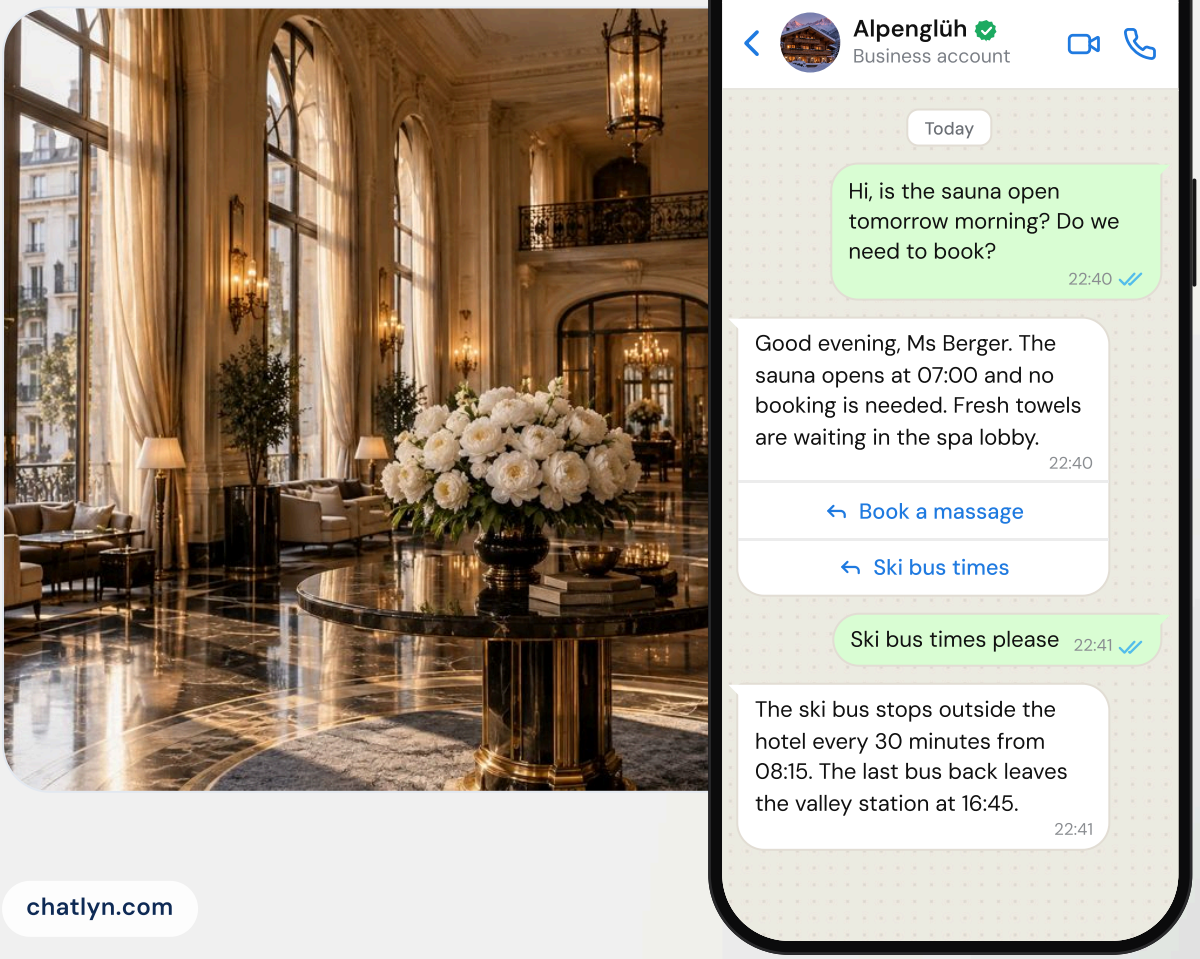
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CHATLYN GUIDE 2026

AI in hotels: 20 use cases that work

Where AI software and robotics already earn their place in hotels, how AI search is changing the way guests book, and how guest messaging turns faster answers into revenue.

20 use cases · 3 departments · 5 mistakes



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INTRODUCTION

AI has arrived in hotels. Now it has to earn its place

AI in hotels has moved from pilot to habit. Nearly every property now uses it somewhere, yet few have it working across the business, and fewer still can say what it earns. At the same time, guests are starting their search in AI assistants, and since August 2026 travellers in the US can book a hotel without leaving Google's AI Mode.

This guide is for owners, general managers and heads of department who want to know where AI and robotics genuinely help, where they do not, and in what order to start. It sets out 20 use cases across three departments: **Guest experience and front office**, **Revenue, sales and marketing**, and **Operations and back of house**. Each one says what it does, what it needs and what to watch.

It closes with guest messaging, because that is where faster answers turn into bookings and upsells, then the five mistakes we see most often, and a 90-day plan you can start next Monday.

KEY TAKEAWAYS

- Almost every hotel uses AI somewhere. The gains go to those who connect it to their guest data.
- Guests are starting to search and book through AI assistants. Clear, current facts decide who gets recommended.
- The first useful reply on the guest's own channel wins the booking and the upsell.
- Start with one owner, one baseline and two use cases, then expand after 90 days.

CHAPTER 1

Where hotels stand with AI in 2026

AI has started in almost every hotel, but in most it is still a set of experiments. Meanwhile the way guests find and book hotels is moving into AI assistants.



Almost every hotel now uses AI somewhere. Few use it everywhere. In the **Mews Hotelier Survey 2026**, 98% of the more than 500 properties surveyed had used AI in the previous six months, on average for 11 of 19 common hotel tasks. Wyndham's owner survey from January 2026 shows the other side: AI has started almost everywhere, but only about a third of owners say it is embedded across most of their operations, and 73% want to do more but feel overwhelmed.

98%

of hoteliers used AI in the last six months

Source: Mews Hotelier Survey 2026

32%

of hotel owners say AI is embedded across most of their operations

Source: Wyndham Owner Trends Report 2026

41%

of hotels have no formal AI policy

Source: Mews Hotelier Survey 2026

Investment is not the bottleneck. In Amadeus' Travel Dreams 2026 study, 499 of 500 hoteliers said they intend to invest in AI this year. The pressure behind that is staffing. HOTREC, the European hospitality association, estimates that around one in ten hospitality roles in the EU is unfilled. In Germany, the KfW-ifo skilled-labour barometer still counted more than a quarter of accommodation businesses short of skilled staff in October 2025, and across the economy an open position took an average of 161 days to fill.

~10%

of hospitality roles in the EU are unfilled

Source: HOTREC, January 2026

27.9%

of German accommodation businesses report a shortage of skilled staff (October 2025)

Source: KfW-ifo Fachkräftebarometer

26%

of US hoteliers name the front desk as their hardest role to fill, second only to housekeeping

Source: AHLA and Hireology, 2025

The booking journey is moving into AI assistants

Adobe measured traffic from AI assistants to US travel sites up 194% year on year in May 2026. Those visitors stay 70% longer and bounce 41% less often than others. They still convert 28% less than other traffic, but that gap is about 70% smaller than in October 2024. In SiteMinder's survey of 12,000 travellers, the share who start their hotel search in an AI tool rose from 1% to 4% in a year: still small, but four times larger. In the UK, MMGY found that 52% of travellers now use AI to plan trips, up from 40% a year earlier.

+194%

AI-referred traffic to US travel sites, May 2026 vs May 2025

Source: Adobe Analytics

4%

of travellers start their hotel search in an AI tool, up from 1%

Source: SiteMinder Changing Traveller Report 2026

6%

of travellers fully trust AI

Source: Booking.com Global AI Sentiment Report 2025

The next step is the AI agent that books. In October 2025 Booking.com and Expedia launched apps inside ChatGPT. In April 2026 SiteMinder opened hotel distribution to AI platforms including ChatGPT and Claude, using the Model Context Protocol to pass live hotel data. On 27 August 2026 Google launched hotel booking inside AI Mode in the US, with partners including Booking.com, Expedia, Marriott, Hilton and IHG; the guest compares rooms, reads the cancellation policy and pays with Google Pay in one place. Europe is not included yet. Trust is lagging: only 12% of travellers are comfortable letting AI decide without them, and Expedia found just 8% comfortable letting AI handle a booking.

For a hotel this changes two things. An assistant can only recommend what it can read and check, so facts scattered across PDFs, an outdated website and your team's memory count against you. And when the guest leaves the assistant with one last question, the property that answers first, on the guest's own channel, keeps the booking.

TIP

Ask the assistants about your own hotel

Ask ChatGPT, Gemini, Claude and Perplexity the questions your guests ask: "Which hotel in our town suits a family with a dog in February?" and "What does our hotel charge for parking?" Note what is wrong, missing or out of date, then fix it at the source: your website, your Google Business Profile and your OTA listings. Repeat every quarter.

