

Operation Strategies

Technology & The future of the luxury industry

Hotel du Cap-Eden-Roc, Cap d'Antibes





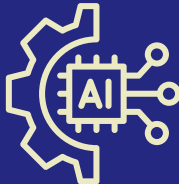
Team 16: Tika d'Hallewin, Noè Mazzola, Arnaud Val Serra, Julie Segui, Saket Palaskar

Summary

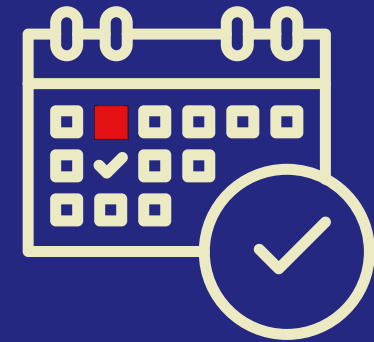
1. Available AI technologies
2. Optimizing Operations with AI
3. Integration of IA Hotel du Cap-Eden-Roc
4. Challenges of implementation
5. Time-line
6. Conclusion



I- Available AI technologies in Luxury Hospitality

	Machine learning 	Deep learning 	Generative AI 
Capabilities	<ul style="list-style-type: none"> • Predictive Analysis: Learns from historical data to predict future trends. • Pattern Recognition: Identifies patterns in large datasets. • Automation: Streamlines processes through intelligent automation. 	<ul style="list-style-type: none"> • Complex Data Processing: Handles unstructured data like images, text and voice. • Hierarchical learning: Uses neural networks to understand intricate patterns. • High Accuracy: Delivers superior performance in tasks like image and speech recognition. 	<ul style="list-style-type: none"> • Content Generation: Creates human-like text, images, or sounds. • Conversational AI: Powers sophisticated chatbots and virtual assistants. • High Accuracy: Crafts unique experiences based on individual preferences.
Applications in Luxury Hospitality	<ul style="list-style-type: none"> • Dynamic Pricing: Adjusts room rates based on demand forecasting. • Customer Segmentation: Categorizes guests for targeted marketing. • Churn Prediction: Identifies guests at risk of not returning. 	<ul style="list-style-type: none"> • Facial Recognition: Enhances security and personalized greetings. • Voice Assistants: Provides in-room voice-controlled services. • Sentiment Analysis: Analyzes guest feedback for service improvement. 	<ul style="list-style-type: none"> • Virtual Concierge Services: Offers personalized recommendations and assistance. • Automated Content Creation: Generates customized marketing materials. • Personalized Itineraries: Designs bespoke gust experiences.

II- Optimizing Operations with AI



Booking Optimization

- **AI Chatbots:** Provide instant responses to inquiries, enhancing booking experiences.
- **Recommendation Systems:** Suggest upgrades and add-ons based on guest preferences.



Marketing Strategies

- **Targeted Campaigns:** Utilizes data analytics to send personalized offers.
- **Market Trend Analysis:** Predicts industry trends to stay ahead of competitors.



Personalized Customer Experiences

- **Preference Analysis:** Uses ML to tailor services like room amenities and dining options.
- **Real-Time Personalization:** Adjusts in-room settings based on guest profiles.



Service Delivery

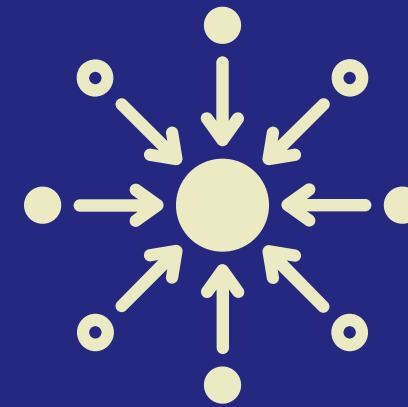
- **Operational Efficiency:** Automates routine tasks, allowing staff to focus on high-value interactions.
- **Feedback Mechanisms:** Employs AI to analyze guest reviews and implement improvements.

III- Integrating AI into Oracle Opera PMS: Ease and Compatibility



API-Driven Integration

- Opera's open APIs allow seamless integration with AI tools like ML, DL, and Gen AI
- Smooth data exchange without disrupting existing processes



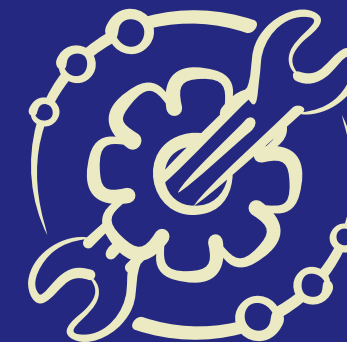
Data Centralization

- Opera PMS unifies guest and operational data, providing a solid foundation for AI
- Enhances personalization, predictive analytics, and automation



