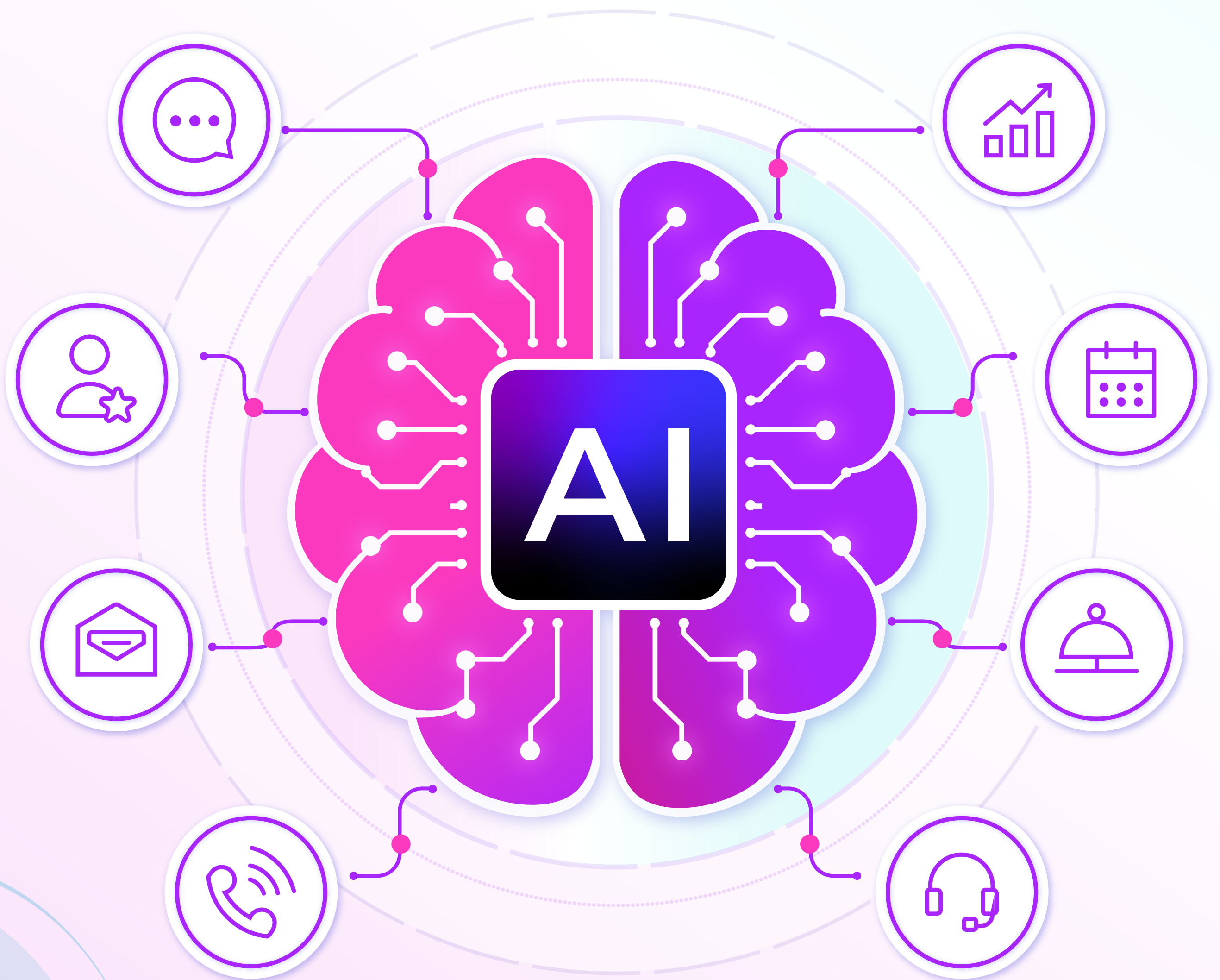


hôteling

WHITE PAPER

PRACTICAL GUIDE TO AI APPLIED TO HOTELS





First edition May 2026. © Hotelinking 2026.

Editorial coordination: Hotelinking Marketing Department.
Developed with the support of artificial intelligence tools.

www.hotelinking.com

Document prepared by Hotelinking to help hotels understand and apply artificial intelligence with a practical and realistic approach. No part of this publication, including the cover design, may be copied, reproduced, or transmitted without citing the source.

