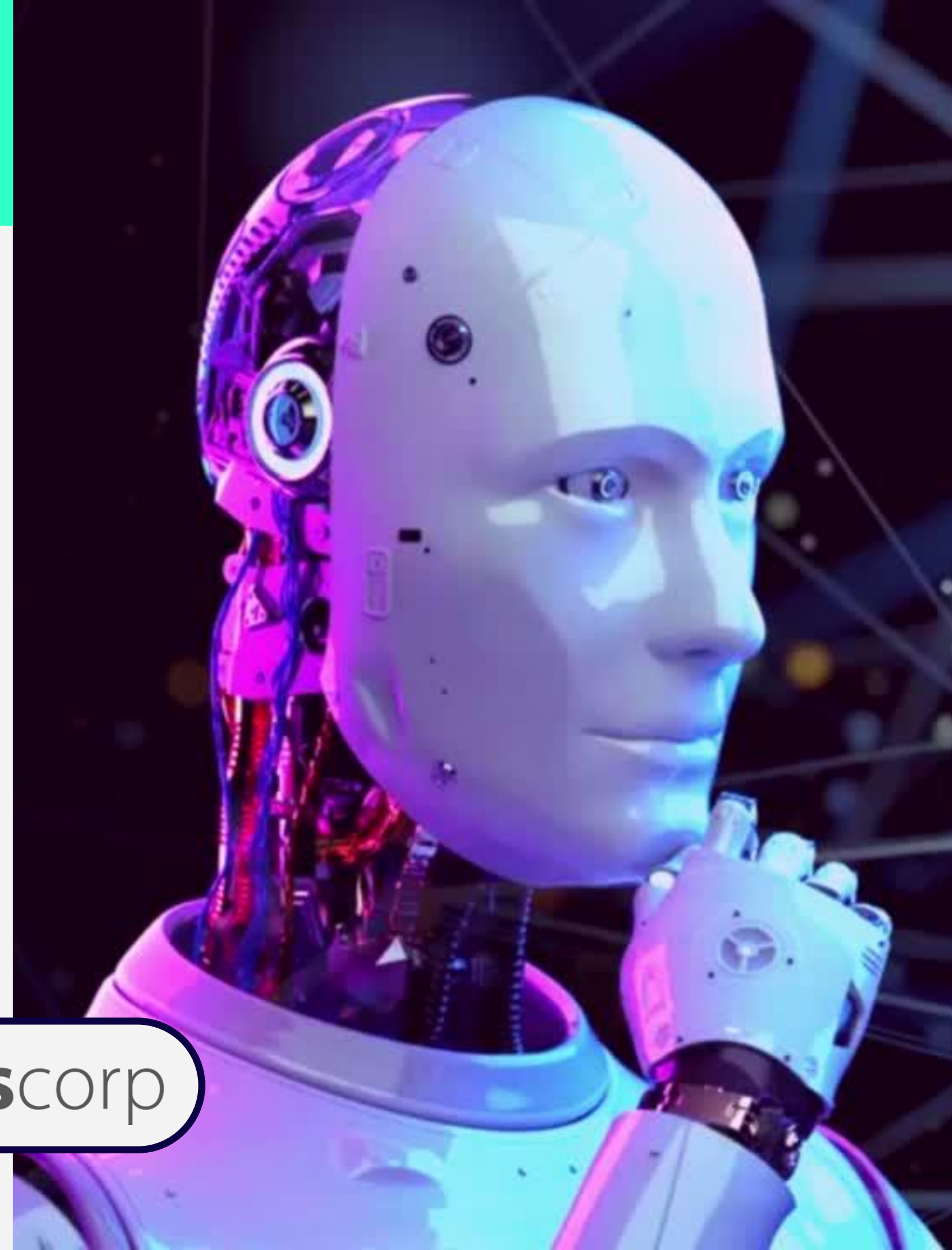


Presentation By Tai Nguyen from Naiscorp



AI, Big Data, and Machine Learning in Hospitality

Revolutionizing the Hotel Industry: Embracing the Future Today



The Future is Now

"Hospitality is not just about providing a place to stay; it's about creating unforgettable experiences"

The hospitality industry is being transformed by technology

AI, Big Data, and Machine Learning are redefining guest experiences and operations