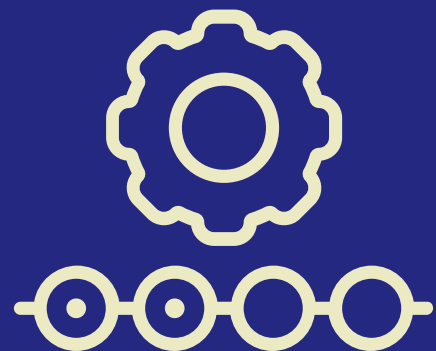
Cloud-Ready

- Cloud-hosted Opera PMS can instantly scale with AI solutions
- On-premise setups are also supported through APIs for smooth deployment



No Overhaul Needed

- AI tools function as a layer over the existing system
- Enhances features like dynamic pricing, virtual assistants, and guest segmentation without a full system replacement



Phased Rollout

- Begin with predictive analytics, expand to chatbots, and automate operations
- Ensures a smooth transition with minimal disruption



Key Benefit:

Flexibility & Compatibility: Opera PMS is AI-ready, enabling transformational improvements in guest experiences and operational efficiency

IV- Challenges of implementation

Pre Implementation challenges

- **Limited AI Frameworks for Hospitality:** Many AI frameworks are designed for general industries and lack specific features for hospitality.
- **Cost and Infrastructure:** Hybrid and on-premises systems demand substantial investments in infrastructure and resources.
- **Data Availability and Quality:** While Opera PMS holds significant data, it may lack the structure required for advanced AI models.
- **Skill Gaps:** Staff may lack the technical expertise to manage advanced AI tools, requiring training or hiring experts.
- **Compliance and Security Planning:** Ensuring data protection compliance, especially with regulations like GDPR, is critical from the start, particularly for cloud integrations.

Post Implementation challenges

- **System Integration:** AI tools need to work well with older systems like PMS or CRM, which can be complicated.
- **Ongoing Maintenance:** Cloud solutions reduce internal responsibility, but hybrid or on-premises approaches require dedicated teams for updates and monitoring.
- **Staff Adoption:** Ensuring smooth adoption of new tools demands training and continuous change management to overcome resistance.
- **Staff Over-Reliance on AI:** Staff may over-rely on AI tools, potentially neglecting the human touch that defines luxury hospitality.

V- Time line

Integration with Oracle Opera PMS

1

API Integration

- Utilize Oracle Opera's APIs to ensure seamless data exchange between AI applications and the PM

- **Actionable Insight:** Develop custom middleware if necessary to facilitate integration.

2

Data Management

- Establish protocols for data synchronization to keep guest profiles updated.

- **Actionable Insight:** Implement data governance policies to ensure data integrity and compliance.

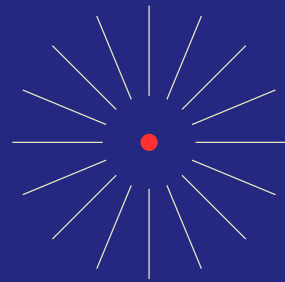
3

Staff Training

- Conduct training programs to familiarize staff with new AI tools and systems.

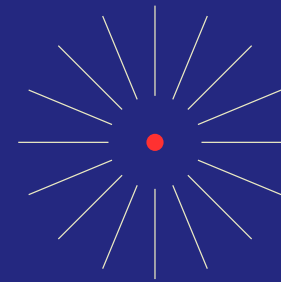
- **Actionable Insight:** Develop user manuals and provide ongoing support.

VI- Sum-up / Recommendations



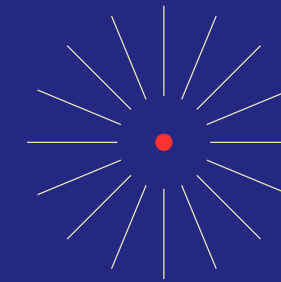
1. Machine Learning for Personalized Marketing and Dynamic Pricing

- Actionable Insight: Implement ML algorithms to analyze guest data for personalized promotions and optimal pricing strategies.
- Benefit: Increases revenue through targeted offers and maximizes occupancy rates.



2. Generative AI for Virtual Concierge Services

- Actionable Insight: Introduce AI-powered virtual concierges that provide real-time assistance and personalized itineraries.
- Benefit: Enhances guest satisfaction by offering tailored experiences and immediate support.



3 Deep Learning for Enhanced Guest Interaction

- Actionable Insight: Deploy facial recognition for personalized greetings and security, and voice assistants for in-room services.
- Benefit: Elevates guest experience through personalized and seamless interactions.

THANK YOU !



Arnaud Val Serra



Julie Segui



Tika d'Hallewin



Noe Mazzola



Saket Palaskar