

The New Rules of Hospitality

Mastering the Guest Experience
in a Cognitive World

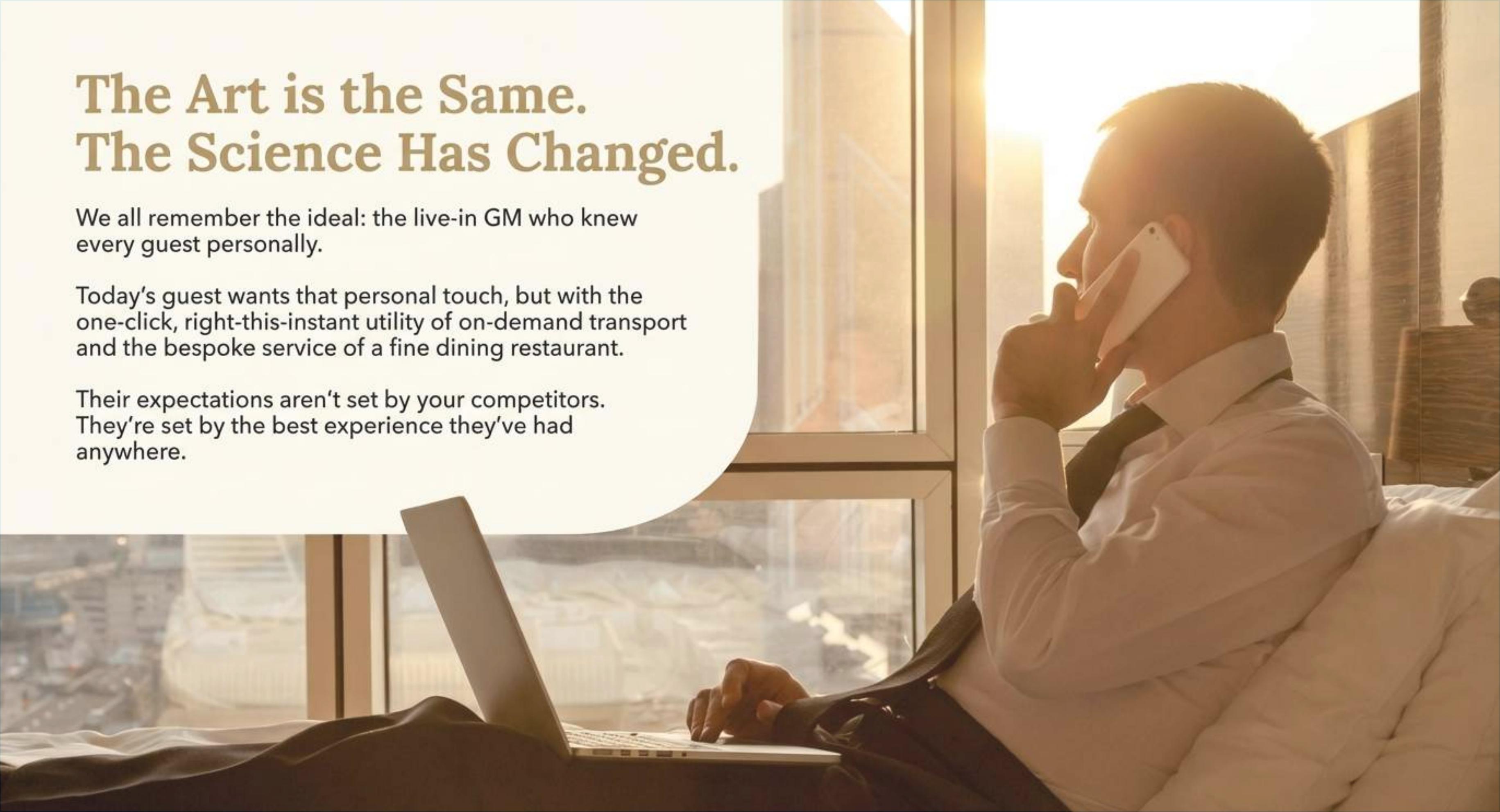


The Art is the Same. The Science Has Changed.