02

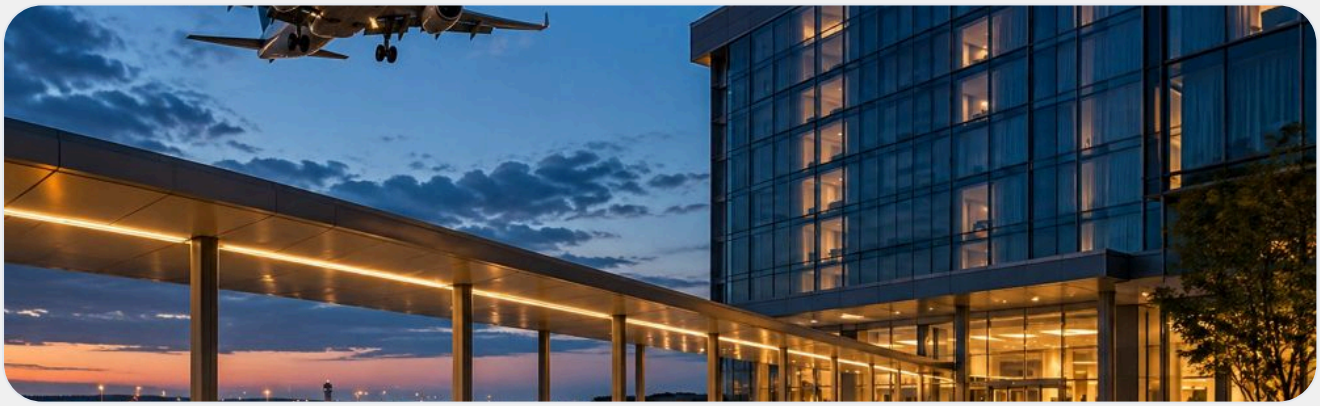
CHAPTER 2

The guest journey: where AI shows up

The useful question is not where you could use AI, but where your guests wait, repeat themselves or give up. Those moments run from the first idea of a trip to the review after it.

IN THIS CHAPTER

- What guests expect at each step
- Software and robotics



Map AI to the moments of the stay rather than to departments, and the priorities become clearer. Some moments are about being found, some about answering quickly, some about offering the right thing at the right time, and some about the work guests never see. The six stages below give the overview; chapters 3 to 5 set out the 20 use cases in detail, department by department.

Where AI shows up across the stay

Dreaming

Found by AI search

Assistants recommend hotels whose facts they can read and trust. Clean, current information on your website and listings decides whether you appear.

Booking

Answers before the booking

Questions about dogs, parking or connecting rooms arrive at night and on Sundays. An instant, accurate answer with a link to your booking engine keeps the guest from going back to the OTA.

Pre-arrival

Ready before they arrive

A message a few days before arrival confirms the details and offers the upgrade, the spa slot or the dinner table while the guest is still planning.

Arrival

A shorter wait at the desk

Arrival times, parking and practical details collected in advance mean the welcome can be about the guest, not the paperwork.

In-stay

Requests in the chat, not on the phone

Towels, restaurant tips and spa questions go to the chat. The routine is answered at once; anything that needs hands goes to the right team.

Post-stay

The review and the return

A thank-you message, a review request at the right moment and a reply to every review, drafted with AI and approved by a person.

What guests expect at each step

58%

of travellers prefer SMS, WhatsApp or email for quick exchanges with their accommodation; 4% want to download its app

Source: eviivo traveller survey 2025

74%

of consumers expect service around the clock

Source: Zendesk CX Trends 2026

74%

of US hotel guests would pay extra for a room upgrade

Source: Forge Consumer Hotel Habits Report 2026

Put together, these numbers describe a guest who wants an answer now, on a channel they already use, and who is willing to spend more when the offer fits. Very few want another app. That is why messaging sits at the centre of the journey: it is where questions arrive, where offers can be accepted with one tap, and where the team sees what each guest has asked before.

AI across the journey, by department

Stage	Guest need	Where AI helps	Department
Dreaming	Find the right hotel	Accurate facts for AI search, content and SEO	Revenue, sales and marketing
Booking	A quick, reliable answer	24/7 replies, link to the booking engine, faster quotes	Guest experience and front office
Pre-arrival	Plan the stay	Timed messages with upgrade and dining offers	Revenue, sales and marketing
Arrival	No queue, no surprises	Arrival details collected in advance	Guest experience and front office
In-stay	Requests handled fast	Chat answers, routing to housekeeping and maintenance	Operations and back of house
Post-stay	Be heard and remembered	Review replies, return offers, guest insight	Revenue, sales and marketing

Software and robotics

Most hotel AI is software: language models that answer and write, forecasting models that price rooms and plan staffing, and vision or sensor systems that track energy and maintenance. Robotics is the physical layer. Delivery robots carry towels and room-service orders between floors, autonomous cleaners run corridors and lobbies overnight, and a few properties test robot concierges. Robots pay off where the work is repetitive, physical and measured in trips or square metres. In conversations with guests, software does the job better, because it can answer in the guest's language, at any hour, on the guest's own phone.

TIP

Start where guests wait

Before choosing a tool, count a normal week: how many messages arrive per channel, how long the first reply takes, and which ten questions come up most. Those three numbers tell you where AI will save the most time and where a faster answer is worth the most money.

03

CHAPTER 3

Guest experience and front office

Seven ways AI takes routine work off the desk, from the first WhatsApp question to the review after checkout. Start with the quick wins, and keep people where guests still want them.

IN THIS CHAPTER

- Use case 01 · AI guest messaging and concierge on WhatsApp and webchat
- Use case 02 · Multilingual real-time translation
- Use case 03 · Review and sentiment analysis with response drafting
- Use case 04 · Online check-in and ID scanning
- Use case 05 · Personalisation from guest profiles
- Use case 06 · AI phone answering for reservations



The front office carries most of what guests notice: the reply at 23:00, the queue at check-in, the answer in their own language. It is also where staff shortages are felt first. Across the EU, roughly one hotel role in ten is unfilled, according to HOTREC. The seven use cases below run from quick wins to big projects. Each one covers what it is, what real hotels have done with it, what it takes, and how to begin.

58%

of travellers prefer to deal with a property by WhatsApp, SMS or email links; only 4% want a property app or QR code

Source: eviivo traveller survey, 2025

70%

of hotels say guests still prefer to speak to a person at check-in and when they need help

Source: Hotels.com Hotel Room Innsights, 2025

10%

of hotel roles are unfilled across the EU on average

Source: HOTREC, January 2026

Seven front-office use cases at a glance

Quick win

Use case 01 · AI guest messaging and concierge

An AI assistant answers routine questions on WhatsApp and webchat around the clock and hands the rest to your team.

Quick win

Use case 02 · Multilingual real-time translation

Written and spoken translation so any colleague on shift can help a guest in their own language.

Quick win

Use case 03 · Review analysis and response drafting

AI sorts reviews by topic and sentiment and drafts replies in your house tone for a manager to post.

Medium effort

Use case 04 · Online check-in and ID scanning

Guests register and scan their ID before arrival; the desk stops retyping passports.

Medium effort

Use case 05 · Personalisation from guest profiles

Past stays, preferences and conversations turned into the right room, message and offer.

Medium effort

Use case 06 · AI phone answering for reservations

A voice agent picks up every call, answers the routine and passes bookings and exceptions to people.

Big project

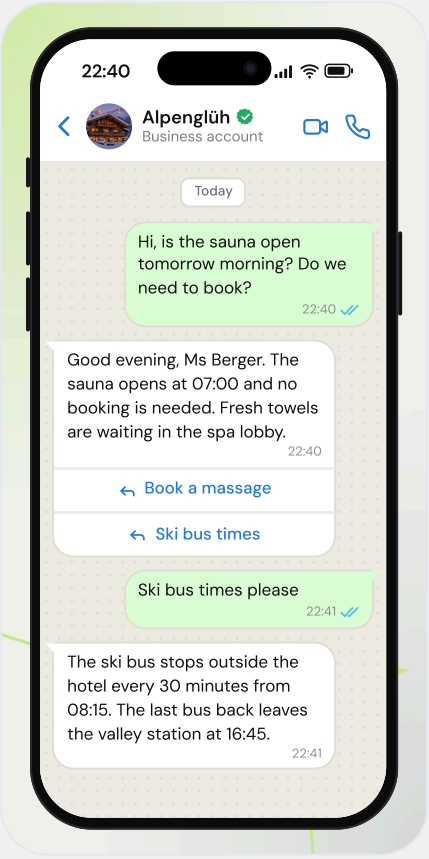
Use case 07 · Lobby and service robots

Robots that run deliveries at night in large properties, where the distances justify them.

