



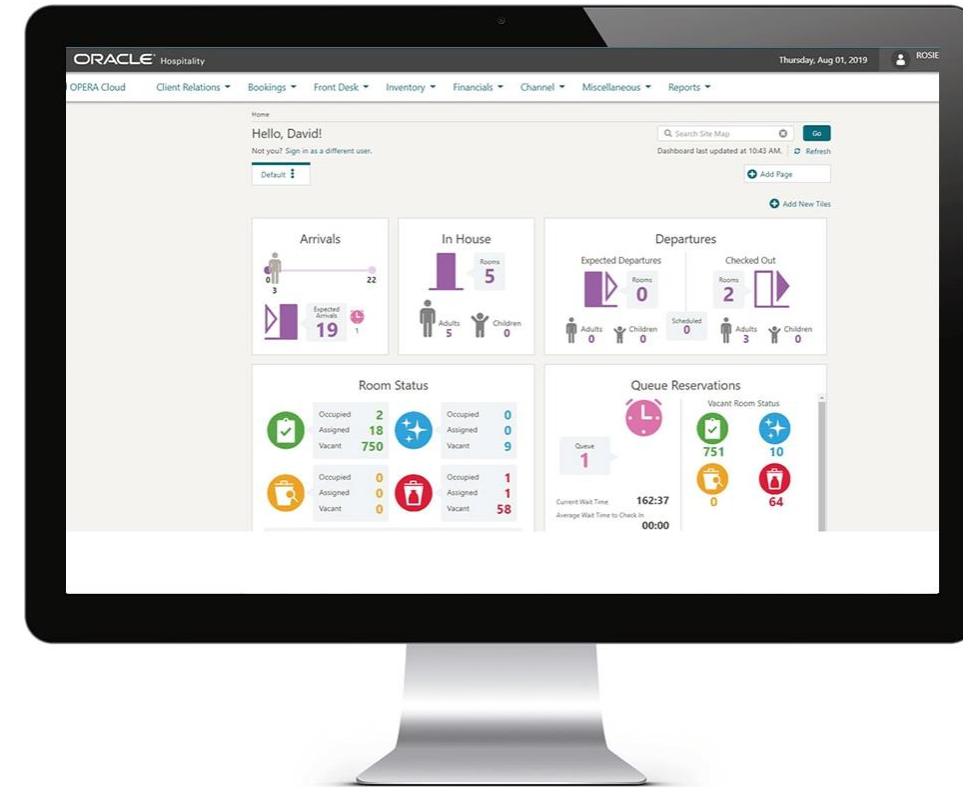
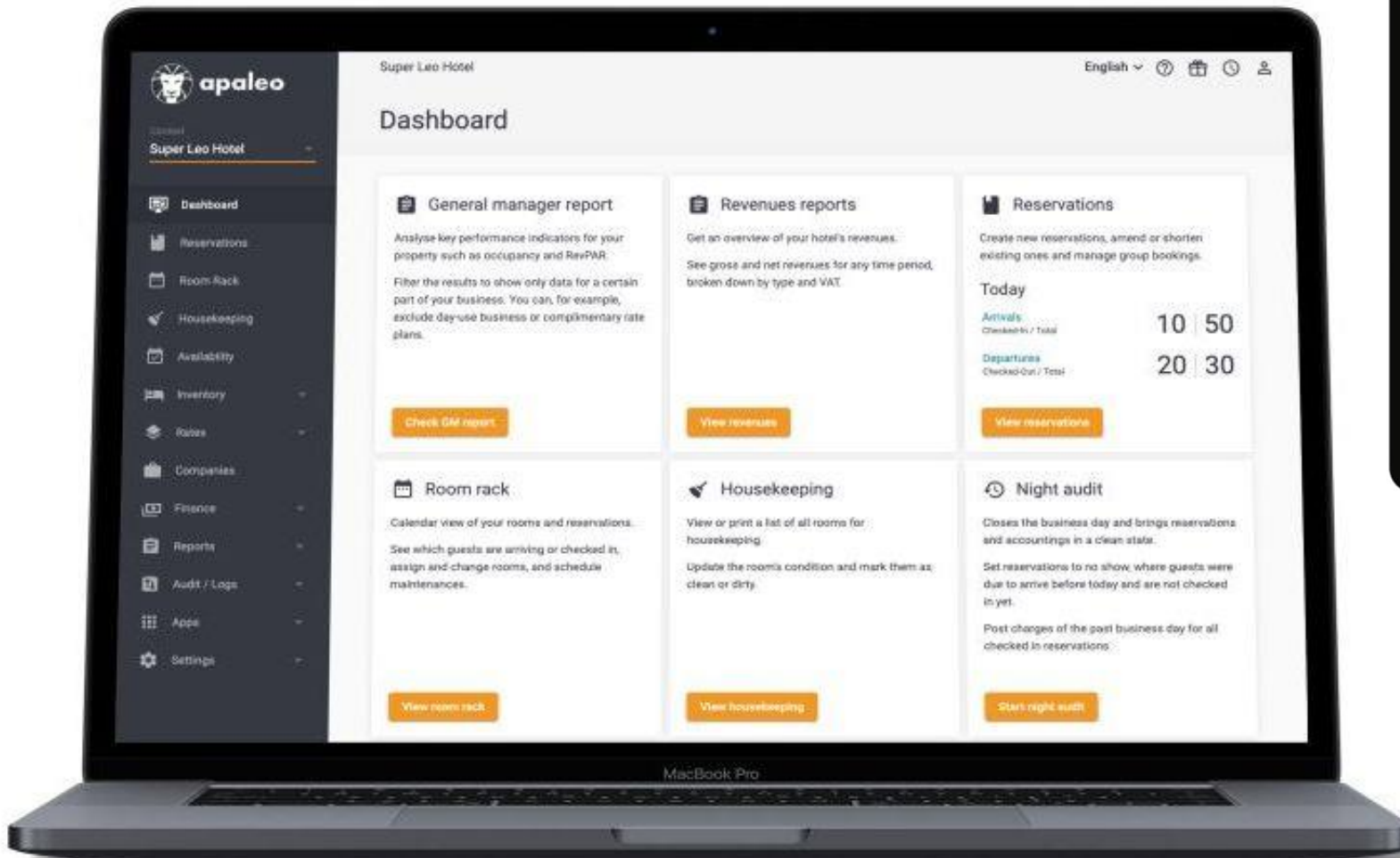
# Automation in Hospitality

