

# The New Rules of Hospitality

Mastering the Guest Experience  
in a Cognitive World



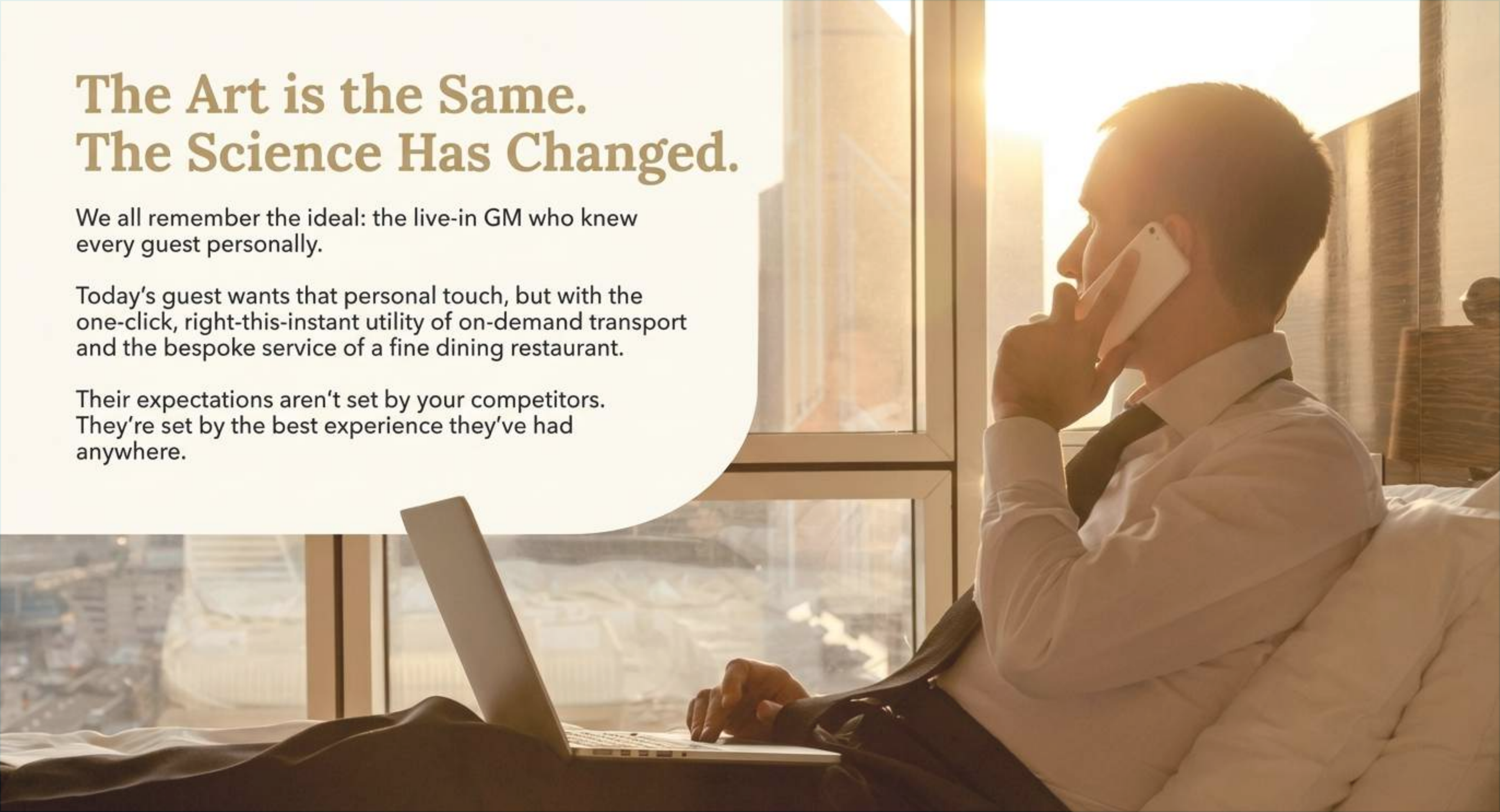


# The Art is the Same. The Science Has Changed.

We all remember the ideal: the live-in GM who knew every guest personally.

Today's guest wants that personal touch, but with the one-click, right-this-instant utility of on-demand transport and the bespoke service of a fine dining restaurant.

Their expectations aren't set by your competitors. They're set by the best experience they've had anywhere.





# Yesterday's Differentiators Are Today's "New Basics".

## The Basics

- ✓ Clean room
- ✓ Well-maintained
- ✓ Great value
- ✓ Location
- ✓ Quiet

**79% of guests are satisfied with the basics.**

## The New Basics

- ✓ Appealing environment
- ✓ High-quality F&B
- ✓ Inviting public spaces
- ✓ Modern fitness
- ✓ Sustainable practices

*These have shifted from differentiators to core expectations. Their absence hurts more than their presence helps.*

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With previous differentiators now serving as the cost of entry, how can hotels continue to elevate their game?

