Education shaping your *FUTURE*

Caring.

Daring.

Cosmopolitan.

Les Roches

1954
YEAR OF CREATION

#4
WORLDWIDE
HOSPITALITY SCHOOL

NESCHE
ACCREDITATTION

"**EXCELLENT**" QS 5
STAR rating

+2500
STUDENTS

+100
NATIONALITIES

+13000
ALUMNI WORLDWIDE

2 CAMPUS

CRANS MONTANA
in SWITZERLAND

MARBELLA
in SPAIN

16:1

STUDENT TO FACULTY RATIO
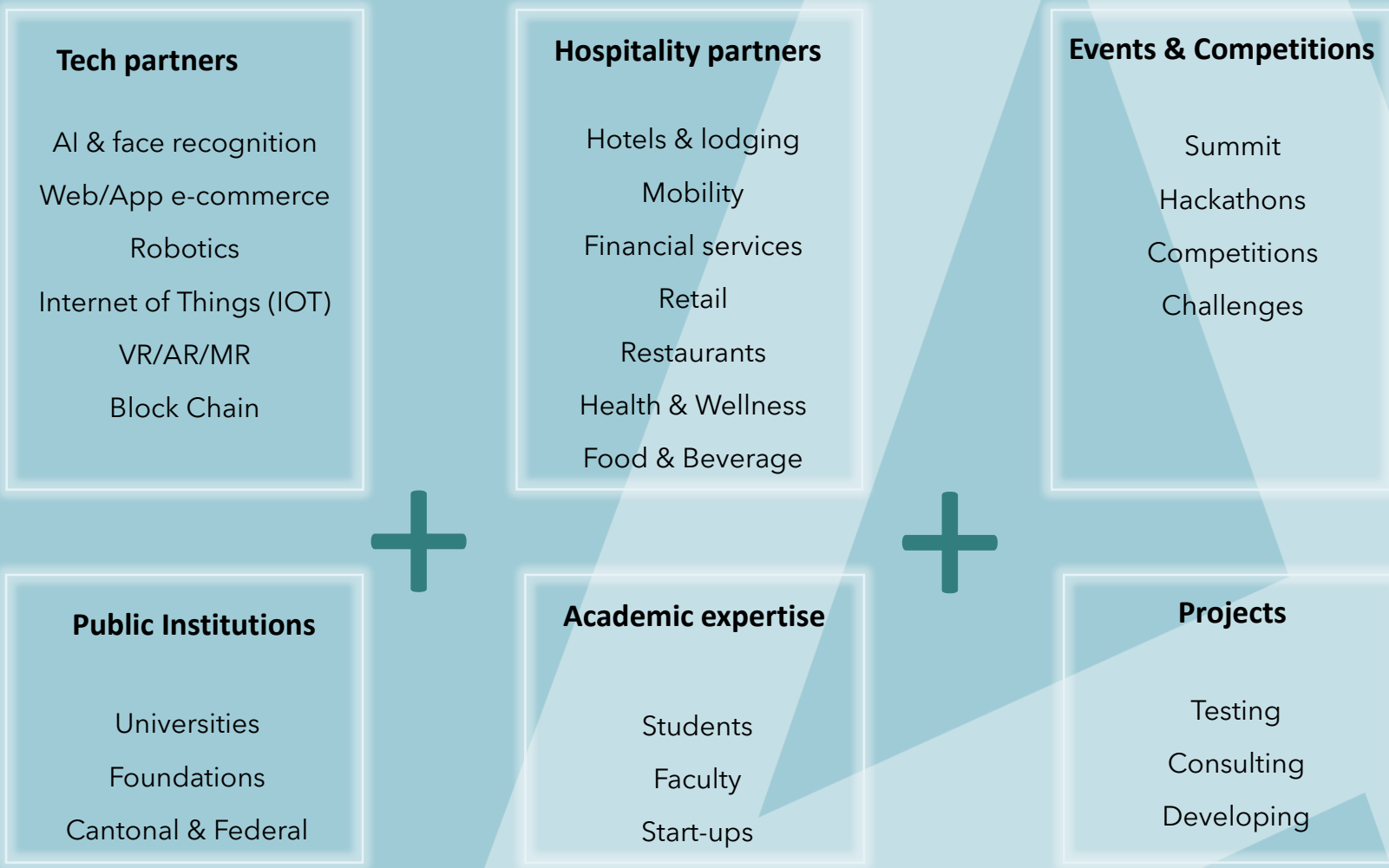
Marbella
Spain

Crans-Montana
Switzerland

SPARK

INNOVATION SPHERE
BY LES ROCHES

Les Roches

Les Roches

SPARK
INNOVATION SPHERE
BY LES ROCHES

Tech partners

AI & face recognition

Web/App e-commerce

Robotics

Internet of Things (IOT)