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Terminator or Innovator?



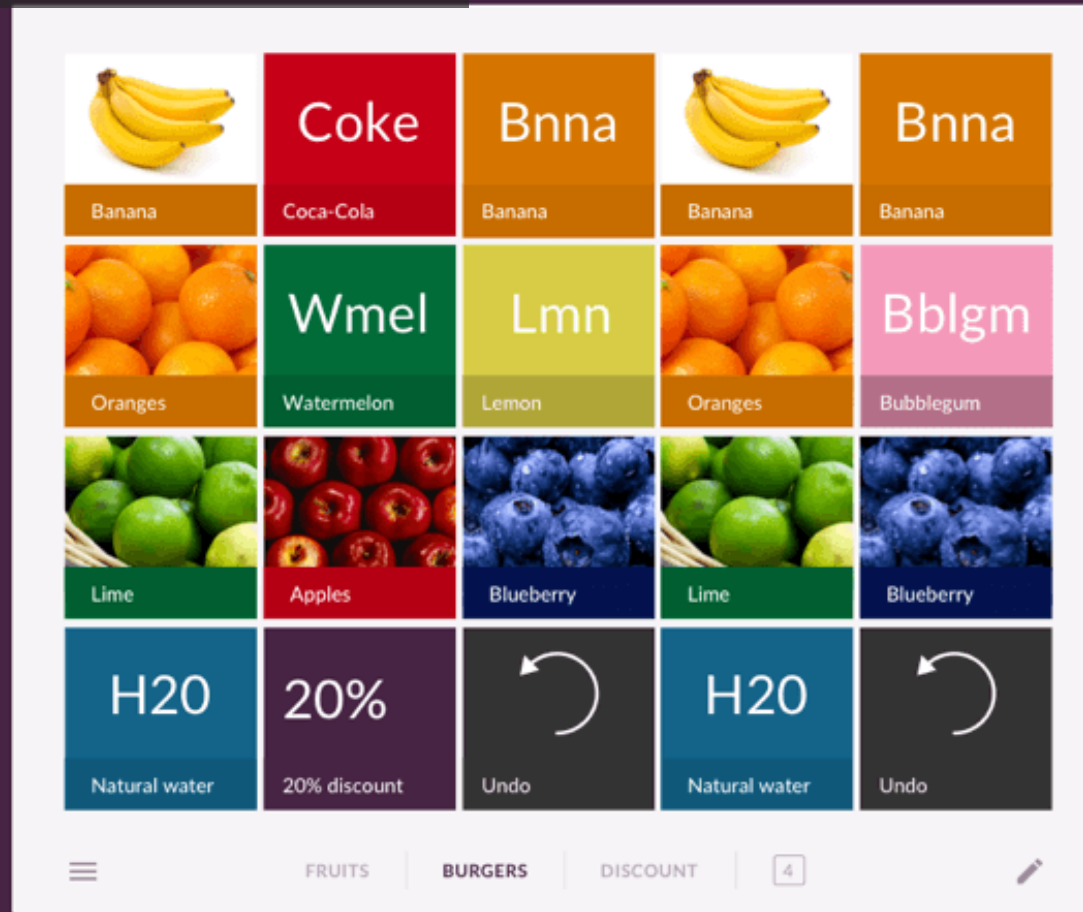
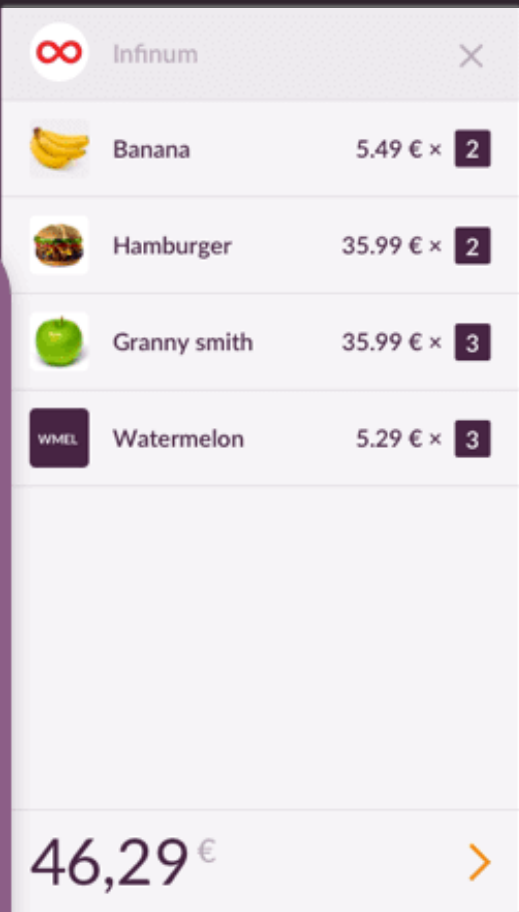
# How it is going