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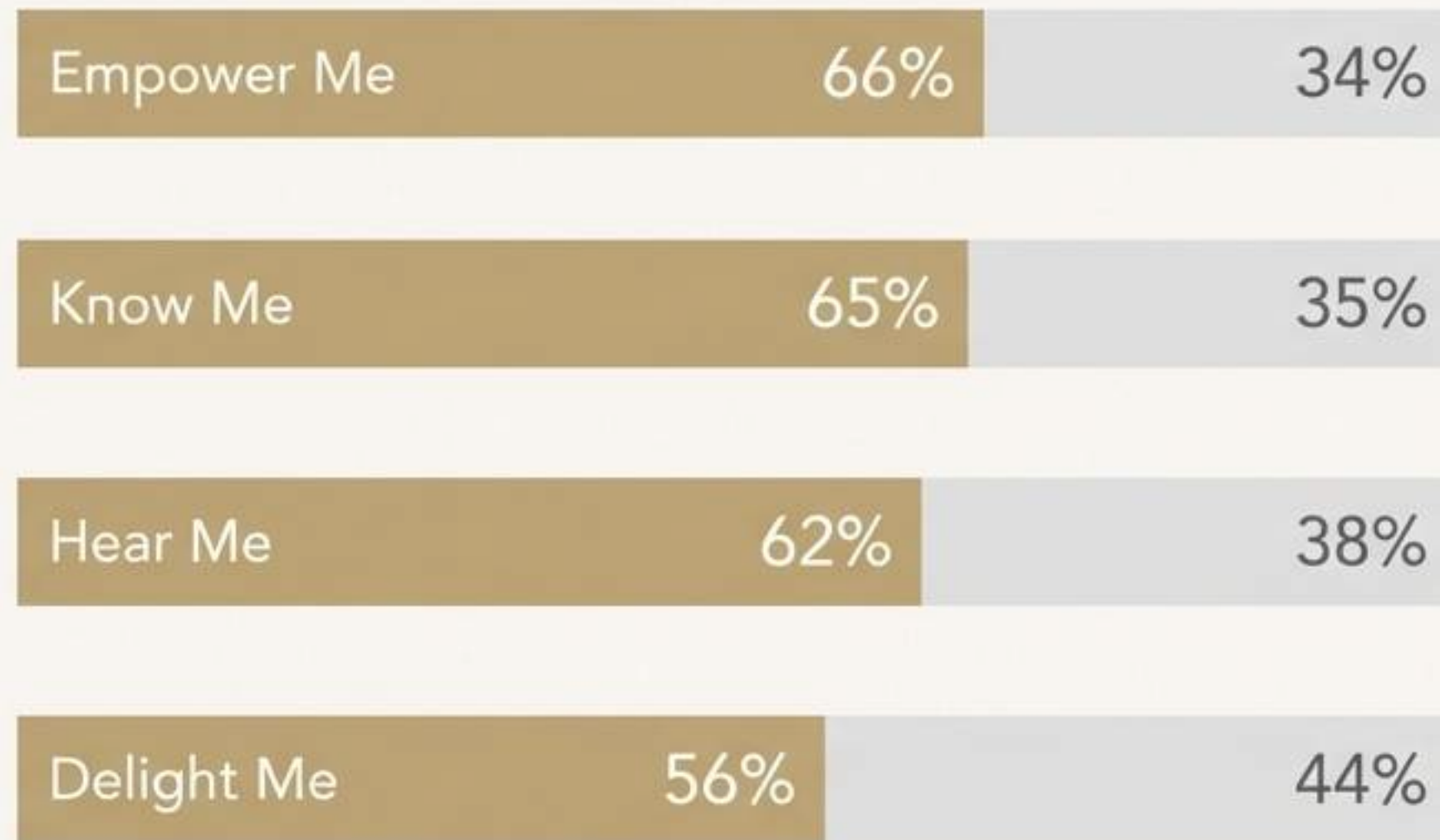
# A New Framework for an Exceptional Guest Experience



**Knowing your guest *nrwn*, *whing* needs.**

**Knowing your guest is *foundational* to delivering on all other needs.**

# The Satisfaction Gap: Where We Are Today



**‘Hear Me’ is most important to guests.**

Yet it scores second lowest. Fixing a problem quickly makes guests **40%** more likely to promote their experience.

**‘Delight Me’ is the future.**

It’s **1.6x** more important to guests under 35.



# The Enablers: Giving Your Team Superpowers with the Cognitive Advantage



## Robotics & Cognitive Automation

Automate repeatable tasks (like room blocking) to free up your frontline team for high-value human engagement.



## Cognitive Insights

Move beyond static profiles to predictive insights. Deliver actionable 'aha' moments to your team, on-demand.