04

Foreword

Artificial Intelligence in the Hospitality Industry

05

Introduction

The state of AI in the hospitality industry

07

The real problem

Why many hotels still have not fully taken the step

09

What AI can really bring

to a hotel or hotel chain

14

The foundation of everything

What prior knowledge a hotel needs

17

How to avoid implementing AI blindly

One of the greatest risks today is taking steps without clear criteria

20

From a fragmented ecosystem to a connected logic

One of the major underlying problems is fragmentation

22

How to implement AI without losing the human touch

One of the greatest fears surrounding artificial intelligence

26

Concrete use cases to get started with low risk

Specific, well-defined, and easy-to-supervise use cases

29

A roadmap

for getting started

33

What is already changing in the industry

and why it is important to prepare

35

How we are applying this vision

at Hotelinking

37

Conclusions

38

Frequently Asked

40

Sources Consulted

Index

Foreword

Artificial intelligence has entered the hospitality industry with force. There is constant talk about automation, virtual assistants, 24/7 customer service, experience personalization, and improvements in operational efficiency. However, amid all this noise, something essential is still missing for many hoteliers: a **clear and practical guide** that helps them understand what this technology can truly contribute, how to start applying it meaningfully, and which mistakes should be avoided from the outset.



At Hotelinking, we have spent years working on the digitalization of key processes for hotels and hotel chains, especially in everything related to guest relations, data capture and activation, workflow automation, and operational improvement. This experience has allowed us to observe something very clearly: **interest in AI is growing rapidly**, but so are the doubts, the caution, and the need for sound judgment.



That is why this guide was created. Not as a futuristic document or a collection of technological promises, but as a practical resource designed to help hoteliers understand where real value may lie, what prerequisites are necessary to achieve good results, and how to move forward without losing sight of what matters most: **service quality, operational consistency, and the human touch.**



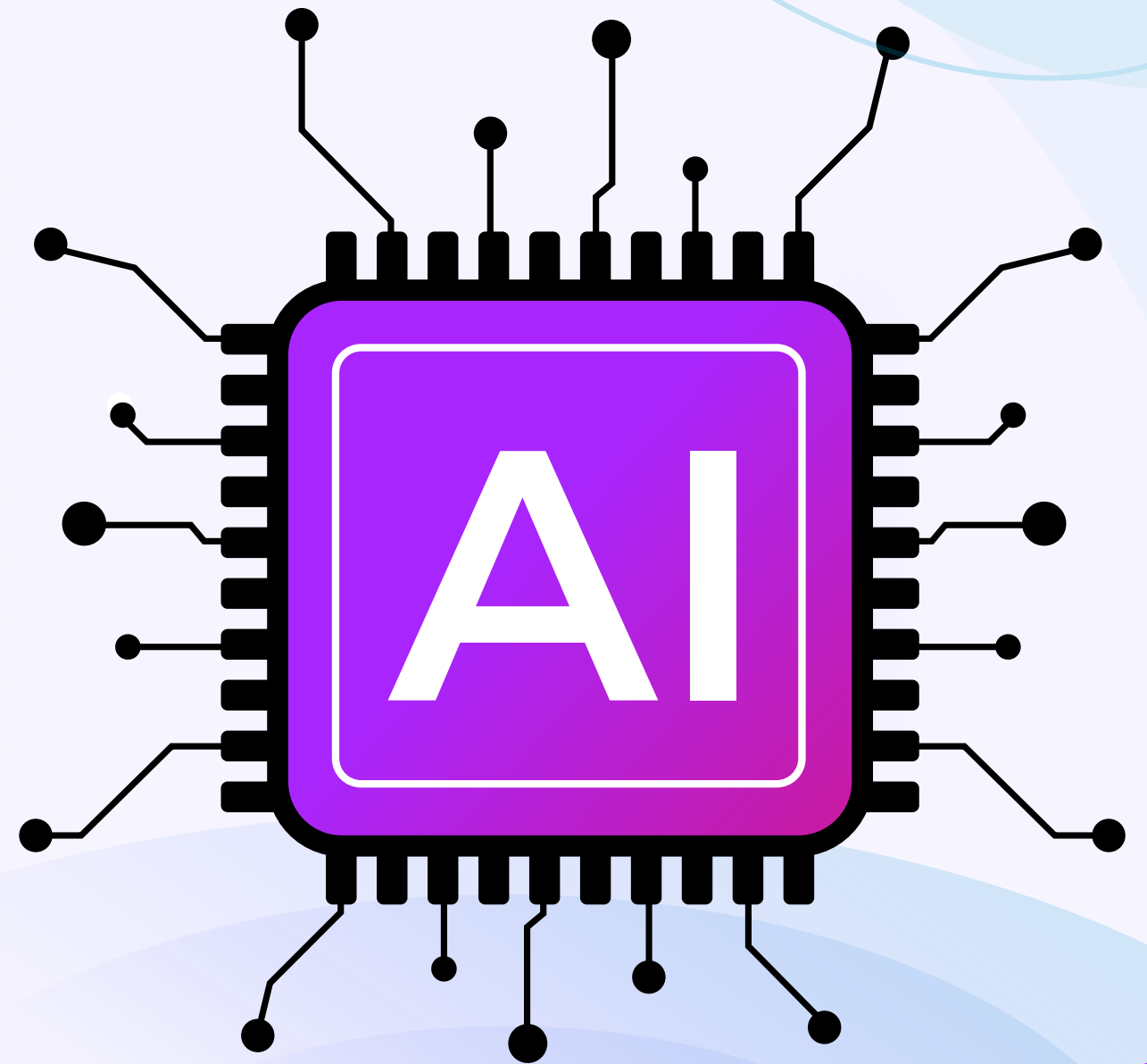
Our goal is not to present artificial intelligence as a magical solution or a passing trend. On the contrary, we believe its true potential emerges when it is applied to clear processes, well-structured information, and the specific needs of the hotel. Only then can it become a **useful tool for improving efficiency, strengthening the guest experience, and helping teams focus on higher-value tasks.**