# How it started



# How it is going





shutterstock.com · 1826459495

Where would you go?



What's around at home?

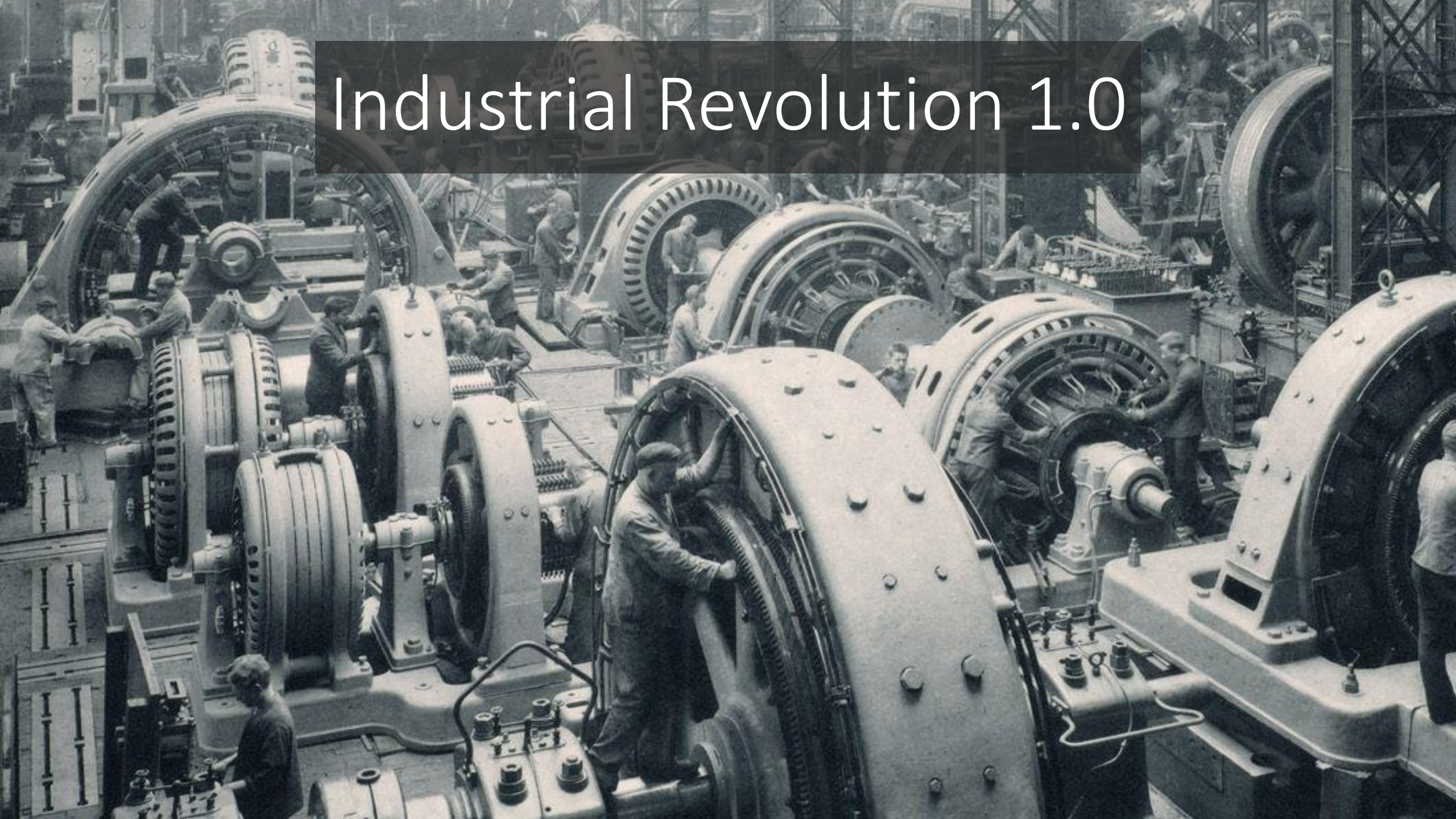




What's around at home?



# Industrial Revolution 1.0



# Industry 4.0





# Print my house



Back to hotels





A hand is holding a black smartphone vertically. The screen is black and displays the words "OPPORTUNITY" and "KNOCKS" in white, bold, sans-serif capital letters, stacked one above the other. The background is dark with blurred purple and blue light sources. The hand is lit from the side, showing some detail of the fingers and palm.

**OPPORTUNITY  
KNOCKS**

Foto [Dylan McLeod](#) on [Unsplash](#)