VR/AR/MR

Block Chain

Hospitality partners

Hotels & lodging

Mobility

Financial services

Retail

Restaurants

Health & Wellness

Food & Beverage

Events & Competitions

Summit

Hackathons

Competitions

Challenges

+

+

Public Institutions

Universities

Foundations

Cantonal & Federal

Academic expertise

Students

Faculty

Start-ups

Projects

Testing

Consulting

Developing

An ecosystem to research, develop & test **customer experiences**

HOTELS & RESORTS

RESTAURANTS & BARS

TRADITIONAL HOSPITALITY INDUSTRY

TOURISM

TRAVEL

TRANSACTIONS

TRANSPORTATION

INNOVATIVE HOSPITALITY INDUSTRY

NEW PRODUCTS

NEW SERVICES

Ai TECHNOLOGY

CUSTOMER EXPERIENCE

EVENTS

CONFERENCE & EXHIBITIONS

THEME PARKS

AIRLINES

FINANCE & INVESTMENT
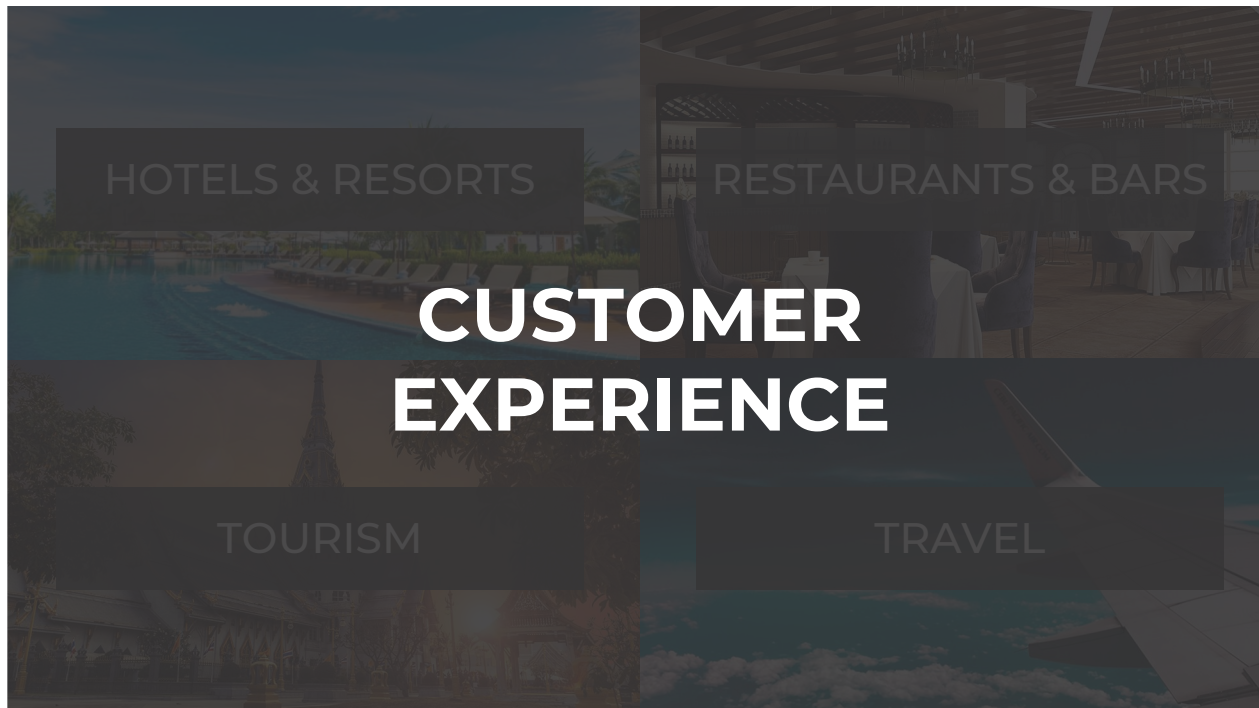
HOTELS & RESORTS

RESTAURANTS & BARS

CRUISES

SPA, HEALTH & WELLNESS

TOURISM

TRAVEL

LUXURY RETAIL

MARKETING
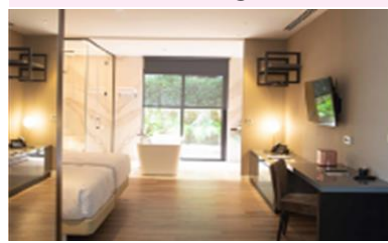
REAL ESTATE

MANAGEMENT CONSULTING

SPORTS

SPARK, Innovation sphere by Les Roches

Testing

Project – New functionalities of a robot barista (LNP & facial recognition)

Testing

Project – Explore new in-room technology in Hotels

Testing

Project – New sustainable practice - removing towels thanks to a body dryer

Challenge

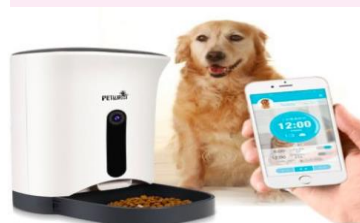
Project – Approaching the new laundry service in luxury hotels
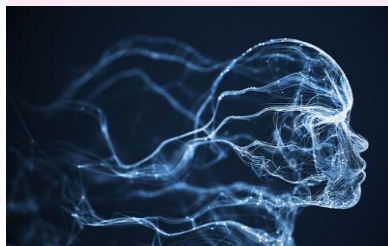
Challenge

Project – New digital experiences for satisFind (VR training)

Development

Project – New digital solution to be used at hotels to bring services to pets, pet's owners & staff