We hope this document serves as a starting point, a reference resource, and a source of support for all hospitality professionals who want to understand AI from a practical, realistic perspective aligned with hotel operations.

Hotelinking

The State of AI in the Hospitality Industry



“

AI is no longer an abstract conversation in hospitality. In recent months, several leading voices in the industry have started to converge around the same idea: **AI is moving beyond the exploration phase into a much more practical stage, focused on real applications for operations, guest service, personalization, and efficiency.**

Oracle Hospitality states this explicitly in its Guide to Artificial Intelligence for Hospitality Executives, where AI is presented as a tool capable of enhancing guest service, optimizing processes, and generating revenue for hotels. **Along similar lines, Cloudbeds, in A Comprehensive Guide to Hotel AI**, explains that this technology is already impacting day-to-day operations and the way hotels manage information, procedures, and customer experience.

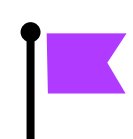
This progress is not driven solely by technological momentum. It is also closely linked to the real pressure faced by hotels and chains today. They are required to handle more interactions, respond more quickly, coordinate multiple channels more effectively, and do so with teams that need to gain time in order to focus on higher-value tasks. Added to this is a guest who is increasingly accustomed to immediacy and to having a seamless experience before, during, and after their stay.

Another important point is that the industry conversation appears to be maturing. Canary Technologies, in its global study *Navigating AI: Hospitality Shifts From Exploration to Execution* published in 2026, argues that the hospitality industry is moving beyond simple curiosity and entering a stage of more concrete implementation. According to the company, **82% expect the use of AI to increase over the next 12 months**, reinforcing the idea that the debate is no longer focused solely on what is possible, but rather on what should be prioritized first and how to implement it properly.

From a more strategic perspective, the international consulting firm McKinsey also provides a useful framework for understanding this moment. In *Remapping Travel with Agentic AI*, developed together with Skift (the world's leading news, research, and marketing platform focused on the travel industry), it argues that the real value of AI in travel and hospitality does not depend solely on the sophistication of the technology, but on the ability to integrate it into operations, processes, and use cases with a clear return. In other words, simply incorporating tools is not enough: a roadmap, an implementation logic, and prior preparation are all necessary.

However, the growing presence of AI in the sector does not mean that all hotels are prepared to apply it effectively. In fact, this is where one of the main paradoxes of the current moment emerges: **there is more interest than ever, but also more caution, more commercial noise, and greater difficulty distinguishing real value from exaggerated promises.** Many hoteliers already understand that this technology can improve efficiency and enhance the guest experience, but they do not always know where to begin, what prerequisites are required, or how to avoid a rushed implementation.

“That is why the real challenge for the industry is not only understanding what AI can do, but also understanding what a hotel needs in order to benefit from it without losing control, without further fragmenting its technological ecosystem, and without putting at risk the human touch that defines a great hospitality experience.”