Use case 01 · AI guest messaging and concierge on WhatsApp and webchat

An AI assistant answers guests on the channels they already use, mainly WhatsApp and the chat on your website, at any hour. It draws only on your own information (house rules, opening hours, menus, directions) and passes anything personal, sensitive or unclear to a member of staff. Done well, it removes the repeat questions that fill every shift: parking, breakfast times, late arrival, spa hours. Your team keeps the conversations that need judgement.

- Guests want messages, not another app: in eviivo's 2025 survey of 430 travellers, 58% preferred WhatsApp, SMS or email links, while just 4% wanted a property-specific app or QR code (eviivo, November 2025).
- The same questions come back on every shift. That is the work to hand over first, because the answers rarely change and guests expect them immediately, also at night.



Day two of the stay, 22:40

EXAMPLE CONVERSATION

Alpenglüh

Mountain chalet hotel, Tyrol

A routine question late in the evening, answered from the hotel's own information, with the next step offered as buttons.

Effort: low, provided your house information is current. **Impact:** high, on response times and on desk workload. **Cost:** a monthly software subscription, plus Meta's per-message fees for the WhatsApp templates you send first.

How to start

1. **Collect the top 30 questions**
   Ask the desk and reservations team to list the questions they answer every day, and write one clear answer for each.
2. **Clean the source material**
   Update house rules, opening hours, menus and directions. The AI can only be as current as what you give it.
3. **Start with one channel and clear handover rules**
   Switch on webchat or WhatsApp first, decide which topics always go to a person (complaints, payments, health), and review weak answers every week.

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Where chatlyn fits

chatlyn's AI answers routine guest questions on WhatsApp and webchat around the clock, in the guest's language and your property's voice, using only your own knowledge. It hands the conversation to your team when a guest asks or when it is unsure, and on email it drafts replies for a person to send. With your PMS connected, each conversation sits on the guest's profile next to their bookings. At Hotel Enzian Obertauern the AI handles around 85% of routine enquiries, with an average response time of about three seconds. IMLAUER Group went from 6% of enquiries resolved with its previous chatbots to 93% with chatlyn.

Use case 02 · Multilingual real-time translation

Translation AI now works in writing and in speech. In writing, a messaging tool translates the guest's message into the agent's language and the reply back into the guest's, so any colleague on shift can answer, not only the one who speaks Czech or Japanese. At the desk, speech translation apps on a phone or tablet let a receptionist and a guest talk in their own languages, with captions on screen.

- DeepL launched DeepL Voice in November 2024, including a mobile mode for face-to-face conversations. By July 2025 it accepted 16 spoken languages and showed captions in 35 (DeepL, 2024 and 2025).
- Apple brought Live Translation to AirPods in September 2025 and announced it for EU users with iOS 26.2 in December 2025, after a delay linked to the Digital Markets Act (PhoneArena, November 2025). Many of your guests will soon arrive with translation in their ears.

Effort: low. **Impact:** medium, and high for properties with many international guests. **Cost:** low; often already included in messaging tools, otherwise a per-user business licence.

How to start

1. **Check what you already have**
   Many messaging tools and guest apps already translate messages. Switch it on before buying anything new.
2. **Equip the desk**
   Put a speech translation app on a front-desk tablet for walk-in conversations, and test it with your three most common guest languages.
3. **Confirm anything binding in writing**
   Prices, cancellation terms and safety or health information should be confirmed in writing, ideally in both languages.

TIP

Mind the data

Use a business plan and read the provider's data-processing terms before staff paste guest names, room numbers or health details into a translation tool.

Use case 03 · Review and sentiment analysis with response drafting

AI reads every review across Google, Booking.com, Tripadvisor and your own surveys, sorts them by topic and sentiment, and drafts a reply in your house tone for a manager to check and post. The value is twofold: you answer more reviews, faster, and you see recurring themes (the noisy lift, the slow breakfast service) before they spread across platforms.

- HM Hotels, with 23 properties in Mallorca, Mexico and the Dominican Republic, rolled out ReviewPro's AI review responses across the group in 2025 after a two-month pilot at two hotels. In February 2025 it replied to 82% of 661 reviews, answered negative and neutral reviews within 2.7 days on average, and reached a 100% response rate on Google, Booking.com and Tripadvisor (Shiji, 2025).
- ReviewPro puts the global average time to respond to a review at 3.2 days in 2025, down from 10 days in 2021 (Hospitality Net, June 2025). Guests and other readers notice who answers, and how quickly.

Effort: low. **Impact:** medium to high, on reputation and on how early you spot operational problems. **Cost:** low; included in most reputation tools, or possible with a general AI assistant and a clear prompt.

How to start

1. **Write the house rules for replies**
   Define tone and sign-off, and what you never say in public: no blame, no guest details, no compensation offers.
2. **Let AI draft and a person post**
   Every reply is read and adjusted by someone who knows the stay. Negative reviews always get a personal edit.
3. **Report the themes monthly**
   Ask for the five most praised and five most criticised topics each month, and send them to the heads of department.

Use case 04 · Online check-in and ID scanning

Guests complete registration on their phone before arrival: they confirm their details, scan their passport or ID card, sign the registration form, and sometimes pay or choose an arrival time. On the day they collect a key or go straight to the room. At the desk, document scanners read the ID into the PMS instead of someone retyping it. AI does the document reading and the plausibility checks.

- In a survey of 2,000 US travellers carried out by Talker Research for Mews in spring 2025, 70% said they would use an app or kiosk instead of the front desk. Mews also reported that guests checking in at its kiosks were three times more likely to buy an upsell (Mews, June 2025).
- Take-up does not happen by itself: across hotels using P3's online check-in in 2024, an average of 26% of invited guests completed it, with a range from 8% to 85% (P3, May 2024).
- Since 1 January 2025, German citizens staying in German hotels no longer have to fill in a registration form. Foreign guests still do, and the rules allow digital alternatives such as electronic ID checks (IHK Osnabrück).

Effort: medium; it depends on your PMS and on local registration law. **Impact:** high, on queues at peak times and on arrival upsells. **Cost:** medium; usually a per-room or per-check-in subscription, plus hardware if you add a kiosk.

How to start

1. **Clarify your registration duties**
   Rules differ by country, and in Germany between domestic and foreign guests. Confirm what you must capture, how you may capture it, and how long you keep it.
2. **Start with your PMS**
   Many PMS providers offer or integrate online check-in. Use what connects natively before adding another tool.

3 **Put the link where guests look**
Send the check-in link in a short pre-arrival message rather than at the bottom of a long confirmation email, and track the completion rate week by week.

Use case 05 · Personalisation from guest profiles

AI brings together what you already know about a guest (past stays, room preferences, what they ordered, what they asked about in messages, why they are travelling) and turns it into small, timely actions: the right room assignment, a pre-arrival message that mentions their usual spa slot, an offer that suits a family rather than a business traveller. The prerequisite is clean data in one place.

- In TakeUp's 2025 survey of 350 travellers who regularly stay at independent hotels, 95% said personalised offers or recommendations based on their interests would make them more likely to book (Hotel Business, July 2025).
- In the Mews and Talker Research survey, nearly 80% of travellers named personalised amenities as a reason to return, and 93% said they were willing to share personal data to improve their stay (Mews, June 2025).
- Hoteliers see the revenue case: 85% of those surveyed by Amadeus believed personalisation could add more than 5% in incremental revenue (Amadeus, 2024).

Effort: medium; most of the work is data quality and consent. **Impact:** high, on guest satisfaction and on spend beyond the room rate. **Cost:** medium; a guest profile platform or CRM connected to your PMS and your messaging.

How to start

1 **Choose five data points that matter**
For example purpose of stay, room preference, dietary needs, celebration dates and past spend on spa or F&B.

2 **Capture them where they appear**
Booking forms, pre-arrival questions and guest conversations. Store them on the guest profile, with a clear legal basis under GDPR.

3 **Use them in one journey first**
Personalise the pre-arrival message by segment (families, couples, business) before attempting one-to-one personalisation everywhere.

Use case 06 · AI phone answering for reservations

A voice agent picks up calls, understands natural speech, answers routine questions and either takes the reservation through your booking or reservation system or passes the caller to a person with a summary. It covers the calls the desk misses at busy times and at night, which are often the ones with a booking behind them.

- McDreams, a German budget hotel group, introduced an AI phone assistant built by Onsei in 2024. It handles around half of routine guest calls on its own, and the group projected annual savings of €600,000 (Travolution, May 2024).
- In March 2026 the Pecr hotel in Prague went live with Flae Robotics' BE-A voice agent, which can create, change and cancel bookings during a call and switches language automatically. The vendor says it can automate up to 90% of repetitive front-office requests (TravelDailyNews, March 2026).
- HotelPlanner reported that its AI voice agents were taking 10,000 calls a day in 15 languages (Travolution, November 2024).

Effort: medium; telephony set-up, integrations and careful testing. **Impact:** high for properties with heavy call volumes or no night reservations team. **Cost:** medium; usually billed per minute or per call, plus integration work.