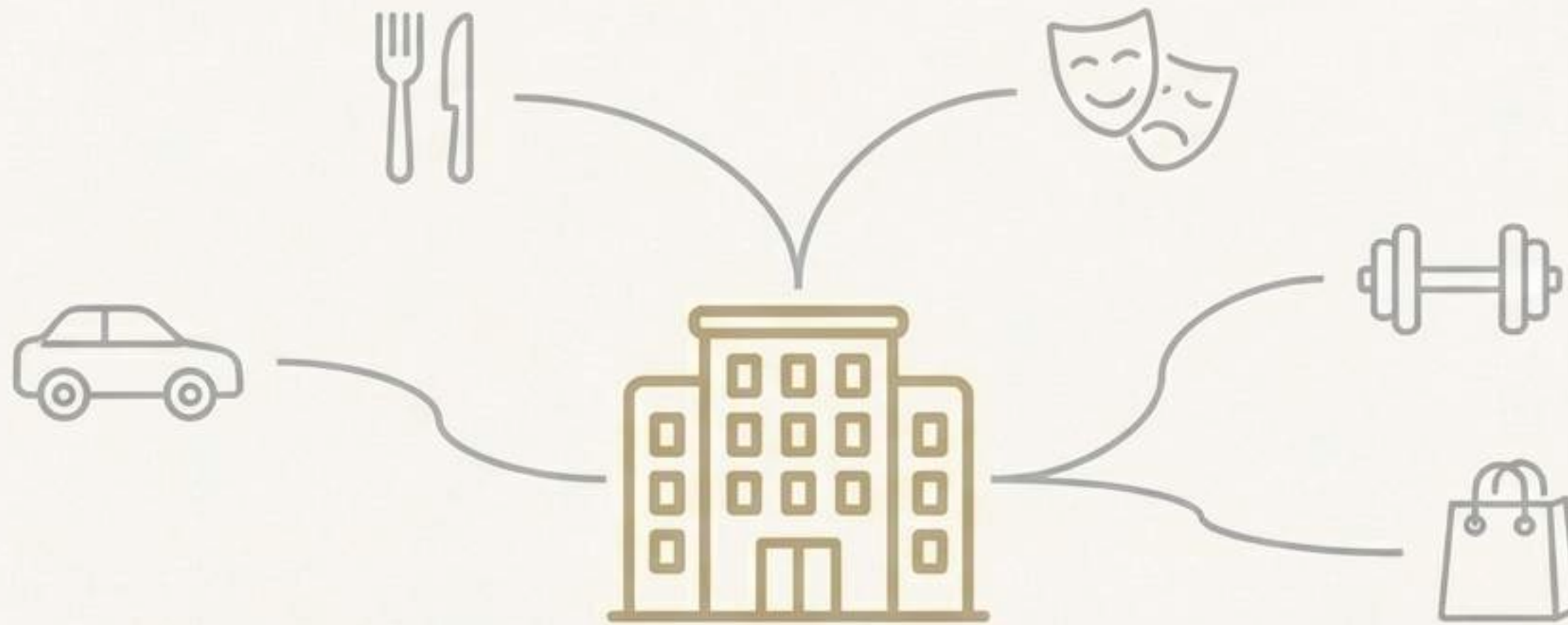


## Cognitive Engagement

Use intelligent agents and digital assistants to deliver mass personalization at scale, turning nuisances into seamless experiences.



# The Enablers: From Fortress to Curated Ecosystem



## 50%

of guests are interested in having a hotel help arrange transportation.

## 45%

would like help making restaurant reservations.

**Core Concept:** Guests already live in an ecosystem powered by their phones. The hotel's role is to become the trusted curator and enabler of that experience, not to own it all.

**Key Benefit:** Create a portfolio of assets you don't own, driving diverse experiences without the capital outlay.



# The New Rules in Action



## The Business Traveler

Cognitive insights identify a guest's preference for a specific Cabernet after work. A note and a half-bottle are waiting in her room upon arrival.

**Know Me, Delight Me**



## The Leisure Family

The hotel, knowing the family has a scheduled outing, leverages a partnership with a local grocer to have their favorite snacks delivered for the trip.

**Know Me, Empower Me, Delight Me**



# Where to Begin: A Practical Path Forward

1

## THINK BIG

Align your future-state cognitive-enabled vision. Chart your ambition for the guest experience of the future.



2

## START SMALL

Focus on high-impact proofs of concept (POCs). Identify quick wins that drive measurable impact on key performance indicators.



3

## ITERATE OFTEN

Be ready to adapt quickly. Validate or abandon concepts, measure results, and move high-value POCs to scale.



A person is standing in front of a large window, looking out at a cityscape during sunset. The person is holding a black suitcase. The sun is low on the horizon, creating a warm, golden glow. The city buildings are visible in the background, and the overall atmosphere is serene and contemplative.

# Knowing the Guest is Still the Art.

Now, let's master the science.

When hotels know their guests,  
stay frequency increases by **13%**.