Development

Project – AI Video-based solution to predict hospitality staff personality & soft skills

Development

Project – Building a new hospitality metaverse for the hospitality industry with The Meta Foundation

Challenge

Project – Hotel & Innovation center with Alpine X Crans-Montana

Challenge

Project – Digitalization: Access to Hospitality Facilities through Multiple Devices

70+ projects with partners since 2021

VIDEO TO PLAY FULL SCREEN

https://vimeo.com/878295311?share=copy

Password :

Deloitte01

November 8th, 2023

Generative AI in Hospitality and Tourism

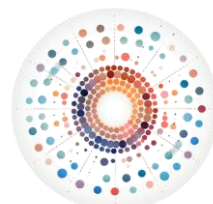Real cases from clients & use cases for the industry

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Digital

The 3 Disruption Pillars of GenAI

Industry Disruption

1

New customer experiences
enabling new products,
services & revenue

Content & Personalization

2

More 1:1 personalized
content to more customers
with less FTEs

Autonomous Coding

3

Democratizing the
production of digital content

HealthX – Promoting Change in Preventive Health

Contents

GenAI Real Cases

# Elevating Guest Experiences: How Duve Transforms Your Hotel Stay

Duve.

Duve shapes the future of hospitality through personalized communication to streamlined operations

Duve employs advanced AI technology to optimize hospitality operations. They prioritize guest messages, analyse sentiment, automate responses, and personalize guest experiences, ultimately enhancing the quality of service in the hospitality industry.

