Metric	Dimension	Last Processed	Status
<input type="checkbox"/>	Budget 2024	Budget	01/01/2024	31/12/2024	Monthly	Occupancy %	Room ADR	Market Segment	31/04/2023	Draft
<input type="checkbox"/>	Budget 2023	Budget	01/01/2023	31/12/2023	Monthly	Room Nights	Room ADR	Macro Segment	31/04/2023	Published

Navigation icons: Home, Back, Forward, Refresh, etc.



Budget - 2024 Optimistic | 01/01/2024 - 31/12/2024

Room nights by Market Segment

Market Segment	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
BAR	154	159	130				130	130	130	130	130
OTA	30	30	30				30	30	50	50	50
COR	65	65	65				65	65	65	65	65
COR2	30	30	30	30	30	30	30	30	30	30	30
LEI	101	98	120	75	120	75	75	75	75	75	75
GRP	50	50	50	50	50	50	50	50	50	50	50
Total	1203	1107	1208	1408	1707	1757	1723	950	706	800	950
Capacity	1979	1980	1980	1980	1980	1980	1980	1980	1960	1960	1980

Autofill

Autofill based on Last 12 Months Forecast

Apply a % modifier of

Cancel Apply



I remember that you had to manually create all your budget variances, how about we integrate that right away.

Infor RMS – Product Management

Group Optimization

Edit	Name	Arrival Date	Departure Date	Room Nights	Proposed Rate (\$)	Opp. Score	Revenue Impact(\$)	Room Nights Impact	Last Quoted	Status
<input type="checkbox"/>	→ Rachel's wedding	10/02/2023	13/02/2023	10	+	-	-	+ 50	10/02/2023	Quoted
<input type="checkbox"/>	→ Surgeons conference	20/04/2023	24/04/2023	20	150	B	+ 500	+ 30	20/04/2023	Accepted
<input type="checkbox"/>	→ West Ham game	10/08/2023	11/08/2023	5	145	C-	-600	-7	10/08/2023	Rejected
<input type="checkbox"/>	→ Council meeting	10/02/2023	17/02/2023	32	170	A+	+ 1.7k	+ 13	10/02/2023	Accepted
<input type="checkbox"/>	→ Leisure group	13/02/2023	15/02/2023	27	165	A++	+ 2.7k	+ 24	13/02/2023	Quoted

Quick Quotation

Rooms: Nights:

ROOM ONLY | w/ BREAKFAST | 1.000 | 1.000

Quote

Quotations Conversion Year to Date

Accepted (59%)
Rejected (29%)
Quoted (12%)

15 Accepted, 2 Pending, 6 Refused

Groups KPIs Month to Date

725 Total Booked Nights (↓ 12 vs STLY)
15,5 Average Rooms (↓ 1 vs STLY)
\$174 Average Rate (▲ \$15 vs STLY)
\$1.5k Average Revenue (▲ \$1.3k vs STLY)
57d Average Lead Time (▲ 3 vs STLY)
56% Approval Rate (▲ 12% vs STLY)

Groups KPIs Year to Date

2825 Total Booked Nights (↓ 12 vs STLY)
14,4 Average Rooms (↓ 1 vs STLY)
\$154 Average Rate (▲ \$15 vs STLY)
\$2.1k Average Revenue (▲ \$1.3k vs STLY)
46d Average Lead Time (▲ 3 vs STLY)
45% Approval Rate (▲ 12% vs STLY)

Elena's wedding | 30/07/2023 - 03/08/2023
Wedding with 60 guests and F&B services

Average room rate (with breakfast): \$164 (Min), \$120 (Mid), \$113 (Max)

Proposed Rate (\$): 340

Summary: +\$1.3k Revenue Impact, \$13.7k Total Revenue, +150 Room Nights Impact, 420 Total Room Nights, 65% Occupancy Rate, 2 Additional Roomnights

Details, Graph, Alternative Dates

ChatGPT

I see we have connected your Events Management Solution.