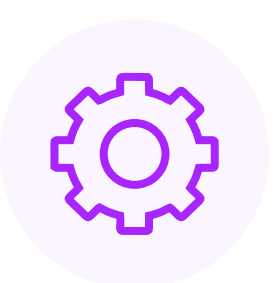
That is the **starting point** of this **guide**.



Roadmap



Purpose-driven integration



Prepared processes



Human experience at the center



Control and trust

The real problem: Why many hotels still have not fully taken the step



“

Despite the growing interest in artificial intelligence, **most hotels have still not taken a decisive step toward implementation.** And this is not always due to a lack of vision or interest.

In many cases, the hesitation has more to do with caution than resistance. Hoteliers do **not usually reject innovation** outright; **what concerns them is adopting a technology too quickly** without fully understanding the impact it will have on **operations, on the team, and on the guest experience.**

hōtelinking

That nuance is important because it helps explain that the main barrier is usually not technological, but practical. AI generates expectations, but also uncertainty. There is constant talk about automation, virtual assistants, chatbots, generative intelligence, and conversational agents, but it is not always clear which solutions are truly ready for the hospitality environment, which are simply responding to a passing trend, and which can provide tangible value in the daily operations of a hotel.

Adding to this uncertainty is another common issue: excessive noise. In a very short time, countless tools, market messages, and transformation promises have emerged, which, from the outside, can be difficult to assess. For many hotels, especially independent or mid-sized properties, the challenge is not only deciding whether AI makes sense, but also knowing where to begin, which risks should be avoided, and how to make the right choice when taking the first step.

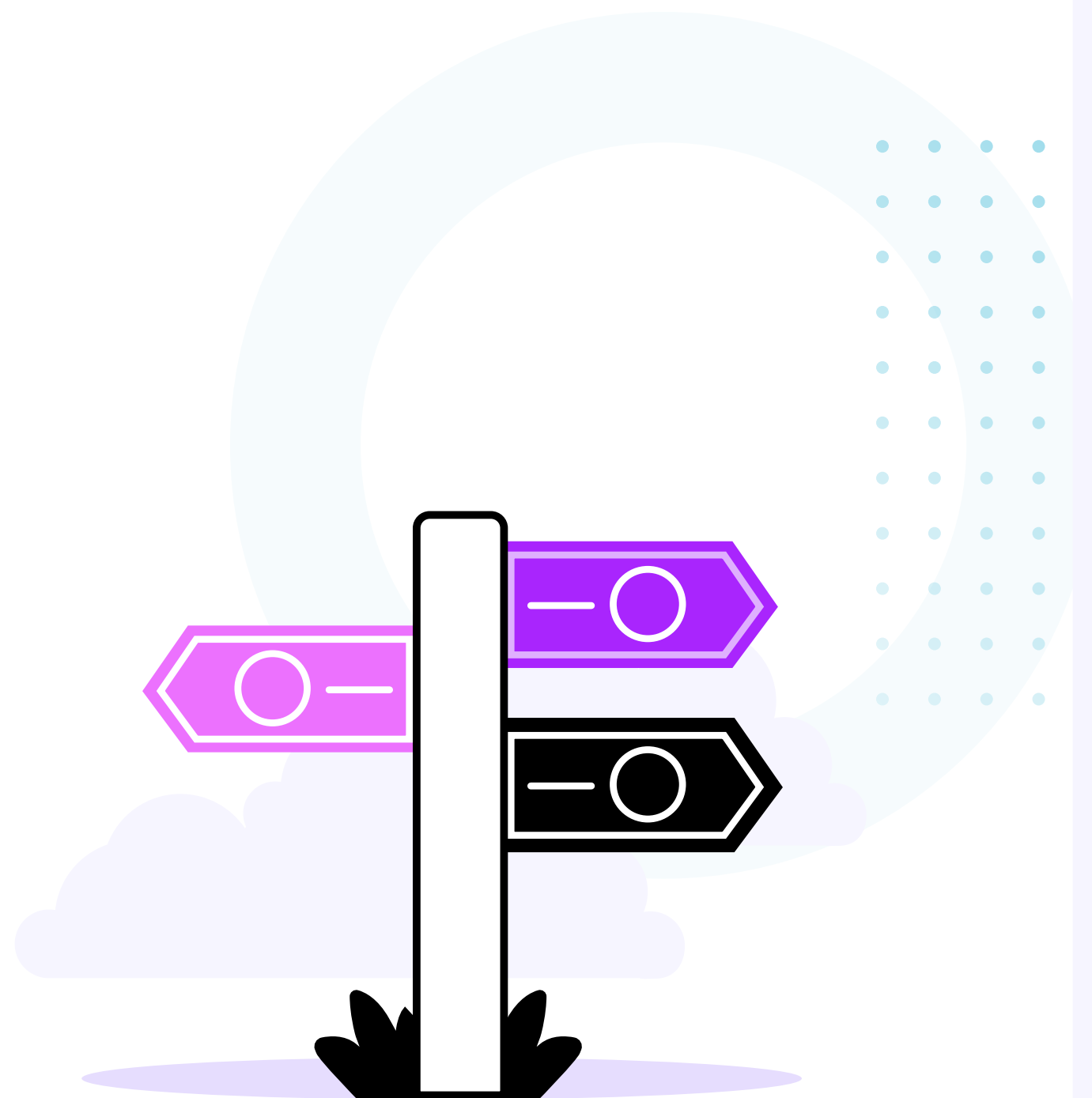
Operational context also plays an important role. Most properties already work with a complex combination of systems, processes, providers, and internal routines. In this environment, any new technological layer can be perceived as an additional source of friction. If a hotel already feels it operates with tools that are poorly connected to one another, the idea of adding yet another solution may generate resistance, even if the goal is precisely to improve that situation.