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.

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

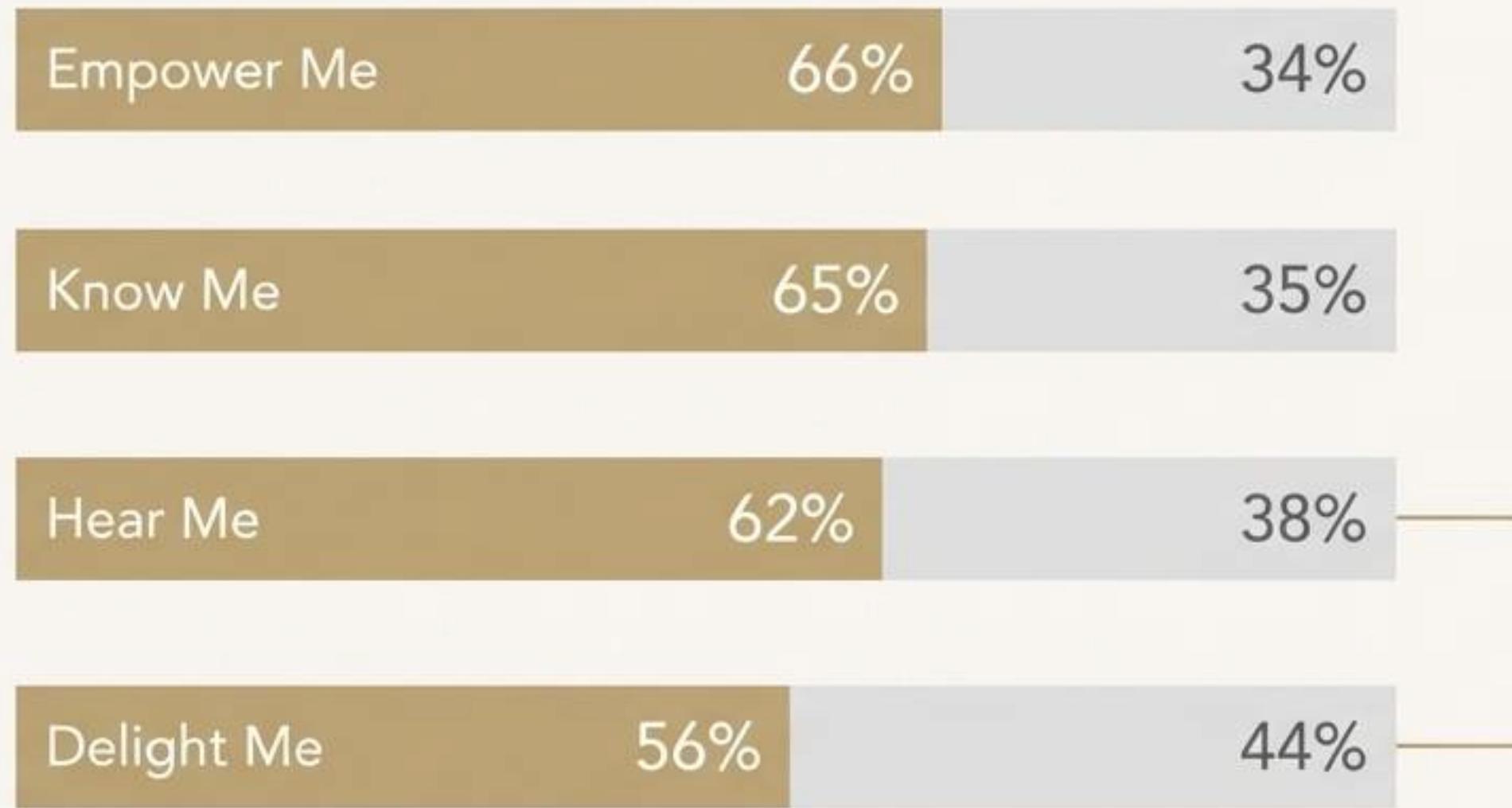
A New Framework for an Exceptional Guest Experience