How about we make Displacement Analysis more time efficient ?

Infor RMS – Product Management

Multi-dimensional pricing

The screenshot shows the 'Decision' interface for 'The RMS London'. It features a top navigation bar with dates from Fri 28/04/2023 to Thu 04/05/2023. Below this is a 'Set Price' section with a purple box highlighting controls for 'Room Type' (Standard and Suite), including 'RMS Price', 'Current Price', 'Loyalty', 'Leisure', and 'Overbooking'. Other controls include 'BAR', 'OTA', 'CDRP', and 'Simulation'. The bottom section includes 'Day Details', 'KPIs', 'Market Radar', and 'Bookings Radar'.



BAR+

System optimizes Best Available Rate, but also any discounted / derived rates below it



Any Demand Type

Choose any discount rate code to get optimized and uploaded to PMS or CRS (if possible)



Any control level

- Hotel Level or Room Type Level
- Set maximum discounts
- Define advance purchase restrictions
- Set minimum length-of-stay

The screenshot shows the 'Strategy' interface for 'The RMS London'. It features a 'Discounts' section with a table of discount rates. A tooltip indicates that discount rates can be added in the 'Upload Configuration' screen.

Order	Discount Rate	Display Name	Typical Discount	Max Discount	Advance Purchase	Min Length of Stay
1	LEI1	Leisure	5%	10%	24	
2	LOY1	Loyalty	10%	20%		
3	LONGST1	Long Stay	15%	20%		4

D You

Not bad, not bad. But I still have to go through all the data manually and identify my trends.

ChatGPT

I mean, yes. That's your job ... isn't it ?

I have an Idea, why don't we work together on this ?

What If ...



03

... we combined
Technological Excellence with
Human Brilliance



28

Infor RMS | Product Management



Here is a dashboard of all the internal and external data points that you might want to look at when making a strategic decision today.



The data is broken down into categories so you can decide what type of insight is valuable to you.

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Infor RMS | Product Management



Oh and before I forget it,
I have also created a little quick pricing widget for you, including your real competitor market data.

This way you can take actions right away.



You are welcome. Oh and before I forget ...



The screenshot displays the Infor RMS Decision interface. At the top, there's a navigation bar with 'Decision' and 'The RMS London'. Below it, a calendar view shows dates from Fri 28/04/2023 to Tue 02/05/2023, with RMS and Market values. The main section features a pricing control panel for 'Mon 01/05/2023' with options to 'Set Price', 'Change Price', or 'Set Discount'. A table lists room types like 'Standard' and 'Suite' with their respective RMS and Current Prices, and various channel controls (BAR, OTA, CORP, Loyalty, Leisure). Below this are several widgets: 'Day Details' with an Opportunity Index of 50, 'KPIs' showing 72 Room Nights and 85 Occupancy Forecast, 'Market Radar' with a bar chart of room rates, and 'Room Nights Breakdown' table.

	BAR	OTA	COR	LEI	GRP	SER	Total
STD	3	4	2	0	5	4	21

On the right side, the 'Insight Central' panel shows alerts like 'DRASTIC CHANGE IN BUSINESS' and 'COMPETITOR RADAR'.

04

... Automation is Key



Need #4

Automation

Automate and optimize forecasting and pricing so Revenue Managers can evolve into Revenue Strategists.

4.1



Your new RMS never sleeps. Real-time data streaming allows me to reforecast / re-optimize whenever you need.