# New faces







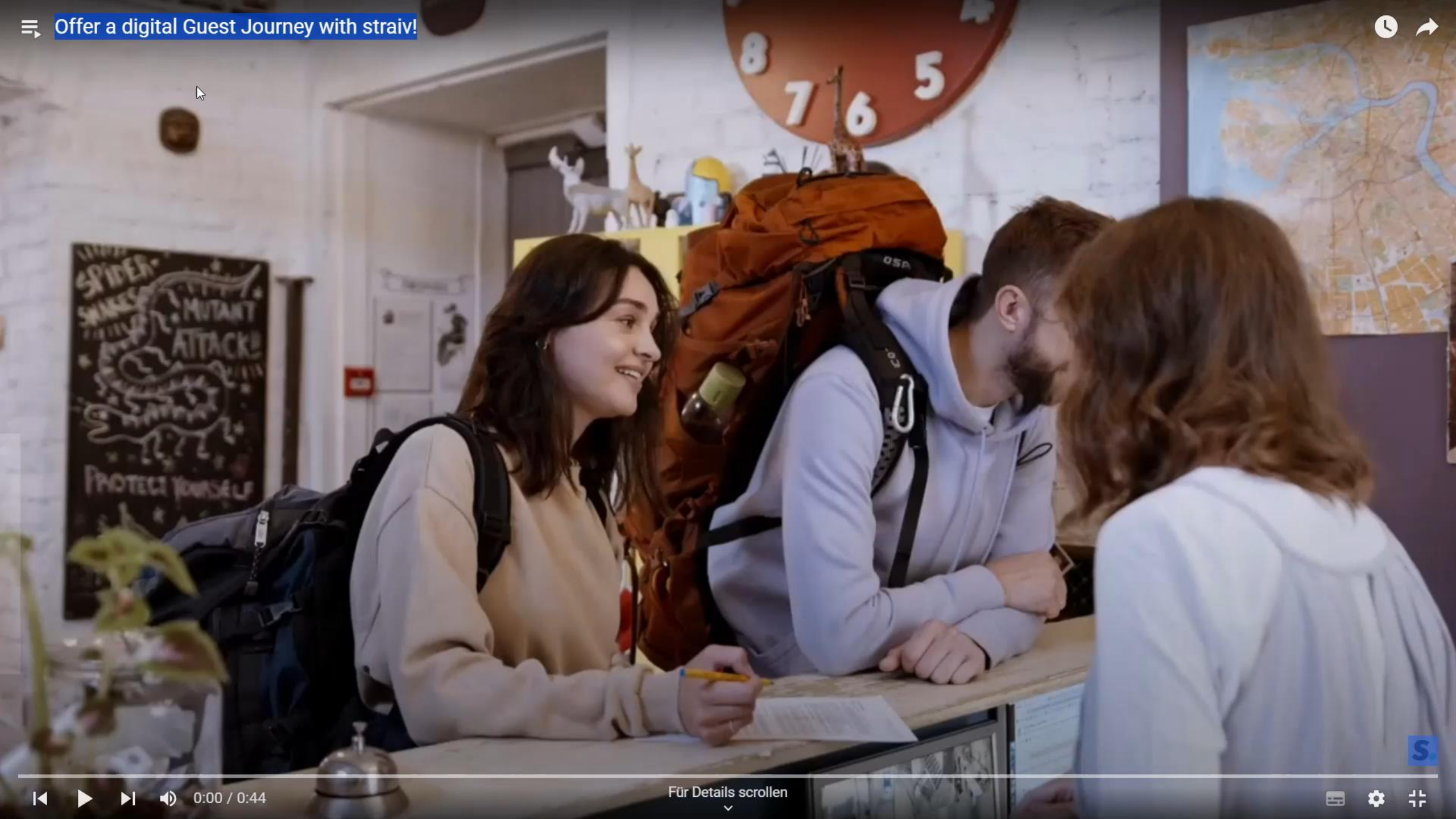
**DialogShift**



**OpenAI**

Pause (k)

☰ Offer a digital Guest Journey with stravi!



⏪ ⏩ 🔊 0:00 / 0:44

Für Details scrollen



**"I need your  
clothes, your  
boots and your  
motorcycle."**



A comic book style speech bubble with a white fill and a black outline. The bubble is set against a red background with a white halftone dot pattern. The text "NO WAY!" is written in a bold, blue, sans-serif font with a black drop shadow. The bubble has a tail pointing towards the bottom right corner.