Knowing your guest **now, **when** 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

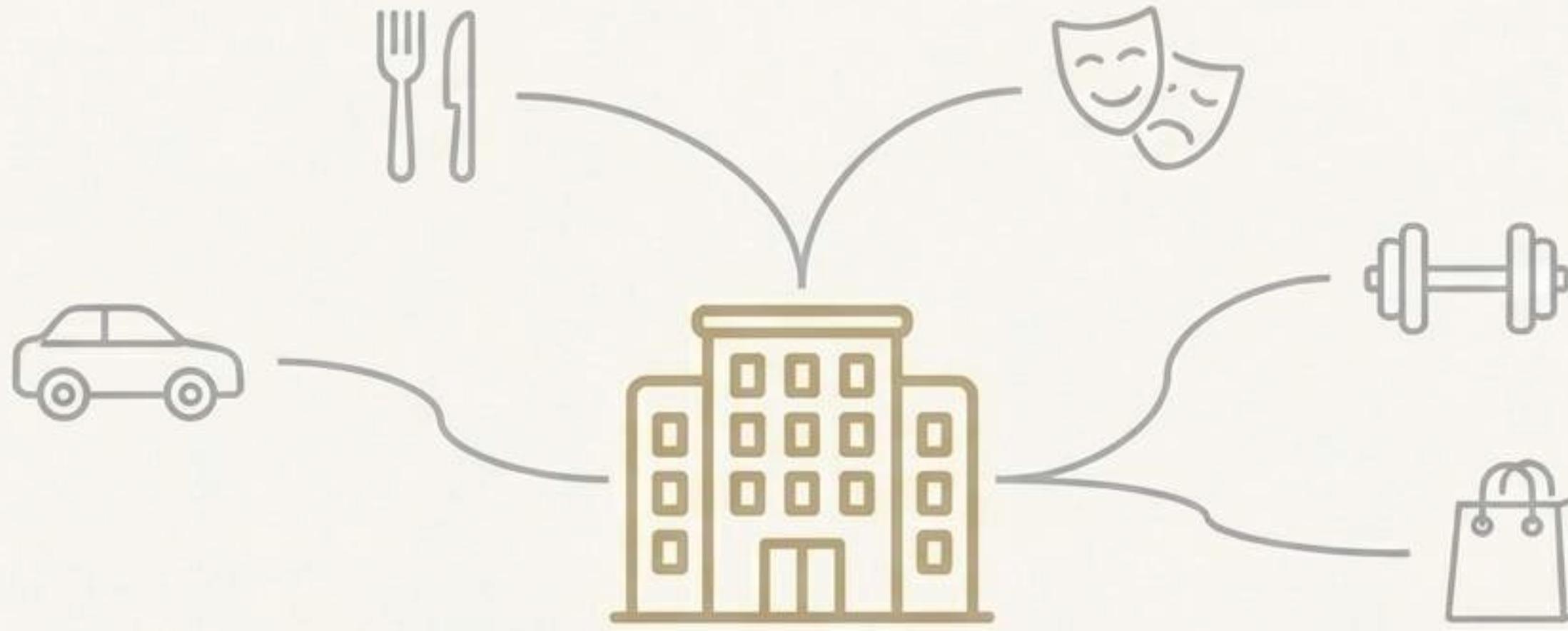
Move beyond static profiles to predictive insights. Deliver actionable 'aha' moments to your team, on-demand.



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



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.

50%

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

45%

would like help making restaurant reservations.

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 photograph of a person standing on a balcony, looking out over a city skyline at sunset. The person is wearing a dark t-shirt and shorts, and a suitcase is visible on the balcony. The sky is a warm orange and yellow.

Knowing the Guest is Still the Art.

Now, let's master the science.

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