On top of all this comes a particularly sensitive concern in hospitality: the fear of losing the human touch. In an industry where the guest experience depends largely on service, proximity, and the ability to resolve situations with sound judgment, it is understandable that many professionals approach with caution any technology that may be perceived as cold, impersonal, or misaligned with hospitality values.

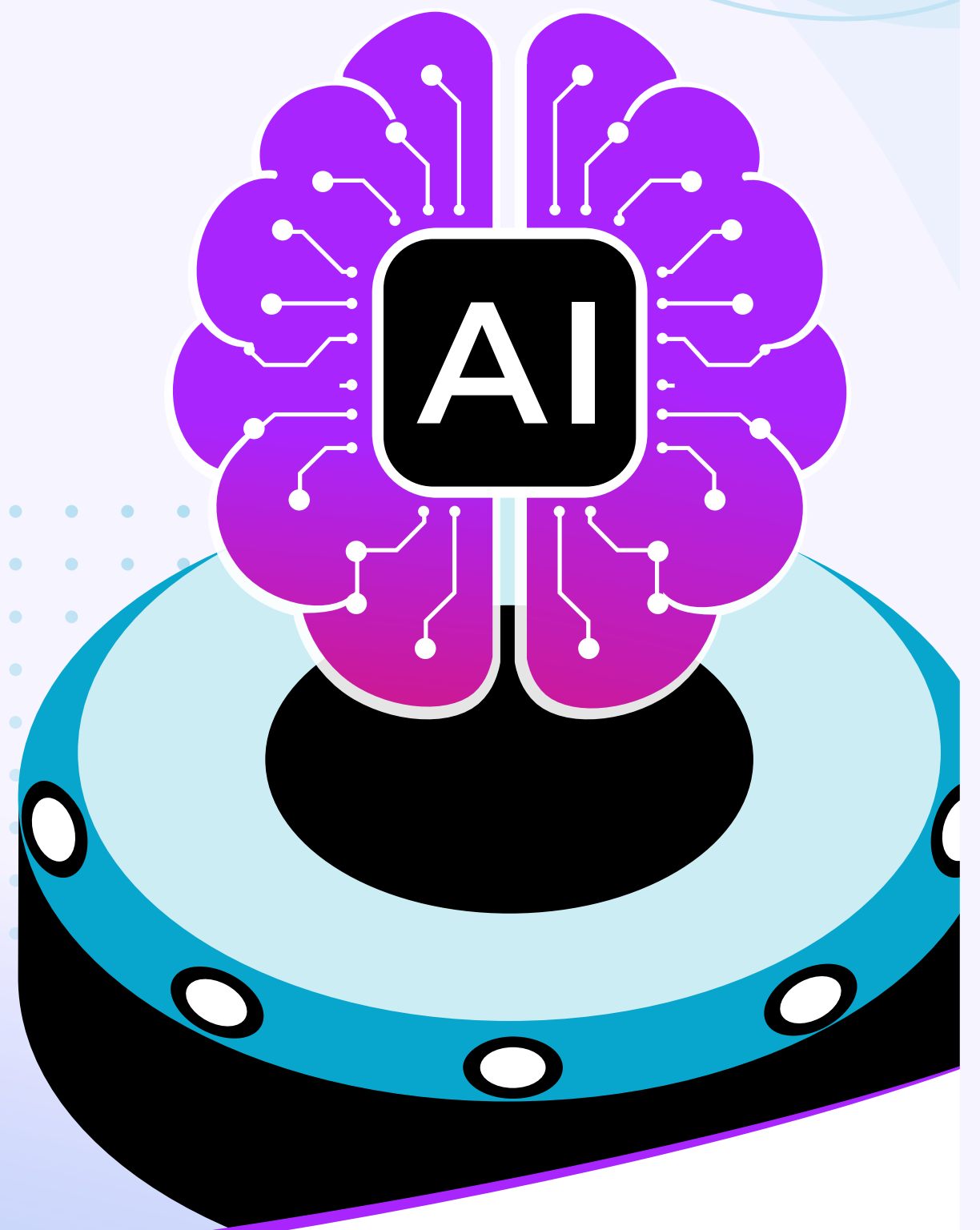
At its core, many hotels do not need to be convinced that AI “is the future.” What they need is a clear understanding of the problem it solves, the prerequisites it requires, its level of maturity, and how it can be implemented without putting operations or service quality at risk. As long as those questions remain unanswered, caution will continue to be a natural response.