**NO  
WAY!**



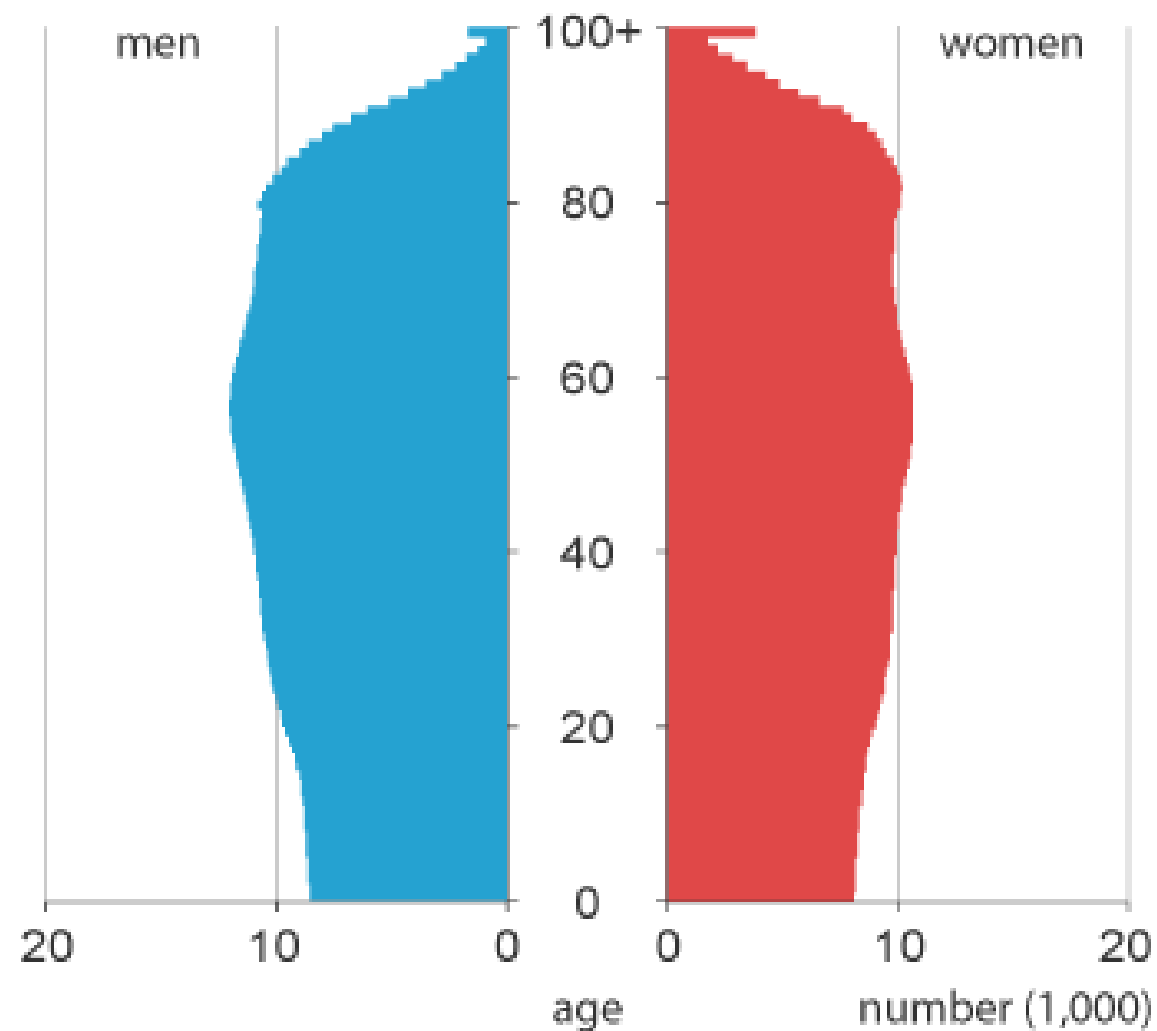
Someone is missing

# Population by age and sex, EUROPOP2019, Slovenia

2019



2100







Joker Out Official 🧡🔵  
JokerOutBand

We have decided to end our celebration tour with a surprise concert on the 1st of December in a very special city - Can anyone guess where? 🤔

Tickets are online now.  
We're looking forward to seeing you!



01:45 AM · Nov 14, 2023 · [X for Android](#)

180 Retweets 2640 Likes





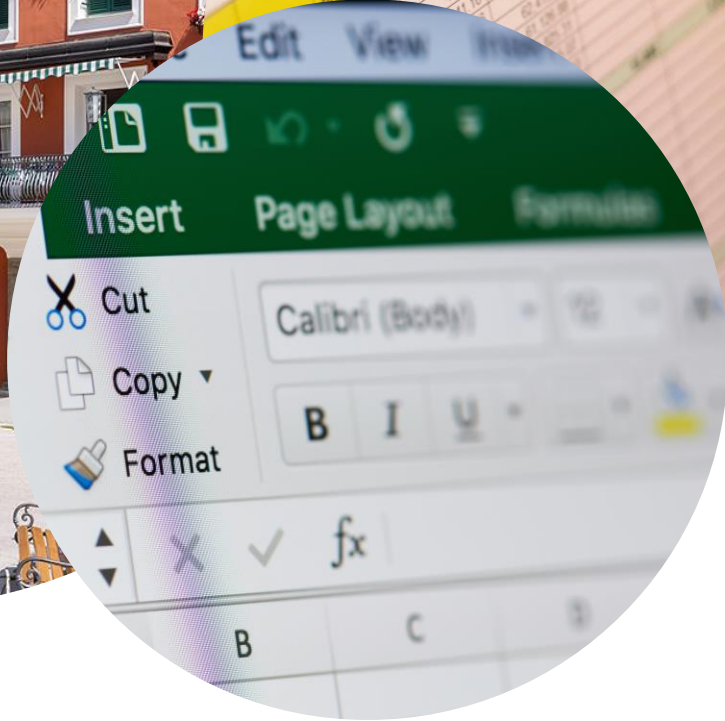
## How three different hotels react



# Hotel A

A circular photograph of a spreadsheet table with a yellow header row. The table contains numerical