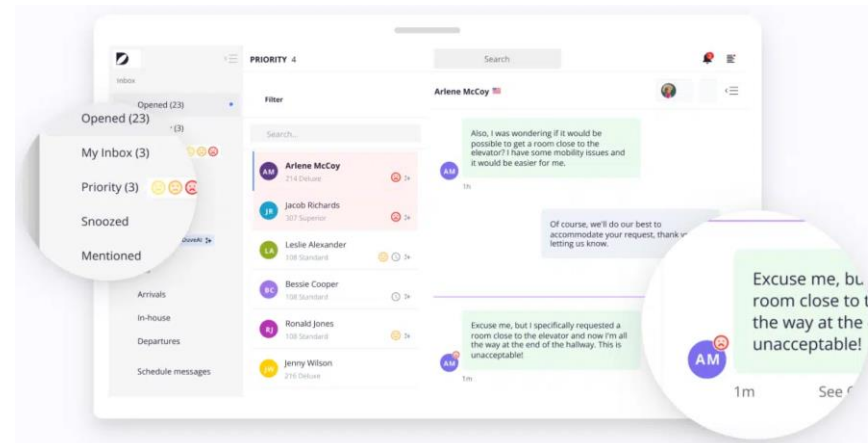**WATCH:** Duve: A personalized end-to-end Guest Management Platform