And that caution, when properly understood, is not a negative thing. In fact, it can become an advantage if it leads hotels to approach AI with greater judgment, clearer focus, and less haste.

“*The main barrier is usually not technological, but practical.*”



What AI can really bring to a hotel or hotel chain

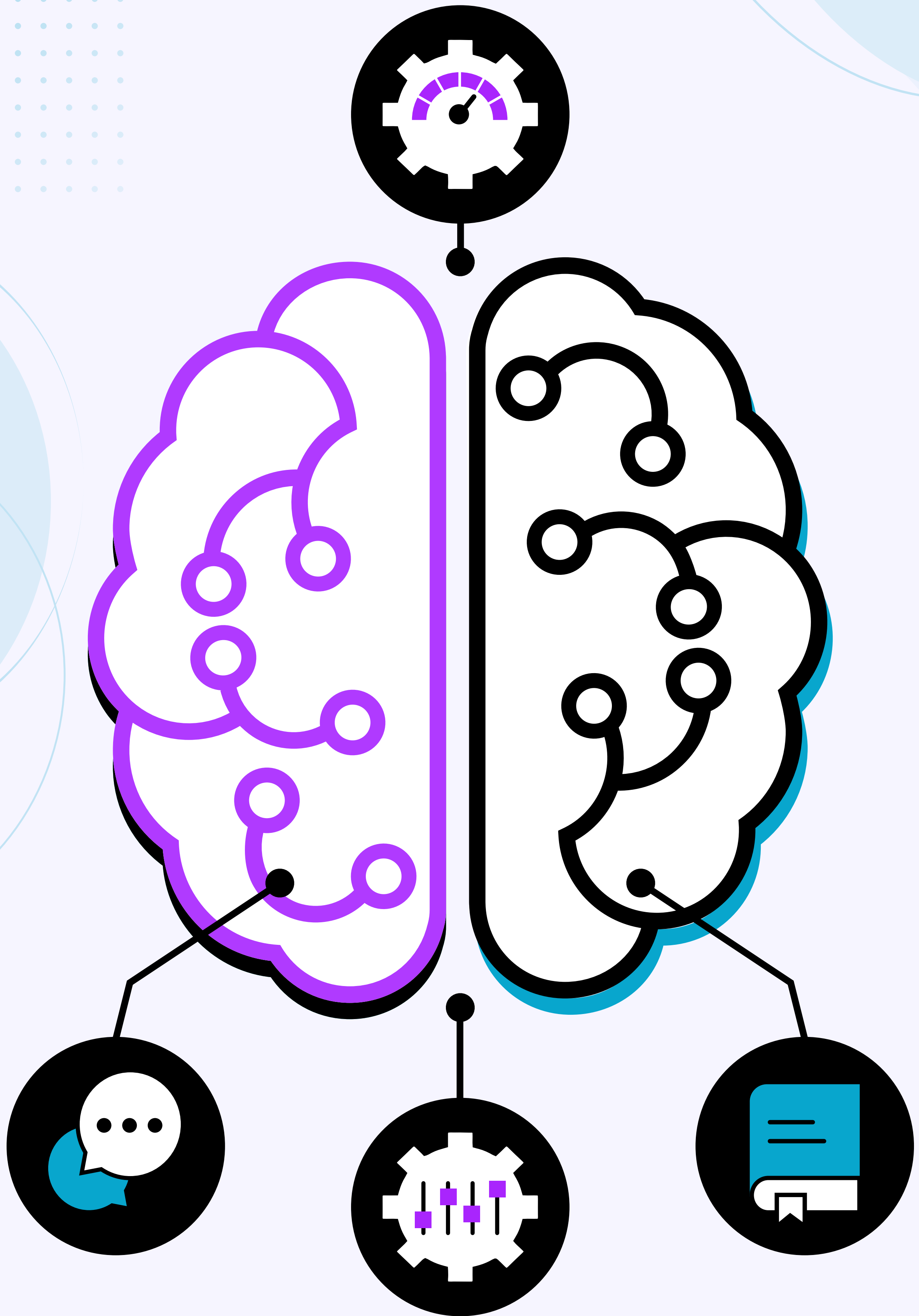


“

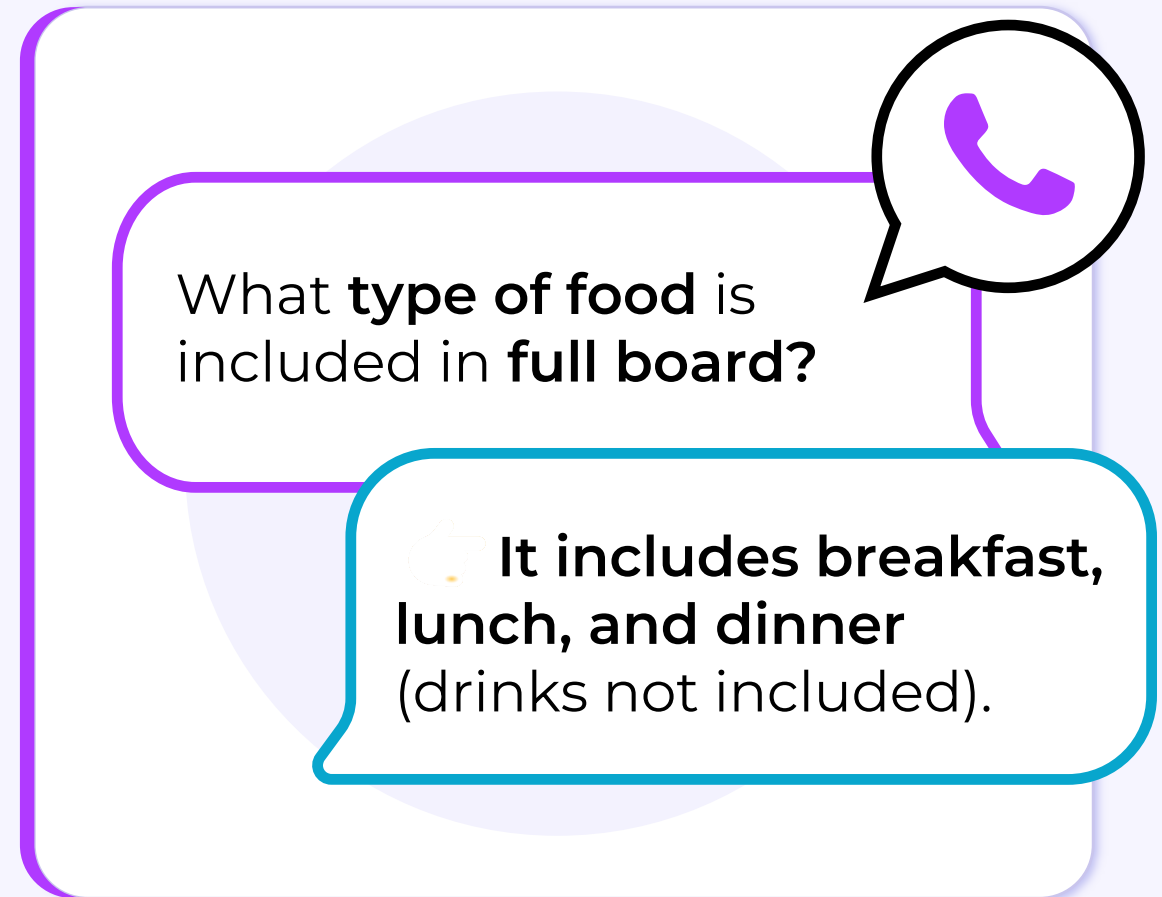
When discussing artificial intelligence in hospitality, it is easy to fall into overly abstract messaging. That is why it is important to ground the conversation in a far more useful question: **where can AI provide real value in the day-to-day operations of a hotel or hotel chain?**

The answer is not about “doing futuristic things,” but about **helping solve specific tasks more effectively, reducing friction, making better use of available information, and enabling teams** to work with greater agility and focus.