4.2

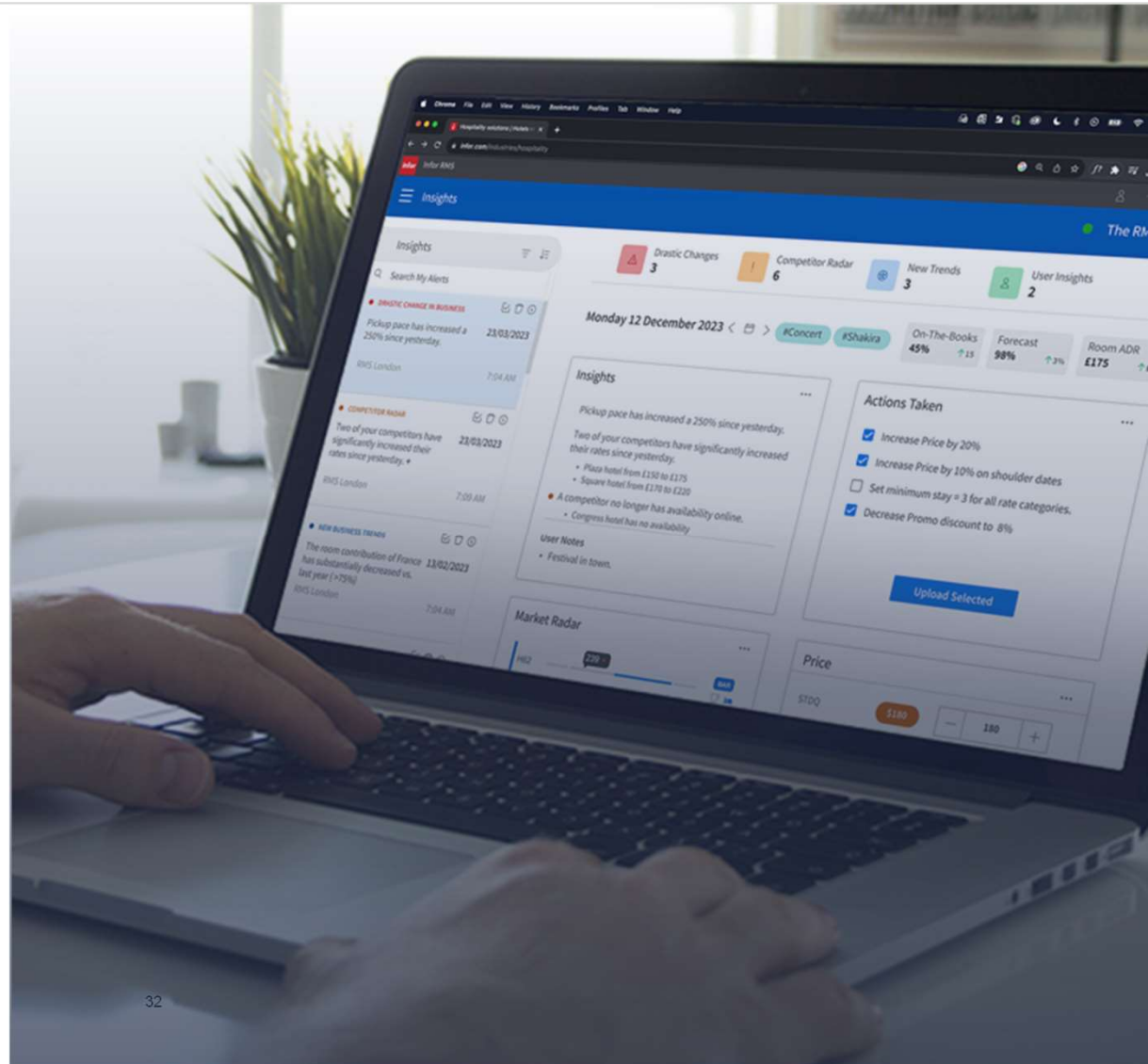


How about the pricing decisions ?



Already uploaded - I thought I'd be proactive. If you want to do that manually next time, be my guest.

infor



Need #4

Automation

Automate and optimize forecasting and pricing so Revenue Managers can evolve into Revenue Strategists.