data for 'Principal' and 'Interest' over several rows. The columns are labeled 'Principal', 'Interest', 'Total Principal', and 'Total Interest'.

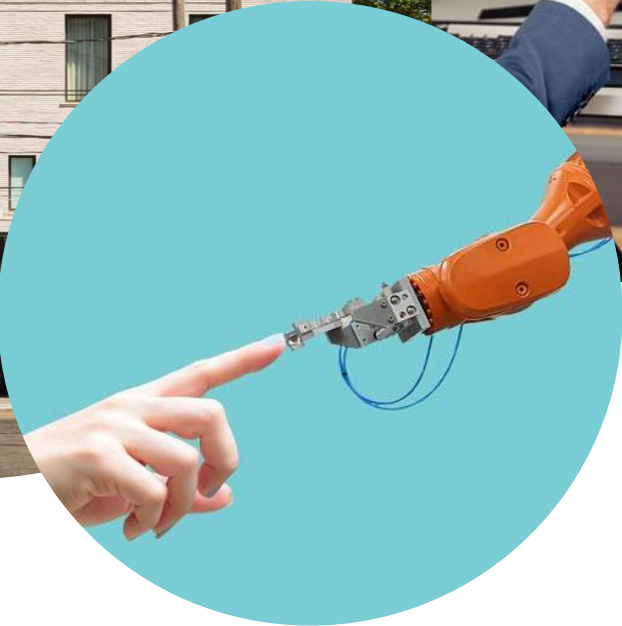
	Principal	Interest	Total Principal	Total Interest
	65.737.5	496.06	67.536.14	
	65.737.5	457.81	66.744.85	
	65.737.5	449.49	64.969.17	
	65.737.5	441.10	63.794.84	
	65.737.5	432.73	62.219.94	
	65.737.5	424.38	60.298.96	



# Hotel B



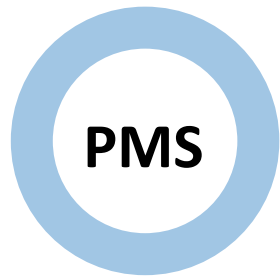
# Hotel C



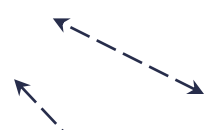
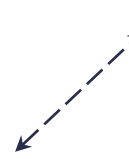
# 14 Main influencing factors



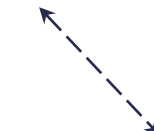
# How does it work?