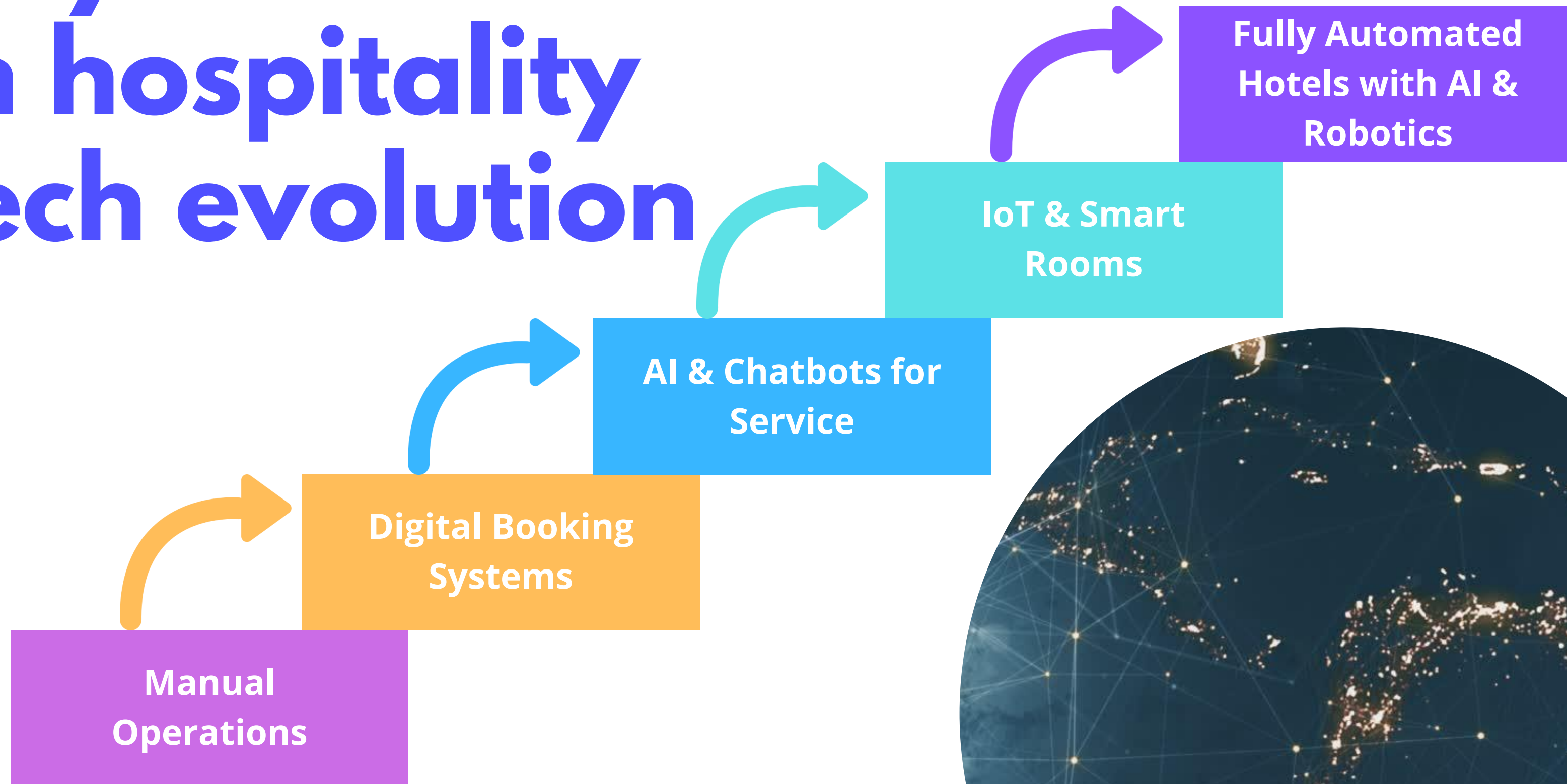


Hello I'm Tai

- 18 years exp in deep tech
- Owned hotel and homestay chains
- Founded a accommodation technology company
- Founded an FnB Tech company
- Creating something new in Robots - AI - Big Data
- Love driving around Vietnam



Key milestones in hospitality tech evolution





Why Technology Matters in Hospitality

- **Evolving Guest Expectations:** personalization, immediacy, and seamless experiences.
- **Competitive Advantage:** outperform competitors
- **Operational Efficiency:** Streamlines processes and reduces costs, enhances service delivery and staff productivity