4.3

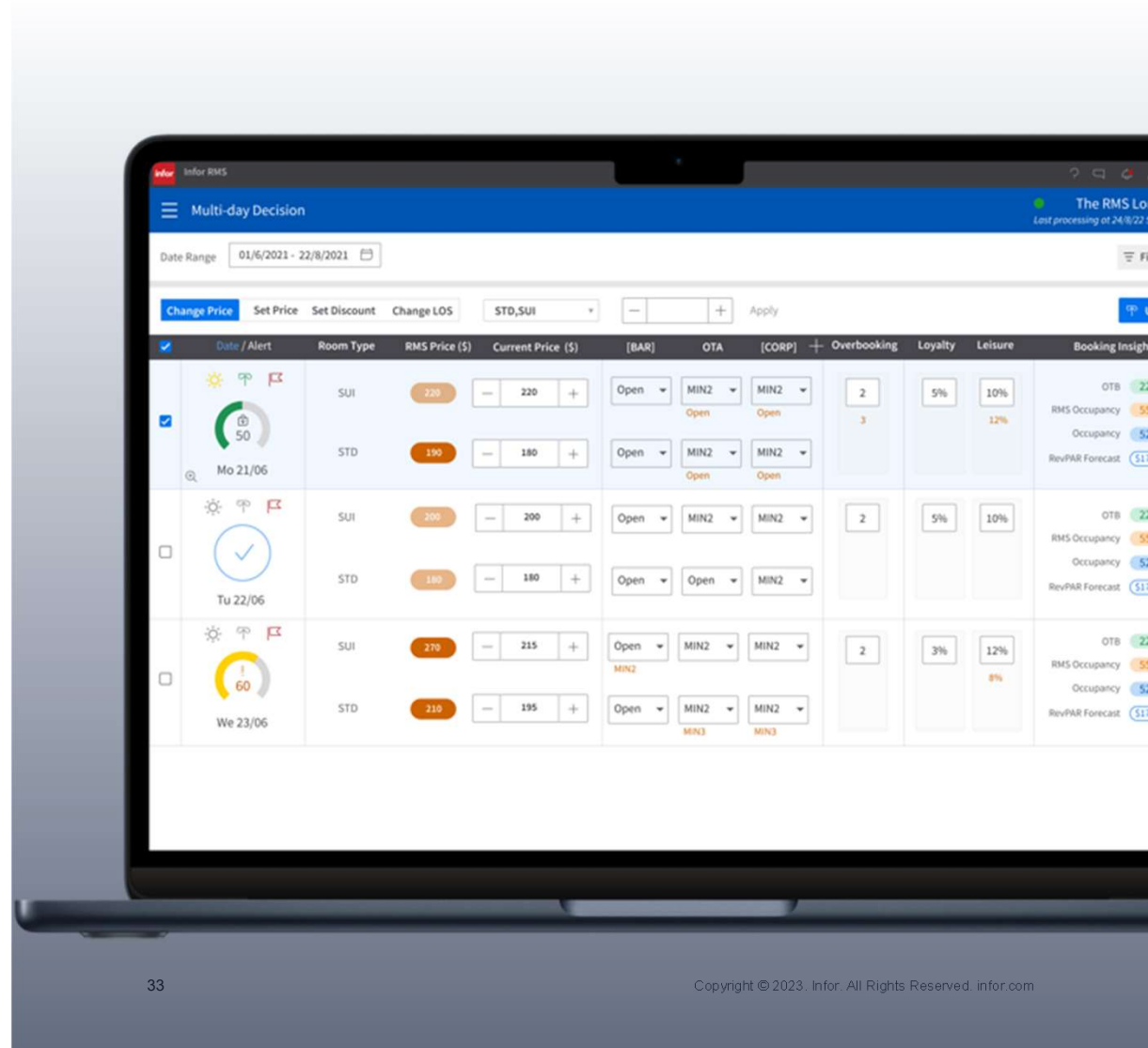
 You

Can you show me how ?