How to start

1. **Measure your calls first**
   Log two weeks of calls: how many, at what times, how many were missed, and what they were about.
2. **Start with information, then bookings**
   Let the agent answer questions and route calls before it takes reservations or payments.
3. **Design the handover**
   Callers must reach a person whenever they ask, and the summary of the call must travel with them.

WATCH OUT

Tell guests they are talking to an AI

The EU AI Act requires that people are told when they are interacting with an AI system, unless it is obvious from the context. This transparency duty applies from 2 August 2026. A natural-sounding voice makes it more important, not less: say it in the greeting, on the phone and in chat.

Use case 07 · Lobby and service robots

Service robots in hotels today mostly deliver: towels, amenities and room-service trays. Some greet guests in the lobby or carry luggage. They work best as a reliable runner along long corridors at night, not as a replacement for a receptionist.

- Renaissance Paris La Défense, a 330-room hotel, uses SoftBank Robotics' W3 robot to deliver room service, which allowed it to extend room service around the clock (TOPHOTEL, April 2024).
- Results are mixed: in the Hotels.com 2025 survey of more than 450 hotels, some properties reported removing robots from breakfast service and lobby areas (Hotels.com, September 2025).

Effort: high; lifts, Wi-Fi, building layout and safety all play a part. **Impact:** low to medium; strongest in large hotels with long distances and busy night shifts. **Cost:** high; a lease or subscription per robot, plus integration with lifts and doors.

How to start

1. **Find a real job for it**
   Count night-time deliveries per week. If there are only a handful, a robot will mostly be a photo opportunity.
2. **Check the building**
   Lifts, door widths, thresholds, Wi-Fi coverage and fire-safety rules decide what is possible.
3. **Pilot before you commit**
   Lease for three months and measure deliveries, staff time saved and guest comments before rolling out.

Not on this list: in-room voice assistants. Amazon's Alexa Smart Properties brought voice control and service requests to hotel rooms, for example at four NH Collection hotels in Barcelona and Madrid in 2024. Yet in the Hotels.com 2025 survey, hotels named smart room controls among the things guests struggle with most. For most properties, the guest's own phone and a messaging channel do the same job with less hardware.

Front-office use cases compared

Use case	Effort	Impact	Time to value
01 AI guest messaging	Low	High	2 to 4 weeks
02 Real-time translation	Low	Medium	Days
03 Review responses	Low	Medium to high	1 to 2 weeks
04 Online check-in and ID scanning	Medium	High	1 to 3 months
05 Personalisation from profiles	Medium	High	3 to 6 months
06 AI phone answering	Medium	High	1 to 3 months
07 Lobby and service robots	High	Low to medium	3 to 6 months

04

CHAPTER 4

Revenue, sales and marketing

Revenue is where hotels have used machine learning longest, and where results are easiest to measure. These seven use cases run from the price of tonight's room to whether ChatGPT mentions your hotel at all.

IN THIS CHAPTER

- Use case 08 · AI revenue management and dynamic pricing
- Use case 09 · Demand forecasting
- Use case 10 · Automated upselling and upgrade offers
- Use case 11 · Personalised email and CRM campaigns
- Use case 12 · Content and visibility in AI search
- Use case 13 · AI sales assistant for group and MICE enquiries

Seven use cases for revenue, sales and marketing

Medium effort

08 · AI revenue management and dynamic pricing

A system that prices every room type and date several times a day, from your booking pace and the market.

Big project

09 · Demand forecasting

A forecast of rooms, covers and treatments that housekeeping, F&B and spa can plan against, not only revenue.

Quick win

10 · Automated upselling and upgrade offers

The right three extras for each guest before arrival: a better room, breakfast, parking, a treatment.

Medium effort

11 · Personalised email and CRM campaigns

Small, timely campaigns triggered by what a guest did, instead of one newsletter for everyone.

Quick win

12 · Content and visibility in AI search

Making sure ChatGPT, Gemini and Perplexity describe your hotel correctly, and recommend it at all.

Medium effort

13 · AI sales assistant for group and MICE enquiries

From a long RFP email to a structured, branded draft proposal in minutes, reviewed by your sales manager.

Quick win

14 · Distribution and rate parity monitoring

Daily checks that no OTA or reseller sells your rooms for less than your own website.

The tags give a first sense of effort. A **quick win** can run within a few weeks with the team you have. **Medium effort** means an integration with your PMS or CRM and someone who owns the result. A **big project** touches several departments and depends on data quality. For each use case you will find what it is, a real example with its source, effort, impact, cost and a first step.

Use case 08 · AI revenue management and dynamic pricing

A revenue management system (RMS) reads your reservations on the books, booking pace, competitor rates and market demand, then recommends or sets a price for every room type and date. The AI part is that it recalculates many times a day and learns how guests respond to each price, which no spreadsheet and no Monday pricing meeting can match. Most systems let you choose between recommendations you approve and an autopilot that sends rates to the channel manager by itself.

- **Example:** Hotel de la Couronne, a family-owned hotel in Geneva, raised RevPAR by 11% within three months of switching on Atomize, a Mews company, with occupancy up 12% and ADR up 5% year on year. Its general manager saw a clear improvement within six weeks (Mews customer story, March 2025).
- **Effort:** medium. The RMS needs a two-way connection to your PMS or channel manager, tidy room types and rate plans, and a few weeks in which someone checks every recommendation before the team trusts the autopilot.
- **Impact:** high. Price is the largest single lever on room revenue, and the result shows in RevPAR, the number owners already watch.
- **Cost:** a monthly subscription, usually priced by room count and modules. Tools for independent hotels start at around $119 per month per feature (Capterra listing for RoomPriceGenie); enterprise systems for groups are quoted individually.
- **How to start:** export 12 months of rates and occupancy, set a floor and a ceiling rate per room type, then run the system in recommendation mode for four to six weeks and compare its suggestions with what you actually charged.

+19%

average revenue increase across 567 properties using RoomPriceGenie's autopilot, against the same time last year

Source: RoomPriceGenie, April 2025

+11%

RevPAR at Hotel de la Couronne, Geneva, three months after introducing Atomize

Source: Mews, March 2025

+10%

RevPAR at Sofitel Bangkok Sukhumvit in 2025 against 2024 with IDeaS G3 RMS, with an 18% higher revenue generation index

Source: IDeaS via iTWire, August 2026

Use case 09 · Demand forecasting

Forecasting is the part of revenue management that looks ahead: how many rooms, covers and treatments you will sell on each date. AI models combine booking pace with outside signals such as events, school holidays and flight capacity, and update the forecast every day. The forecast is not only for pricing. Housekeeping rotas, breakfast purchasing and spa staffing all improve when the number they plan against is closer to what actually happens.

- **Example:** a global hotel chain with hundreds of North American properties improved its arrival and departure forecasts by 10% and its food and beverage forecasts by 25% after adding event data from PredictHQ, and estimates the labour efficiency at up to $90 million a year (PredictHQ customer story). In September 2026 Aimbridge rolled out LIFT, its AI-assisted labour forecasting tool, across its portfolio of around 1,000 hotels (CoStar).
- **Effort:** high. A forecast is only as good as the data under it. RoomPriceGenie estimates that 6% to 8% of reservations on the books carry errors such as duplicates or ghost bookings, so cleaning the PMS comes first (RoomPriceGenie, August 2026).
- **Impact:** high, and it reaches beyond rooms into labour and F&B cost, usually the two largest cost lines in a hotel.
- **Cost:** room forecasting is often part of an RMS; event data and forecasts for other departments are add-ons or separate subscriptions. Group-wide projects add data and integration work on top.
- **How to start:** for one quarter, compare your current forecast with actual results at fixed points (90, 30 and 7 days before arrival). That baseline tells you later whether a new tool is really more accurate.

Use case 10 · Automated upselling and upgrade offers

Upselling software sends each guest a short selection of extras before arrival (a better room, early check-in, breakfast, parking, a spa treatment) and learns which offers sell to which guests. Done well, it reads as service: the guest sees three things that suit this stay, not a catalogue. Offers that depend on availability can be confirmed automatically where the PMS allows it; the rest go to the team to confirm.