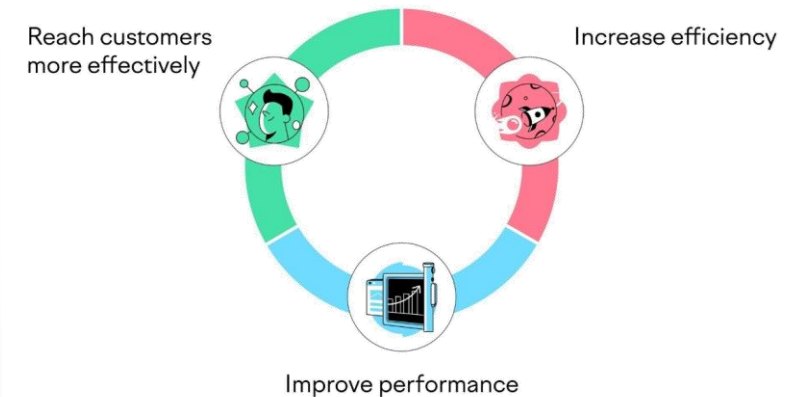## 01 → 02 → 03

Guest Communication
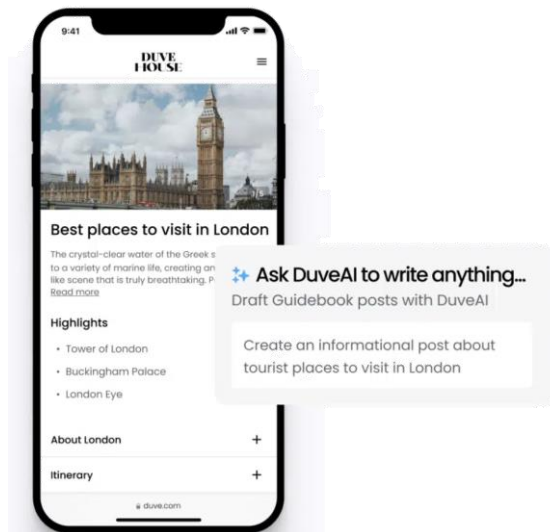
Sentiment Analysis

Integrated Sentiment Analysis evaluating satisfaction of customers

Data-Driven Efficiency

Revolutionizing Travel Planning with Tripadvisor

Personalized Itineraries with Generative AI Technology

Tripadvisor launches an AI-powered travel itinerary generator. It creates personalized itineraries based on traveller preferences and over a billion reviews, revolutionizing the trip planning process.
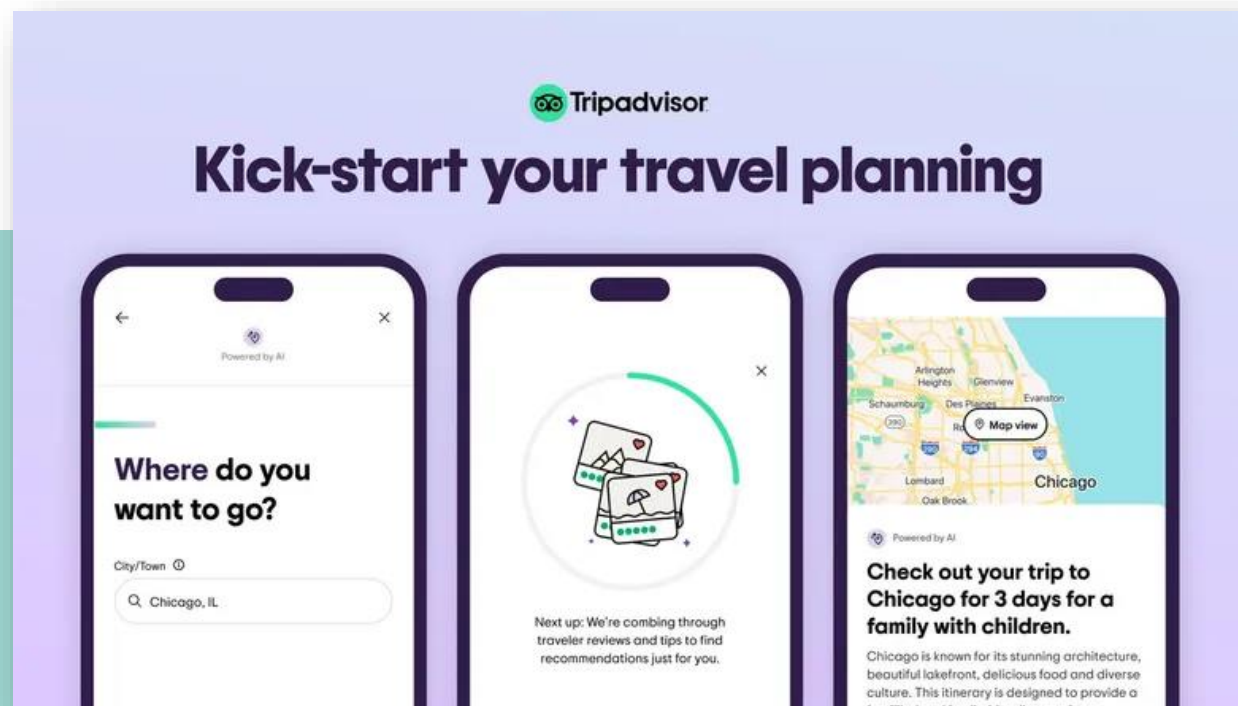
Personalization

customizes travel itineraries, making trip planning more tailored to individual preferences

Traveller Insights

insights from a vast database of traveller reviews and opinions to provide trustworthy and relevant recommendations

Enhanced Engagement

aims to deepen traveller engagement, providing unique and tailored recommendations

Creating a "world-first in our industry" toolset

Marriott will be the first hotel company to design hotels using generative AI

Marriott will be the first hotel to use Building Information Modelling platforms, to plan, design and construct their hotels. By working with architects and inputting preferences for a desired outcome, Marriott will use this platform to generate a design for their hotels.

01
Hotel preferences
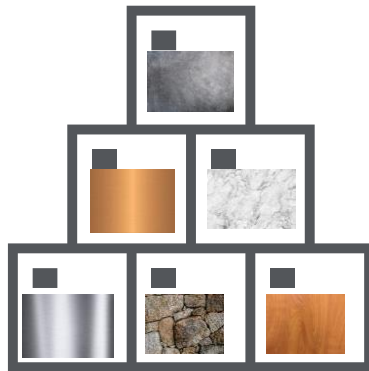
Materials, design, layout, orientation

02
Iterations
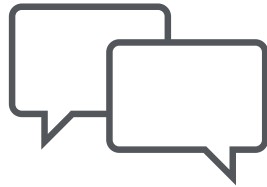
Creating iterations of the design based on feedback from generative AI. Continuous iterations until the design reaches the final outcome that all stakeholders are happy with.