4.4

 ChatGPT

Of course, here is an upload screen that allows you to easily make in depth pricing decisions, or simply upload changes in bulk.



4.5

You

So what do I do now? You said you would not replace me.

4.6

ChatGPT

This is up to you. You said you wanted time to be creative. You wanted to be a strategist. You now have the most powerful assistant in your pocket.

The technology is there. All that's left for you to do is to apply ...

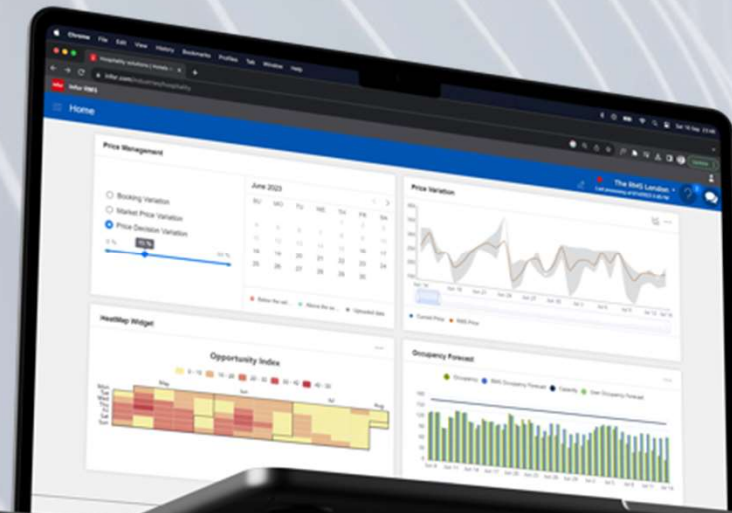
infor

The screenshot displays the Infor RMS Insights dashboard. At the top, there are navigation tabs for 'Insights' and 'The'. Below the navigation, there are several alert categories: 'Drastic Changes' (3), 'Competitor Radar' (6), 'New Trends' (3), and 'User Insights' (2). The main content area is divided into several sections:

- Insights Alerts:** A list of alerts with search and filter icons. The first alert is 'DRASTIC CHANGE IN BUSINESS' dated 23/03/2023, stating 'Pickup pace has increased a 250% since yesterday.' from RMS London at 7:04 AM. Other alerts include 'COMPETITOR RADAR' (two competitors increased rates), 'NEW BUSINESS TRENDS' (room contribution of France decreased), 'USER INSIGHT' (review demand for rate category Leisure), and another 'NEW BUSINESS TRENDS' (demand in London increased).
- Monday 12 December 2023:** A date selector with filters for '#Concert' and '#Shakira'. Performance metrics are shown: 'On-The-Books' at 45% (up 15), 'Forecast' at 98% (up 3%), and 'Room' at £17.
- Insights Panel:** A detailed view of the first alert, showing that pickup pace increased 250% and two competitors increased rates. Specific competitor data includes Plaza hotel (from £150 to £175) and Square hotel (from £170 to £220). A note mentions a competitor (Congress hotel) is no longer available online.
- Market Radar:** A bar chart showing price points for various hotel categories: H62 (229), H68 (127), H67 (288), H66 (229), and H61 (280). Each bar has a 'BAR' button and a '1M' icon.
- Actions Taken:** A list of actions with checkboxes: 'Increase Price by 20%' (checked), 'Increase Price by 10% on shoulder dates' (checked), 'Set minimum stay = 3 for all rate categories' (unchecked), and 'Decrease Promo discount to 8%' (checked). An 'Upload Selected' button is at the bottom.
- Price Controls:** A table of pricing controls for different rate categories:

STDQ	\$180	180
LOYALTY	-5%	-5%
PROMO	-10%	-10%
DLXQQ	\$200	200
LOYALTY	-5%	-5%

Human Brilliance



Thank You and Stay Brilliant



November 5th, 2024
EQUIP Hotel - Paris



David Poprawka
Solutions Consultant – Global Products