- **Example:** Mercure Hotel MOA Berlin sends pre-arrival upsell emails connected to its PMS. They reached a 63% open rate and a 10% conversion rate, with average upsell revenue of €50.47 per request (Hotel Tech Report case study, 2025).
- **Data point:** across Revinate's customers, average upsell revenue in 2024 was $941 per hotel per month globally and $836 in EMEA (Revinate Hospitality Benchmark Report, March 2025). For most hotels that is a modest figure with room to grow.
- **Effort:** low. Most tools connect to the PMS and come with offer templates. The real work is choosing, photographing and pricing ten good offers.
- **Impact:** medium to high, with almost no extra cost per sale once the offers are set up.
- **Cost:** low. A monthly subscription per property; compare it with your current monthly upsell revenue before you sign.
- **How to start:** pick five offers with a good margin and a clear moment (early check-in, breakfast, parking, late checkout, a treatment), send them three to five days before arrival and track conversion per offer for a month.

chatlyn

Upsells inside the conversation

With chatlyn, your PMS triggers the pre-arrival message on WhatsApp, with buttons for breakfast, treatments or arrival details. When the guest replies, the conversation lands in the same inbox your team already works in, and the AI answers follow-up questions in the property's voice. The guest says yes; your team confirms it. Spa Resort Geinberg reached a 95% open rate with its WhatsApp campaigns, and Hotel Enzian Obertauern saw restaurant reservations rise 38% from WhatsApp campaigns.

Use case 11 · Personalised email and CRM campaigns

AI in a hotel CRM does three jobs. It builds segments from stay history and behaviour, it picks the moment to send (an abandoned booking, a cancellation, a year since the last stay), and it drafts subject lines and copy in your voice. The result is fewer mass newsletters and more small, timely campaigns, each reaching the guests it is meant for.

- **Example:** Revinate's 2026 Hospitality Benchmark Report, built on 2.8 billion emails sent in 2025, found that newsletters average a 33.6% open rate and $1,249 in booking value per campaign. Cart abandonment and cancellation recovery emails convert at 5% to 6%, and emails to cold leads at more than 6.5% (Revinate, March 2026).
- **Effort:** medium. The CRM must be fed by the PMS and the booking engine, consent must be clean under GDPR, and someone must own the campaign calendar.
- **Impact:** medium to high, concentrated in triggered campaigns that respond to something the guest did.
- **Cost:** medium. Hotel CRMs are subscriptions priced by property size or number of contacts, and the integration is a one-off project.
- **How to start:** before you touch the newsletter, switch on two automated flows: abandoned booking recovery and cancellation recovery. Then use ChatGPT or Claude to draft three subject lines per campaign and test them against each other.

Use case 12 · Content and visibility in AI search

More guests now ask ChatGPT, Gemini or Perplexity where to stay instead of scrolling a page of results. These assistants build their answers from what the web says about you: your own website, OTA listings, reviews, YouTube, Reddit and travel blogs. Being visible there, sometimes called generative engine optimisation (GEO), is mostly good practice done thoroughly: accurate facts, specific content that answers real questions, and a strong reputation in the sources the assistants read.

+3,500%

growth in traffic from generative AI tools to US travel websites, July 2024 to July 2025

Source: Adobe Analytics, September 2025

8% vs 15%

share of Google searches with a click on a result when an AI summary appears, against searches without one

Source: Pew Research Center, July 2025

55%

of the sources AI assistants cited when recommending hotels were OTAs, led by Tripadvisor, Booking.com and Expedia

Source: Cloudbeds study via Hotel Management, June 2025

- **Example:** Cloudbeds studied 145 hotels that ChatGPT, Perplexity and Gemini consistently recommended in six destinations: 95% of them also appeared on Reddit and 98% on YouTube (June 2025). An audit of 180 AI answers in July 2026 found that just 23 properties took half of all 824 hotel recommendations across six US luxury markets, and that one assistant still recommended a Miami hotel demolished 108 days earlier (Hospitality Net, August 2026).
- **Effort:** low to start, then steady upkeep. Most of the work is correcting facts and writing specific pages, not new technology.
- **Impact:** medium today and rising. Adobe found that AI referrals to US travel sites were 47% less likely to convert than other traffic in July 2025, down from 86% in October 2024, while those visitors stayed longer and bounced less.
- **Cost:** low. Mostly team time or agency hours; tools that track how often AI assistants mention your hotel are an optional subscription.
- **How to start:** check that your robots.txt allows OAI-SearchBot, the crawler OpenAI uses to show websites in ChatGPT search. Google says AI Overviews need no special markup beyond normal indexing and accurate structured data. Then ask three assistants the ten questions your guests ask ("best spa hotel in Tyrol for couples") and correct every wrong fact at its source: your website, Google Business Profile and OTA listings.

Use case 13 · AI sales assistant for group and MICE enquiries

Group and meeting enquiries arrive as long emails and RFPs: dates, room blocks, meeting space, catering, budget. An AI sales assistant reads the request, pulls the key facts into a structure, checks them against your availability and packages, and drafts a branded proposal for the sales manager to review. The point is speed, because the first credible answer often wins the business.

- **Example:** 80% of planners expect a hotel or venue to answer an RFP within four days (Cvent, February 2025), yet the average hotel response time on Cvent rose from 4.84 days in March 2025 to 5.08 days in March 2026 (Cvent data reported by AltexSoft, May 2026). ProposalPath launched an AI proposal assistant in July 2025 that turns an email, RFP, PDF or voice memo into an editable branded proposal in under a minute (Hospitality Net).

- **Data point:** in Amadeus's survey of more than 315 hotel and venue sales leaders, 86% said they already use AI in their operations, and 70% named corporate meetings as their biggest opportunity for 2026 (Amadeus, May 2026).
- **Effort:** medium. The assistant needs your meeting-room capacities, packages, menus and minimum spend rules. The sales manager still owns price and the final send.
- **Impact:** high for hotels with meeting space, where response time decides many enquiries before price is even compared.
- **Cost:** medium. Specialist proposal and sales-and-catering tools are subscriptions. ChatGPT or Claude with a good prompt template is a low-cost first step.
- **How to start:** take your last 20 group enquiries, write one prompt that extracts dates, rooms, space, catering and budget into a table, and measure how long a first draft proposal now takes compared with before.

Use case 14 · Distribution and rate parity monitoring

Parity tools check your rates on Booking.com, Expedia, metasearch and many smaller resellers several times a day and compare them with your own website. AI helps in two places: recognising the same room and rate across sites that describe it differently, and tracing where a leak comes from, often a wholesale contract whose rates reappear on a secondary OTA. Closing those gaps keeps your direct rate the best one a guest can find.

- **Example:** 123Compare.me's World Parity Monitor for the first half of 2025 found that 75% of searches showed at least one OTA cheaper than the hotel's own website, and that OTAs undercut the hotel on 38% of mobile searches against 31% on desktop (August 2025).
- **Example:** Lighthouse and Bowerbird Technologies combined AI-based parity detection with the removal of unauthorised sellers. In a Radisson Hotel Group pilot, parity loss fell by 25% and the parity meet rate improved by 20% (Hospitality Net, June 2026).
- **Effort:** low. Setup means listing your channels and mapping room types; the ongoing work is acting on the alerts.
- **Impact:** medium. It protects direct bookings and their margin, and reduces what you spend on paid search to defend your own hotel name.
- **Cost:** low to medium. Parity monitoring is often a module of a rate-shopping tool; enforcement against unauthorised resellers is an extra service.
- **How to start:** for two weeks, check your three most important upcoming dates on a phone, metasearch included, and note who undercuts you. If the same names repeat, trace them to the contract behind them before you buy a tool.

Revenue, sales and marketing at a glance

Use case	Effort	Impact	Time to value
08 · Revenue management and dynamic pricing	Medium	High	6 to 12 weeks
09 · Demand forecasting	High	High	3 to 6 months
10 · Automated upselling and upgrades	Low	Medium to high	2 to 4 weeks
11 · Personalised email and CRM	Medium	Medium to high	1 to 3 months
12 · Visibility in AI search	Low	Medium, rising	2 to 6 months
13 · AI sales assistant for groups and MICE	Medium	High with meeting space	4 to 8 weeks
14 · Rate parity monitoring	Low	Medium	1 to 2 weeks

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CHAPTER 5

Operations and back of house

Six AI use cases that guests never see but that decide your costs, from the housekeeping list and the kitchen bin to the plant room, the invoice queue and the robots in the corridor.

IN THIS CHAPTER

- Use case 15 · Housekeeping and room-status optimisation
- Use case 16 · Food-waste tracking in the kitchen
- Use case 17 · Labour forecasting and staff scheduling
- Use case 18 · Invoice and accounts payable automation
- Use case 19 · Energy, HVAC and predictive maintenance
- Use case 20 · Service robots for delivery and cleaning

Guests rarely see the laundry, the plant room or the purchase ledger, yet these are where most of a hotel's cost sits. The AI here is unglamorous: it decides which room to clean first, weighs what goes in the kitchen bin, reads supplier invoices and tells the engineer which pump is about to fail. Several of these tools pay for themselves within a season, and they free your team for the guest-facing work that guests say they still want from people.

Six use cases for operations and back of house

Quick win

Use case 15 · Housekeeping and room-status optimisation

AI orders the cleaning list by arrivals, departures and attendant location, so priority rooms are ready first.

Quick win

Use case 16 · Food-waste tracking in the kitchen

A camera and scale over the bin record what is thrown away, so chefs can cut over-production.