03
Final Outcome

Marriott said that using AI will result in "increased speed-to-market while at the same time maintaining cost control." (Stolz, 2021)

"The tools, the company said, will also cut costs and reduce design time by 50% on average, while offering 'greater cost efficiency, consistent quality, and faster delivery times' for each new property." (Stolz, 2021)

Typical Use Cases for the Industry Value Chain

Impact of GenAI on Customer Experience

Arrival:

- **Safe Check-In:** Enabling contactless check-in for a secure and comfortable arrival process
- **Inclusive Communication:** Multilingual interfaces ensure ease of communication for diverse guests
- **Local Insights:** Smart concierge delivers personalized local recommendations, enriching your stay

Pre-Booking Phase:

- **Tailored recommendations:** Hotel and activity suggestions
- **Budget-friendly pricing:** Dynamic pricing ensures affordable rates based on real-time demand, saving you money

Post-Stay:

- **Loyalty Rewards:** Personalized follow-up emails include enticing offers to encourage your return visits

Dining:

- **Customized Menus:** Optimized restaurant menus to cater to your food preferences
- **Time Efficiency:** Minimizing waiting times and efficiency when you place orders

Booking:

- **Effortless Confirmation:** Automated emails and notifications make communication hassle-free
- **Instant Reservation Support:** Automated assistants provide instant support for inquiries and requests

In-Hotel:

- **Personalized Comfort:** Tailors in-room services to your individual preferences
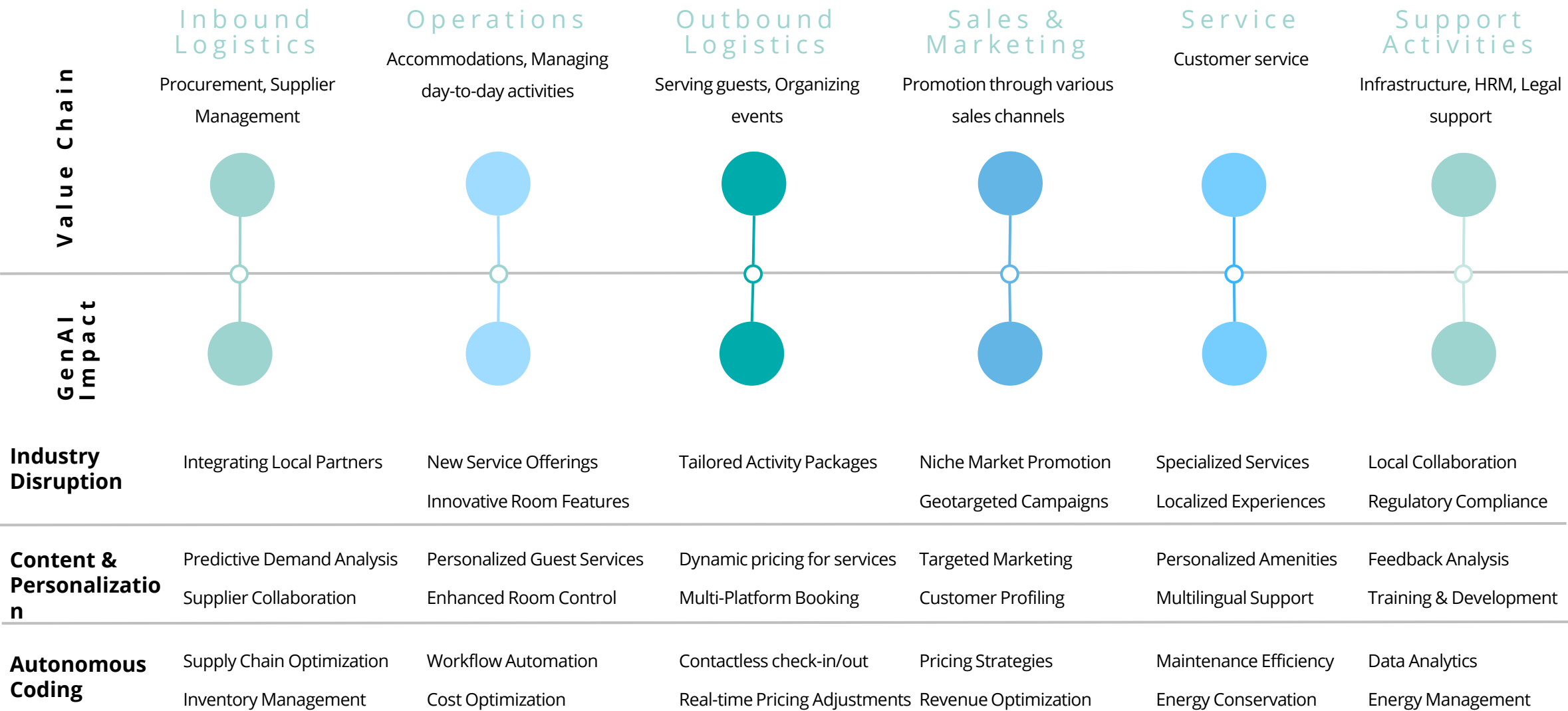- **User-Friendly Room Management:** Easily control and adjust your room's features