Booking.com



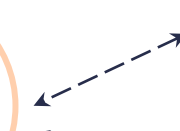
HNS



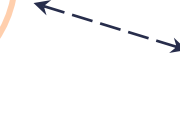
Performance Plattform,  
Channel Management &  
Yield Management Services



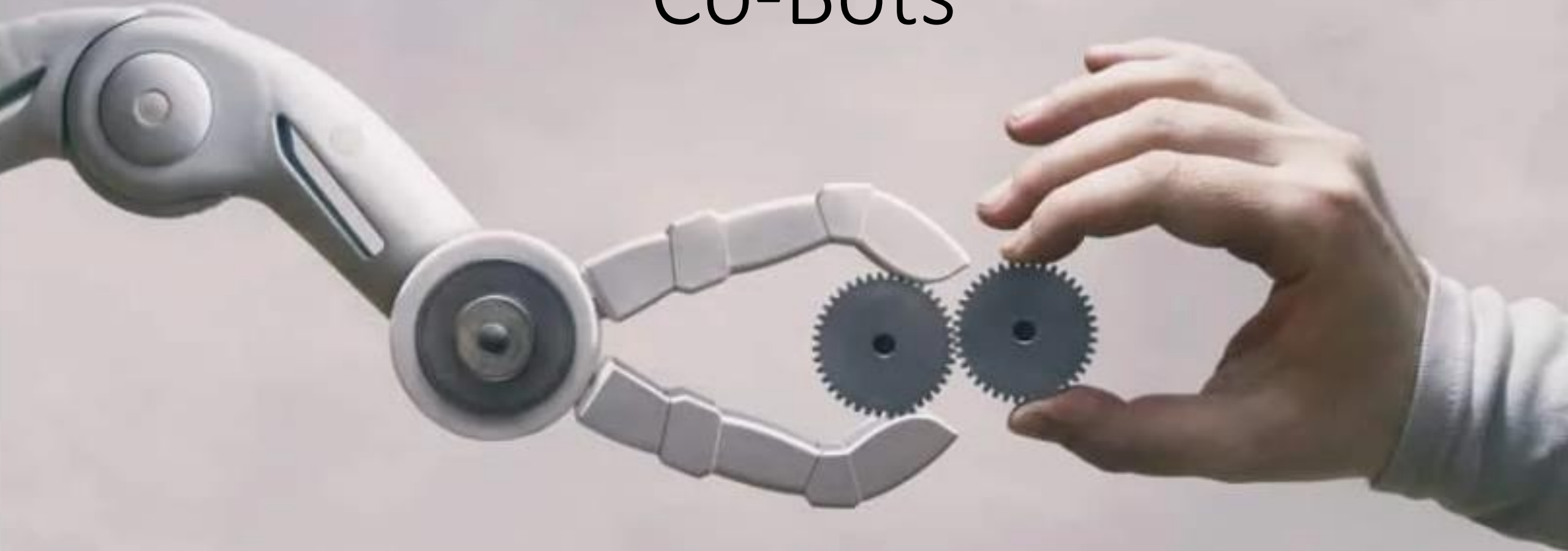
Offer



Reservation



# Co-Bots





# Wyndham Hotels & Resorts Taps Canary Technologies to Power Its New AI-Enabled Guest Engagement Platform

SUBMITTED SUCCESS STORY



The platform will be deployed at more than 6,000 U.S. and Canadian hotels, making it one of the largest rollouts of guest-facing AI technology in hospitality.

10.13.2023

# In a 'World-First,' Marriott to Use AI to Design New Hotels

By Kurt Stolz on 2 March 2021

Tweet

Share

**Complexity**  
**Modernisation**  
**Co-intelligence**  
**Excellence**

Transforming customer service in hospitality

## Accor harnesses the power of AI

Accor, a global hospitality player, partnered with Deloitte to modernise its customer services for luxury and lifestyle brands. Through a global cloud telephony platform and advanced service based on artificial intelligence, Accor is now able to provide personalised customer service to its guests in over 110 countries.