Understanding the Technologies

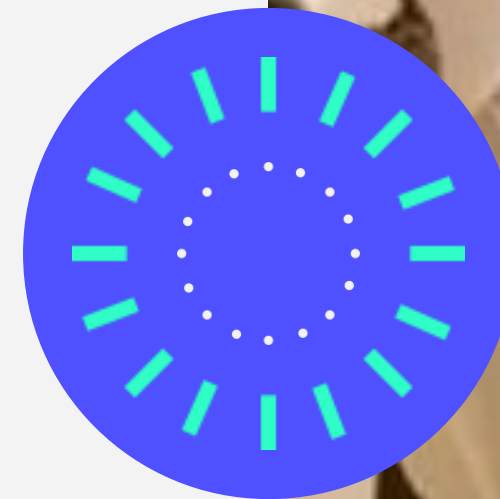
- **Artificial Intelligence (AI):** Machines simulating human intelligence to perform tasks
- **Big Data:** Large volumes of data analyzed to reveal patterns and trends
- **Machine Learning & Deep Learning (ML):** A subset of AI where systems learn from data





— AI in Action - Global Examples

- Hilton Hotels: Connie, the Robot Concierge.
- Marriott International: AI Chatbots and Voice Assistants.
- InterContinental Hotels Group (IHG): Concierge Insider Guide.



AI in Action - Innovative Examples from China

- **Alibaba's FlyZoo Hotel:** Facial recognition for check-ins, Tmall Genie voice assistants in rooms
- **JD.com's Smart Hotel:** Seamless guest experience and personalized services using AI-powered systems





– Big Data - Personalization and Precision

- **Data contains every opportunities and problems**
- Uses loyalty program data to customize guest experiences. (AccorHotels)
- Dynamic pricing strategies based on market trends and customer behavior (Wyndham Hotels)
- Data-driven marketing with targeted campaigns based on guest preferences (Four Seasons)


Machine Learning - Driving Excellence

- **Reveals hidden patterns beyond human awareness**
- Predictive analytics optimize staffing and inventory management (Hyatt)
- OptiRev revenue management system driven by AI optimizes room rates and distribution (Radisson)
- Initiative monitors social media to interact with guests in real-time (M Live - Marriott)





AI for Operational Efficiency and Cost Reduction

- **AI -> AGI: Smarter than Smartest**
 - AI-controlled energy usage reduces consumption by up to 30%.
 - Predictive scheduling reduces labor costs without sacrificing service.
 - **Hilton:** AI tracks inventory levels and automates reorders to minimize waste.
- 