Medium effort

Use case 17 · Labour forecasting and staff scheduling

Rotas built from forecast occupancy, covers and events instead of last year's spreadsheet.

Medium effort

Use case 18 · Invoice and accounts payable automation

AI reads supplier invoices, codes them and routes them for approval, leaving only exceptions to people.

Big project

Use case 19 · Energy, HVAC and predictive maintenance

Building systems that adjust heating and cooling to demand and flag faults before guests notice them.

Big project

Use case 20 · Service robots for delivery and cleaning

Robots that carry amenities to rooms or vacuum corridors and function rooms overnight.

36%

less food waste across four Mandarin Oriental pilot hotels in six months with Winnow

Source: Mandarin Oriental via Hospitality Net, June 2024

50%

of PPHE Hotel Group's accounts payable team capacity freed by AI invoice processing

Source: Rossum customer story, October 2025

89%

of travellers want AI either working alongside staff or behind the scenes, not running service on its own

Source: Mews traveller survey, October 2026

Use case 15 · Housekeeping and room-status optimisation

Housekeeping software with AI reads arrivals, departures, stayovers and VIP flags from the PMS, then builds and keeps reordering each attendant's list during the shift. Early arrivals get their rooms first, attendants walk shorter routes, and the front desk sees room status change in real time instead of phoning the floor. It is usually the largest labour line in the hotel, so small gains add up.

- **Example:** Staycity Aparthotels, with more than 45 properties, reports 20% higher housekeeping productivity, 10% lower housekeeping turnover and rooms ready nearly two hours sooner after rolling out Optii (HotelTechReport success story).
- **Example:** At The Ritz-Carlton Cleveland, attendants went from about 12 to 14 rooms a day to 16 to 18 after moving from paper boards to Optii, according to the hotel's rooms operations manager (HotelTechReport).
- **Effort / impact / cost:** low effort if your PMS has a ready integration; medium to high impact on labour cost and early check-in; cost is a software subscription, typically quoted per room.
- **How to start:** measure today's minutes per checkout and per stayover for two weeks, then pilot on two floors and compare rooms per attendant and the time the first arrivals' rooms are released.

Use case 16 · Food-waste tracking in the kitchen

A smart scale and camera sit over the kitchen bins. Each time food is thrown away, computer vision identifies what it is and the system records weight and cost. Chefs get a daily report showing which buffet items, prep batches or plate leftovers cost the most, and adjust production and portion sizes. It is one of the few AI tools that saves money and carbon at the same time.

- **Example:** Hilton used Winnow in 45 hotels across EMEA and APAC during Ramadan 2025 and cut plate waste by 26%, from 102 g to 64 g per cover (Hilton, June 2025).
- **Example:** Novotel Warszawa Centrum reduced food waste per guest by 69% over two years with Orbisk, saving about €60,600 (Orbisk, November 2025).
- **Effort / impact / cost:** low effort, one device per main waste point; medium impact, Winnow cites 2 to 8% lower food cost; Orbisk lists an annual subscription of €5,000 to €8,000 per kitchen.
- **How to start:** begin with the breakfast buffet, where waste is highest and most predictable, and agree with the chef which two items you will change in the first month.

Use case 17 · Labour forecasting and staff scheduling

Workforce tools forecast demand from occupancy, arrivals, restaurant covers and events, then propose a rota per department that matches it. Managers adjust rather than build from scratch, and the system warns before overtime or over-scheduling happens instead of after payroll. The newer tools add a chat assistant that answers questions such as "why is Thursday's banqueting team so large?"

- **Example:** Harbour Hotels, 14 UK properties, reports 400 to 600 fewer scheduled hours a week and 2% savings on expected labour cost with Fourth's scheduling, plus 2 to 3 hours a week of manager admin saved (Fourth case study, 2025).
- **Data point:** Only 11% of North American hourly-workforce managers used AI scheduling tools, while 59% spent three or more hours a week on scheduling (Legion survey, June 2025).
- **Effort / impact / cost:** medium effort, because labour standards per department must be agreed first; medium impact on the largest cost line; per-employee or per-site subscription.

- **How to start:** start in one department with variable demand, such as F&B or housekeeping, and write down your labour standard (for example minutes per checkout) before switching on any forecast.

Use case 18 · Invoice and accounts payable automation

A busy hotel receives hundreds of supplier invoices a month in every format. AI document processing reads them, matches line items to purchase orders and cost centres, and sends them to the right approver on their phone. Staff handle only the exceptions. For hotel groups across several countries it also copes with different languages and VAT rules.

- **Example:** PPHE Hotel Group processes more than 12,500 invoices a month across its European portfolio with Rossum; 75% of documents now pass without anyone touching them, and half of the AP team's time has been freed for supplier and cost analysis (Rossum, October 2025).
- **Example:** Strawberry (formerly Nordic Choice Hotels) cut average processing time from 10 minutes to 1.2 minutes per invoice across about 600,000 invoices a year and saved more than 60,000 hours in year one with Vic.ai (Vic.ai case study).
- **Effort / impact / cost:** medium effort, as it needs a clean supplier master and approval rules; high impact for groups and clusters, lower for a single property; usually priced by invoice volume.
- **How to start:** export last year's invoice count by supplier; if a few suppliers make up most of the volume, automate those first and check accuracy weekly for the first two months.

Use case 19 · Energy, HVAC and predictive maintenance

AI building controls connect to the existing building management system, learn how each zone heats and cools, and adjust set points every few minutes using occupancy, weather forecasts and energy prices. The same sensor data supports predictive maintenance: the system spots a chiller, pump or lift behaving unusually and opens a work order before it breaks down in front of guests.

- **Example:** A Hilton hotel in Mumbai cut energy use by 10% against its baseline over 18 months after a four-month retrofit of 75F's IoT building controls, saving about 273,700 kWh on its chiller plant and air handling (75F case study).
- **Data point:** Elevator maker KONE reports 40% fewer repair call-outs and half as many entrapments after moving to predictive analytics on its connected lifts (Solita, 2023). This covers lifts in general, not hotels only.
- **Effort / impact / cost:** high effort, requiring engineering, the BMS supplier and often IT; high impact on energy, which is one of the largest controllable costs; vendor claims such as BrainBox AI's "up to 25%" lower HVAC energy cost are maximums, not averages.
- **How to start:** ask your BMS and lift suppliers what data they already collect and whether an AI layer can sit on top; pilot on public areas first, where guest comfort risk is lowest, and agree the baseline before go-live.

Use case 20 · Service robots for delivery and cleaning

This is the physical side of AI. Delivery robots navigate corridors and call lifts to bring towels, toiletries or a room-service tray to the door. Floor-cleaning robots vacuum corridors, ballrooms and meeting rooms, often at night. Both use cameras and lidar to map the building and avoid people. They do not replace a room attendant or a waiter; they take the walking.

- **Example:** Pullman Paris Montparnasse (957 rooms) runs SoftBank Robotics' Whiz vacuum robot in corridors and event spaces; it logged 855 hours and 268,000 m² vacuumed (SoftBank Robotics via TOP HOTEL, updated January 2025).
- **Example:** In 2025 RobotLAB began placing LG delivery and cleaning robots in Marriott hotels in the United States, starting with the Renaissance Dallas Hotel, with lift integration for floor-to-floor delivery (IoT M2M Council, April 2025).
- **Example in DACH:** Parkhotel Eisenstadt in Austria uses Pudu robots for room deliveries, restaurant service, dish return and meeting-room cleaning (Pudu Robotics, December 2023).
- **Effort / impact / cost:** cleaning robots are medium effort; delivery robots are a big project because of lift integration, Wi-Fi coverage and safety sign-off. Relay Robotics has quoted a monthly fee that works out to around USD 75,000 over three years including maintenance (Hotel Dive, 2023).
- **How to start:** count your daily amenity runs and night-shift corridor hours; if they are low, a robot will not pay back. If high, lease one cleaning robot for function space before you touch room delivery.

Robots: what works and what is hype

Robots get the headlines in hotel technology, and the reality is more modest. The ones that earn their place do repetitive, low-risk jobs in back corridors and empty function rooms. The ones that fail try to replace judgement, conversation or fine handling.

Where robots stand in 2026

STILL HYPE

- × Humanoids making beds: researchers at Hotelschool The Hague expect housekeeping to be among the last hotel jobs automated, because linen and pillows are hard to handle and wages are low (January 2026)
- × Robot concierges answering open questions: Japan's Henn na Hotel retired about half of its 243 robots in 2019 after they misheard guests and could not answer most questions
- × Fully robot-run hotels: Pudu's 44-room robot hotel in Shenzhen is only due to start trials in late 2026 and open in 2027

WORKS TODAY

- ✓ Vacuuming corridors, ballrooms and meeting rooms overnight
- ✓ Carrying amenities to rooms on night shifts when one person runs the desk
- ✓ Carrying dirty dishes back to the kitchen in busy restaurants
- ✓ Giving guests simple directions or information, where a Hotelschool The Hague study found no difference in satisfaction compared with staff

> When you actually use robots, you realize there are places where they aren't needed, or just annoy people.