Check-Out:

- **Express Check-Out:** Automates the check-out process, saving you time and effort
- **Feedback:** Processes your feedback to improve services, ensuring your opinions matter

Generative AI enhances Hotel experiences for efficiency and satisfaction

Impact of GenAI on Hospitality Value Chain

	Inbound Logistics	Operations	Outbound Logistics	Sales & Marketing	Service	Support Activities
Value Chain	Procurement, Supplier Management	Accommodations, Managing day-to-day activities	Serving guests, Organizing events	Promotion through various sales channels	Customer service	Infrastructure, HRM, Legal support
GenAI Impact						
Industry Disruption	Integrating Local Partners	New Service Offerings	Tailored Activity Packages	Niche Market Promotion	Specialized Services	Local Collaboration
		Innovative Room Features		Geotargeted Campaigns	Localized Experiences	Regulatory Compliance
Content & Personalization	Predictive Demand Analysis	Personalized Guest Services	Dynamic pricing for services	Targeted Marketing	Personalized Amenities	Feedback Analysis
	Supplier Collaboration	Enhanced Room Control	Multi-Platform Booking	Customer Profiling	Multilingual Support	Training & Development
Autonomous Coding	Supply Chain Optimization	Workflow Automation	Contactless check-in/out	Pricing Strategies	Maintenance Efficiency	Data Analytics
	Inventory Management	Cost Optimization	Real-time Pricing Adjustments	Revenue Optimization	Energy Conservation	Energy Management

Key Take-Aways

How will GenAI Impact the Hospitality/Tourism Industry?

Centralized Booking Platforms	Ensuring that customers can book their vacation on one centralized platform without having to consult numerous different websites to plan a trip.
Personalized Preferences	Filtering options like hotels and travel based on a customer's personal preferences. Eliminating all irrelevant information from the booking websites.
Filtering Relevant Information Available	Information can be found on one centralized platform without needing to consult numerous different sources to find what suits each customer best. Information is both available and relevant.
Impact along value chain	AI has impact across the entire value chain, optimizing processes and enhancing efficiency from start to finish.

"Hospitality, along with retail and ecommerce, will be the fastest adopters of AI because they already make their services and content very public to attract customers, so sharing content with AI is not scary. They are conceptually familiar with channels and will view AI as yet another way to reach customers and offer their products and services. They respect the customer's needs generally more than other industries. And they have to fight hard for margins, so efficiency is a very welcomed and ROI is measured and expected." (Darko Vukovic, CEO and Founder, PolyAPI)

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Digital