PROPERTIES

# Hilton introduces AI customer service chatbot

Posted on 25 August 2020

# 2022

## SERVE 360 REPORT:

Environmental, Social, and Governance Progress



HOTELTECH  
SOLUTIONS



# Partnership



Source: <https://www.betterspace360.com>



Source: <https://www.robotise.eu/>

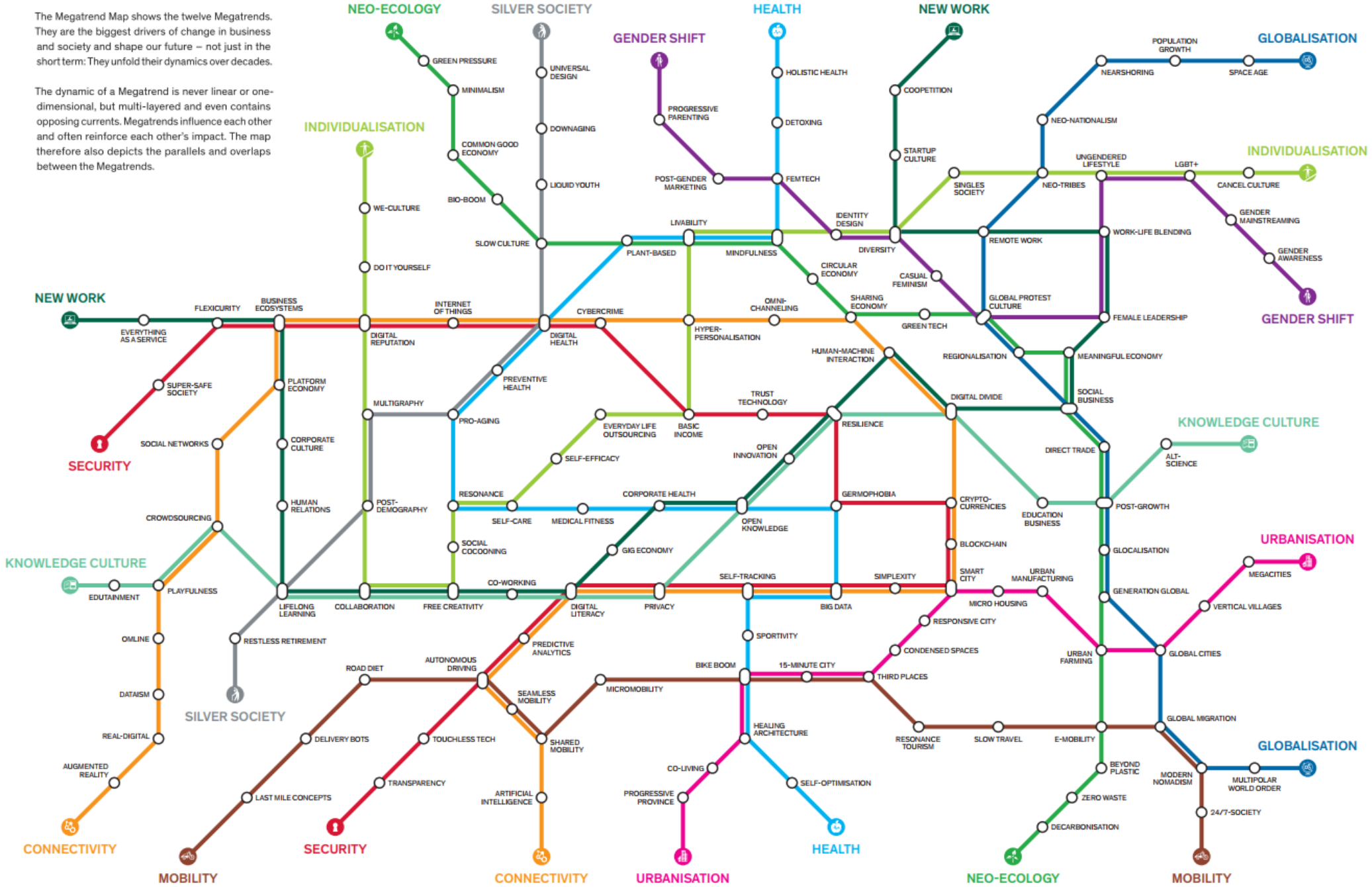


Be prepared  
Do it yourself  
Have a Plan  
Try, Fail, Try again

# Megatrend Map

The Megatrend Map shows the twelve Megatrends. They are the biggest drivers of change in business and society and shape our future – not just in the short term: They unfold their dynamics over decades.

The dynamic of a Megatrend is never linear or one-dimensional, but multi-layered and even contains opposing currents. Megatrends influence each other and often reinforce each other's impact. The map therefore also depicts the parallels and overlaps between the Megatrends.





“It is not the  
strongest of the  
species that  
survives, nor the  
most intelligent,  
but the one most  
responsive to  
*change.*”

-Charles Darwin, 1809

# Let's connect!

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