Hideo Sawada, president of Henn na Hotel's operator, reported by HR Reporter, 2019

- **Cost:** a Hospitality Net explainer (July 2026) puts basic delivery robots at roughly USD 15,000 to 45,000 to buy, before lift integration, software and support. Leasing spreads this, but the total over three years is still significant for a mid-sized hotel.
- **Guest acceptance:** 89% of travellers want AI working alongside staff or behind the scenes, and 75% say good hospitality still depends on people (Mews, October 2026). A robot that brings toothpaste at midnight is welcome; a robot at the welcome desk is not.
- **Staff impact:** 67% of the same travellers worry about job losses from AI, and 51% would not accept staff cuts in exchange for it. Present robots to your team as taking the walking, not the job, and let staff decide which runs to hand over.
- **Practical test:** before signing, check lift compatibility, Wi-Fi in every corridor, floor surfaces and thresholds, and who resets the robot at 3 a.m. when it stops.

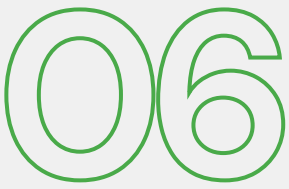
TIP

Start where guests cannot see it

The quickest returns in this chapter are invisible to guests: the housekeeping list, the kitchen bin and the invoice queue. Prove the value there, then decide whether a visible robot adds anything to your service.

Operations and back of house at a glance

Use case	Effort	Impact	Time to value
15 · Housekeeping optimisation	Low	Medium to high	1 to 3 months
16 · Food-waste tracking	Low	Medium	1 to 3 months
17 · Labour forecasting	Medium	Medium to high	3 to 6 months
18 · Invoice automation	Medium	High for groups	3 to 6 months
19 · Energy and maintenance	High	High	6 to 18 months
20 · Service robots	Medium to high	Low to medium	6 to 12 months



CHAPTER 6

Guest messaging as the revenue engine

Every use case in this guide meets at one point: the conversation with the guest. That is where a fast answer becomes a booking and a well-timed offer becomes revenue.

Guests do not spend more because a hotel pushes harder. They spend more because the hotel was there when they wanted something. With more than three billion people using WhatsApp every month, that moment increasingly happens in a chat. Timing matters as much as the offer: Plusgrade's research found guests 48% more likely to accept an upgrade at check-in than before arrival. Spread the offers across the stay rather than loading them all into one pre-arrival email.

92%

open rate for WhatsApp pre-arrival messages at Hotel Enzian Obertauern

Source: chatlyn case study, Hotel Enzian Obertauern

+38%

restaurant reservations from WhatsApp campaigns at Hotel Enzian Obertauern

Source: chatlyn case study, Hotel Enzian Obertauern

15x

AI query resolution rate at IMLAUER Group, from 6% to 93%

Source: chatlyn case study, IMLAUER Group

Speed is the other half. In Zendesk's 2026 research, 86% of consumers said responsiveness and an accurate answer influence what they buy. At Hotel Enzian Obertauern, an adults-only hotel with three restaurants, the AI answers in about three seconds, day and night, and handles around 85% of routine enquiries. Reception spends its time on the guests in front of it, and the pre-arrival messages introduce the restaurants and the weekly programme for the exact days of each guest's stay.

> The only thing is they want to have the answers immediately... and this is really something which is working 100% super well with our new AI system.

Elisabeth Veit, Owner, Hotel Enzian Obertauern

Upsells across the stay

Moment	What to offer	How it reaches the guest
Booking confirmed	Nothing yet: confirm and open the channel	Booking confirmation on WhatsApp
3 to 7 days before arrival	Room upgrade, spa, dinner table	Pre-arrival message with buttons
Arrival day	Early check-in, arrival breakfast, parking	Morning message with practical details
During the stay	Spa slot, activity, wine dinner	Guest asks in the chat or scans a QR code
Evening before departure	Late checkout	One message, two buttons
After the stay	Review, return offer	Post-stay message; replies reach your team

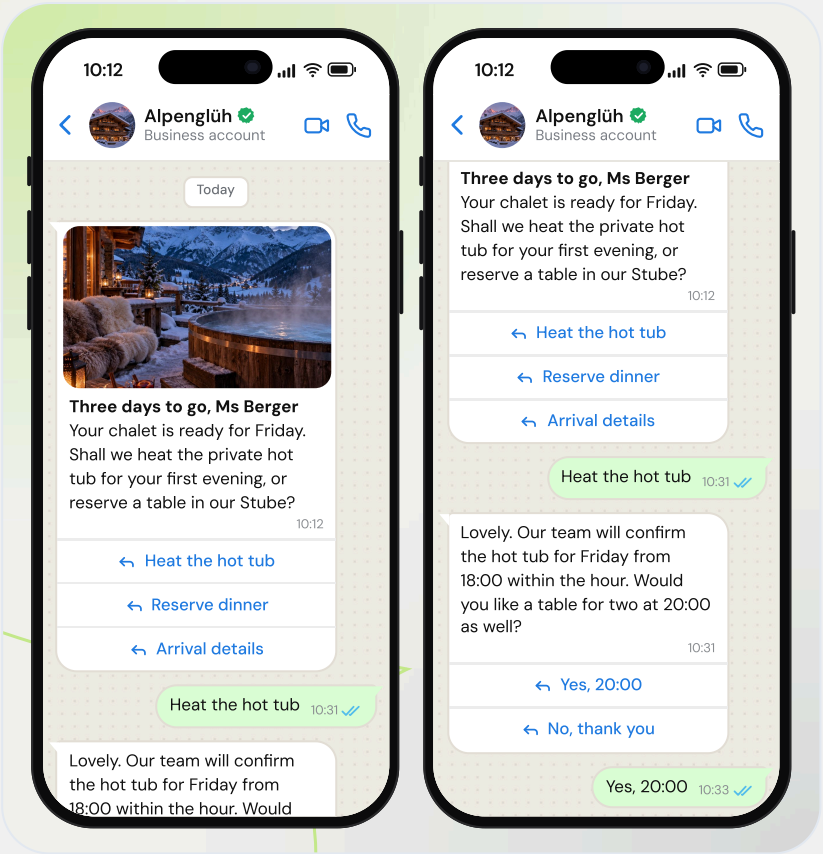
3 days before arrival

EXAMPLE CONVERSATION

Alpenglüh

Mountain chalet hotel, Tyrol

A pre-arrival message triggered by the booking in the PMS. The guest chooses with one tap; the team confirms.





Day 2 of the stay

EXAMPLE CONVERSATION

Isla Calma Resort & Spa

Beach resort, Mallorca

A question in the chat becomes a spa request. The AI answers from the resort's own knowledge and passes the request to the spa team.

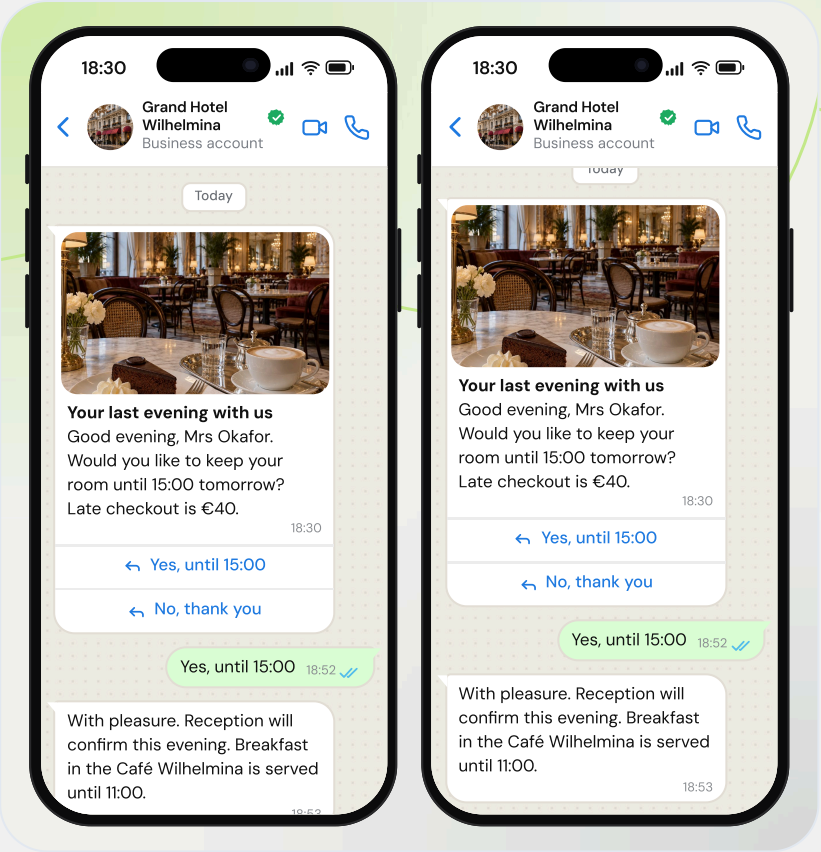
Evening before departure

EXAMPLE CONVERSATION

Grand Hotel Wilhelmina

Historic grand hotel, Vienna

The late checkout offered the evening before departure. Two buttons, one decision.