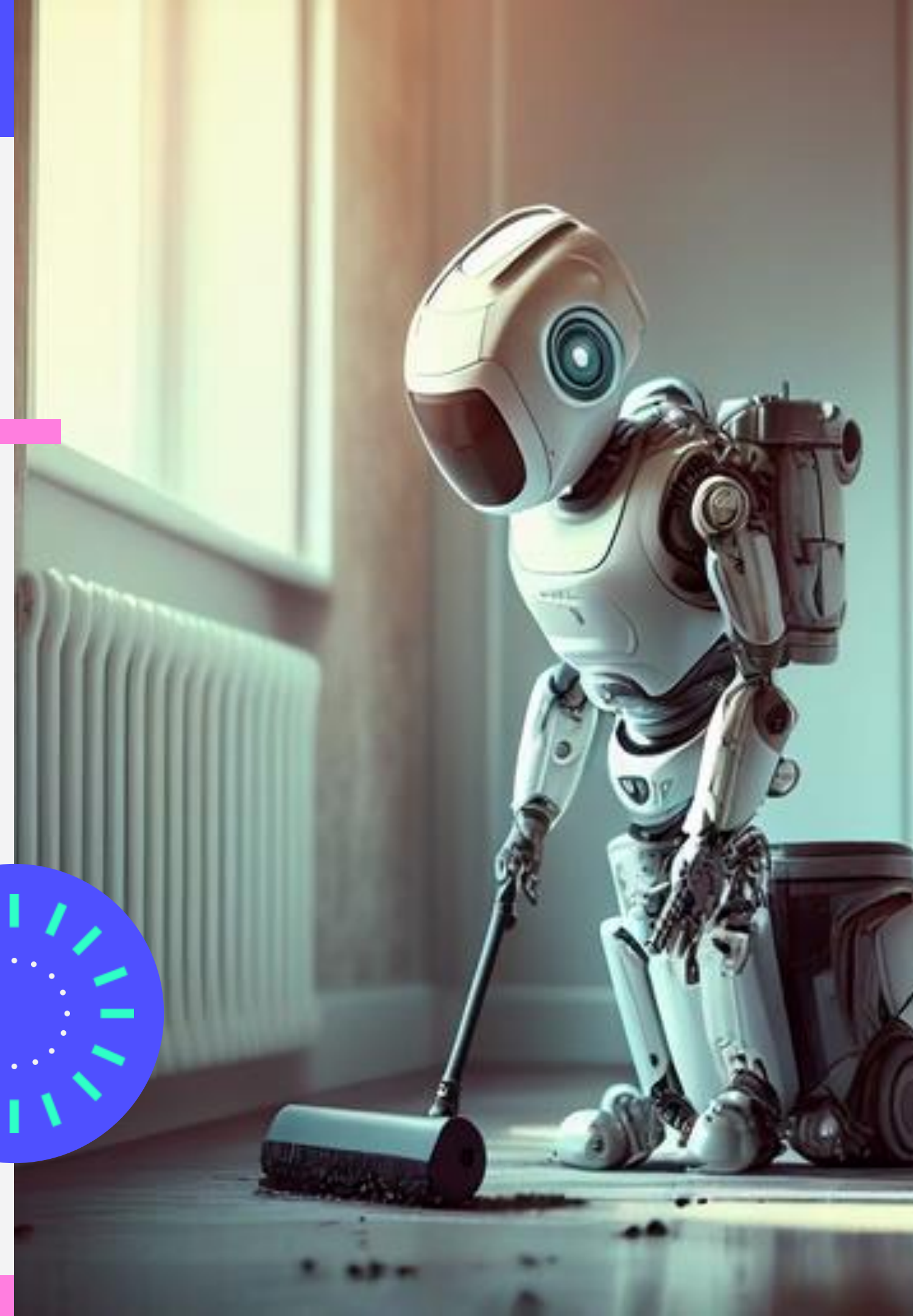
Example

- **Challenges:**
 - Rising operational costs.
 - Declining guest satisfaction.
 - Increasing competition.
- **Technology Implementation:**
 - Adopted AI-powered chatbots for customer service.
 - Implemented energy management systems.
 - Launched personalized marketing campaigns using Big Data.
- **Outcomes:**
 - Operational Savings: Reduced costs by 20% through efficiencies.
 - Increased Revenue: Boosted direct bookings by 25%.
 - Enhanced Satisfaction: Improved guest reviews and occupancy rates.



Robotics Enhancing Maintenance and Service

- **FlyZoo Hotel:** Robots perform cleaning tasks efficiently.
- Outdoor maintenance robots handle landscaping and outdoor cleaning.
- AI-powered quality assurance systems monitor cleanliness in real-time.



Enhancing Guest Experiences Through Technology



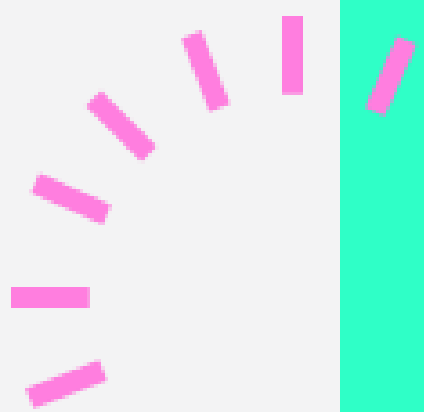
- AI enables staff to anticipate guest needs, creating personalized experiences
- Seamless services via mobile apps for check-in, room access, and service requests
- **Future prospects:** Emotional AI to interpret guest emotions for real-time service adjustments





The Road Ahead - Future Trends

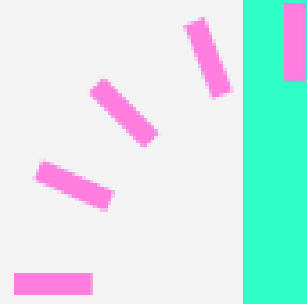
- **Voice and gesture** control for natural room interactions
- **AR/VR** for enhanced booking experiences and immersive guides
- **Sustainability:** AI optimizes resource usage for eco-friendly practices





The Road Ahead - Future Trends

- **Personalization at Scale:** AI will enable even deeper personalization
- **Unlocking New Revenue Streams:** upselling, enhanced loyalty programs, and increased direct bookings
- **Fully automated:** IOT & All-by-AI hotel



Addressing Challenges

- **Choosing right set of technologies:** Require vision & strategy
- **Initial Investment:** Start with scalable technologies that offer quick ROI
- **Data Privacy and Security:** Compliance with GDPR and robust cybersecurity
- **Workforce Transition:** Upskill staff to work alongside AI and enhance guest interaction



Action Steps for Hotel Owners

- **Evaluate** current operations for technology impact opportunities
- **Set clear objectives** for guest experience, efficiency, and revenue growth
- **Pilot and scale** successful initiatives, invest in people to train and develop staff



Conclusion

Embrace Innovation: Technology enhances, not replaces, the human touch in hospitality

Stay Competitive: Adapting to technological advancements is essential for success

Final Thought: By blending the warmth of hospitality with the precision of technology, we create **unforgettable experiences**





Thank You!

Tai Nguyen
Naiscorp - Emoi

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Compute future