From one-way messages to conversations

ONE-WAY MESSAGES

- Sent from a no-reply address, so the guest cannot answer
- The same newsletter to everyone, whatever their stay
- Questions at night wait until the morning shift
- Offers arrive in one pre-arrival email, then nothing
- Each tool holds a slice of the guest

CONVERSATIONS WITH CHATLYN

- Messages on WhatsApp, triggered by booking events in your PMS
- Buttons let the guest say yes in one tap; the reply lands with your team
- The AI answers routine questions around the clock from your own knowledge and hands the rest to a person
- Availability questions end in a link to your booking engine, with dates filled in where the engine supports it
- One guest record with stays, spend and every conversation

chatlyn

Where chatlyn fits

chatlyn is the first AI-Native GRM. It holds each guest's bookings, spend and conversations in one record and puts them to work: PMS booking events send WhatsApp messages at the right moment of the stay, journeys carry the guest from a question to a yes with buttons, and live segments such as arriving today or departing tomorrow show who to talk to. The AI answers routine questions on WhatsApp and webchat in the guest's language and your property's voice, and hands the rest to your team. On email it drafts and a person sends. The AI never takes a booking itself: it guides the guest to your booking engine, and when a guest says yes to an upsell, your team makes it happen.

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CHAPTER 7

Five mistakes to avoid

The technology is rarely the problem. How it is introduced usually is.

IN THIS CHAPTER

- Mistake 1 · Switching on AI before your facts are in order
- Mistake 2 · Hiding the AI, or trapping guests with it
- Mistake 3 · Treating WhatsApp like a newsletter list
- Mistake 4 · Adding a tool that does not know your guests
- Mistake 5 · Running AI without an owner, a policy or a baseline

Most AI projects in hotels do not fail because the technology is weak. They fail because of how they are introduced. These five mistakes come up again and again, and each one has a straightforward fix.

Mistake 1 · Switching on AI before your facts are in order

WATCH OUT

Why it hurts

An AI answers only as well as the information behind it. Feed it an old PDF and the whole marketing website, and it will quote last year's spa hours with confidence, or say it has no information when the answer sits in a colleague's head.

- **What to do instead:** Write one fact sheet for the property: rooms, policies, hours, prices, parking, pets, children. Give it a named owner.

- Point the AI at pages that carry real answers, such as policies and FAQs, not at every marketing page.
- Test with your 30 most frequent guest questions before any guest sees an answer.
- Review weak answers every week and fix the source, not the symptom.

Mistake 2 · Hiding the AI, or trapping guests with it

WATCH OUT

Why it hurts

Since 2 August 2026 the EU AI Act requires that people are told when they are talking to an AI system. Guests also expect a person when it matters: 59% of hoteliers in the Mews survey say the welcome and check-in should stay human-led. A bot that pretends to be human, or never lets go, costs trust you will not win back with a discount.

- **What to do instead:** Say clearly that an AI assistant is answering, and offer a person in one tap.
- Write handover rules: complaints, special requests, anything about money or health goes to a person at once.
- Keep some moments fully personal. At The St. Regis Le Morne in Mauritius, 30 butlers answer guests personally on one WhatsApp number, with an average human response time under five minutes and no AI on guest replies.
- Check how handovers are working every week: which ones came too late, and which were not needed.

Mistake 3 · Treating WhatsApp like a newsletter list

WATCH OUT

Why it hurts

WhatsApp is not email. Meta limits how many marketing messages each person receives per day across all businesses, drops the rest without telling you, and shrinks your sending limits when guests report you as spam. The same offer to everyone, every week, burns the channel your best guests open.

- **What to do instead:** Message only guests who opted in to hear from you on WhatsApp.
- Keep booking information in utility messages and offers in marketing messages. Mixing them gets templates rejected or reclassified.
- Send about one marketing message per guest every one to two weeks, between late morning and early afternoon in the guest's time zone.

- Segment by stay: a spa-suite guest and a one-night business traveller should not get the same offer.

Mistake 4 · Adding a tool that does not know your guests

WATCH OUT

Why it hurts

A chatbot here, an upsell tool there, a CRM nobody updates: each holds a slice of the guest, and none sees the whole stay. In Wyndham's owner survey, 40% name integration with legacy systems as a barrier, and 74% of consumers in Zendesk's research are frustrated when they have to repeat themselves.

- **What to do instead:** Connect your PMS first. Arrival dates, room types and stay history are what make a message relevant.
- Keep one guest record with stays, spend and every conversation, whatever the channel.
- Ask each vendor exactly which data flows in which direction, and what happens when a booking changes.
- Count your tools before adding another. Fewer, connected systems beat many clever ones.

Mistake 5 · Running AI without an owner, a policy or a baseline

WATCH OUT

Why it hurts

41% of hotels in the Mews survey have no formal AI policy. Where a policy exists, 92% report strong trust in AI; without one, only 49%. And without a baseline, nobody can say after three months whether the AI saved time or earned money.

- **What to do instead:** Give every use case one owner, with the authority to change it.
- Write a one-page policy: what the AI may do alone, what needs a person, and which guest data it may use.
- Measure before you start: first-response time per channel, share of routine questions, upsell take-up.
- Review the numbers monthly and switch off what does not work.

08

CHAPTER 8

A 90-day AI roadmap

Three months is enough to put the foundations in place, prove two use cases and decide what comes next. Here is the order that works.



Start small and close to the guest. The first 30 days are about facts and numbers, the next 30 about opening the channel and letting the AI take the routine, and the last 30 about the first offers and an honest review. Pick your next use cases from chapters 3 to 5 only once these are running.

Your first 90 days

1. **Days 1 to 10 · Owner, policy, baseline**
   Name one owner. Write a one-page AI policy. Measure a normal week: messages per channel, first-response time, the ten most frequent questions and current upsell take-up.

2. **Days 11 to 30 · Put your facts in order**
   Build one fact sheet and update the website pages that carry answers. Ask the AI assistants about your hotel and correct what they get wrong at the source.

3. **Days 31 to 45 · Open the channel guests use**
   Connect a WhatsApp Business number and your PMS. Send a booking confirmation and a pre-arrival message on WhatsApp, and place a QR code in every room. Plan a few days for Meta to approve your templates.

4. **Days 46 to 60 · Let the AI take the routine**
   Switch the AI on for website chat and WhatsApp, outside business hours first. Set handover rules and review weak answers every week.

5. **Days 61 to 75 · Add two offers at the right moments**
   An upgrade or spa offer before arrival, and a late checkout the evening before departure. Keep each message short, with buttons.

6 **Days 76 to 90 · Review and choose what comes next**
Compare against your baseline. Keep what worked, fix or drop what did not, and pick one back-of-house use case for the next quarter.

Quick wins for the first month

Quick win	Department	Effort	First result
Fact sheet for the top 30 guest questions	Front office	Half a day	Same week
Check what AI assistants say about you	Marketing	Two hours	Same day
Pre-arrival WhatsApp message with three buttons	Front office	One to two days	First arrivals
Late checkout offer the evening before departure	Revenue	One day	First departures
AI on website chat outside business hours	Front office	One to two days	First night
Review replies drafted by AI, approved by a person	Marketing	One hour a week	First week

- **Measure on day 1 and day 90:** first-response time per channel
- Share of guest questions answered without staff
- Messages handed over to a person, and how quickly they were picked up
- Upsell take-up per offer and moment
- Direct bookings that started with a question in the chat

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Steps 3 to 5 in one platform

With chatlyn, the PMS connection is set up with our Customer Success team, WhatsApp runs on the Business API through a Meta-approved provider, and PMS-triggered messages can be tested on your own number before any guest receives them. The AI learns from your files and website, speaks in your property's voice, and can answer only outside business hours, so it can start as your night shift. Journeys with buttons carry your first two offers, and every reply sits on one guest record your team can see.

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YOUR NEXT STEP

See your guest journey on WhatsApp

In a short demo we show you what your guests would receive before, during and after their stay, built around your PMS and your own guest knowledge.

- A pre-arrival message with upgrade and dining options, triggered by your booking data
- The AI answering your guests' questions from your own fact sheet and website, and handing the rest to your team
- One guest record with stays, spend and every conversation

Book a demo

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