This value can be seen particularly in four major areas: **operations, customer service, loyalty, and reputation**. These are areas that directly affect both independent hotels and medium- to large-sized chains, although in the latter the impact is often multiplied by the need to maintain consistent standards, coordinate multiple touchpoints, and operate with greater complexity.



hōtelinking



1

Operations Optimization

One of the most immediate benefits of AI lies in operational optimization. In a hotel — and even more so in a hotel chain — a significant portion of the team’s time is consumed by answering repetitive questions, searching for internal information, routing requests, or handling tasks that follow very similar patterns every day. When technology is able to take on part of that workload, the result is not only improved efficiency: it also frees up time for tasks where human judgment adds greater value.

McKinsey & Company has pointed out in several studies on customer care and automation that generative AI can significantly **improve efficiency in service and support environments when applied to well-defined processes**. Although these analyses are not limited to the hospitality sector, they do provide a useful framework for understanding why departments such as front desk, reservations, contact centers, or multichannel customer service can particularly benefit from this type of solution.

2

Faster, More Consistent, and More Available Customer Service

Guest service is probably the area where AI becomes most visible. Before booking, before arrival, during the stay, or after check-out, travelers expect responses that are fast, clear, and useful. And they do not always want to wait for office hours or depend on whether a team member is available at that particular moment.

This is where AI can provide substantial value as a support layer. Oracle Hospitality, in its *Guide to Artificial Intelligence for Hospitality Executives*, highlights that one of the clearest applications of AI in hospitality is **strengthening guest service and improving the hotel’s responsiveness**. When properly trained, this technology can help resolve frequently asked questions, maintain more consistent service, and provide a more uniform experience across different channels, provided there is a reliable knowledge base behind it.



3

Better Guest Knowledge and Greater Loyalty Potential

Another important contribution of AI relates to the ability to make better use of guest knowledge. Many hotel brands already have valuable information about preferences, interaction history, contact channels, habits, or key moments throughout the journey, but they are not always able to activate that information in a useful way.

This is where AI can help organize, interpret, and contextualize that information in order to make communications, recommendations, and future interactions more relevant. It is not just about automating messages, but about ensuring that those messages make more sense for each guest profile and for every stage of the relationship.



Understanding guests better makes it possible to communicate more effectively, deliver better recommendations, and build genuine loyalty.

4

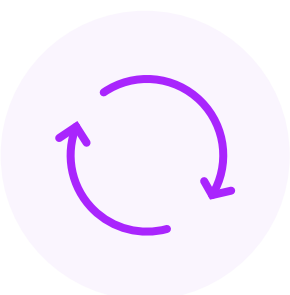
Reputation and Brand Image

Reputation does not begin when a review is published. It starts much earlier: in the quality of communication, the speed of response, the handling of incidents, and the sense of consistency that the hotel or hotel chain conveys throughout the entire guest journey.

At this point, **AI can become a useful tool for detecting patterns, grouping feedback, identifying recurring issues, and bringing visibility to friction points** that would otherwise remain scattered across surveys, messages, staff observations, and reviews on different channels.



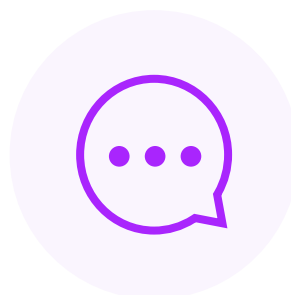
“The real value is not in the technology itself, but in how it is applied.”



Handle repetitive tasks more effectively



Connect information more efficiently



Respond with greater **consistency**



Free up **valuable time**



Improve the guest experience

Taken as a whole, the main contribution of AI to hotels and hotel chains is not about replacing teams or turning operations into something impersonal. It is about handling repetitive tasks more effectively, connecting information more efficiently, responding with greater consistency, and **freeing up time for what truly defines a great hospitality experience.**



The foundation of everything: What prior knowledge a hotel needs



“

One of the most common mistakes when talking about artificial intelligence in hospitality is to think first about the tool and only afterwards about the information it will use. In practice, however, the opposite is true: **the better structured, updated, and connected the hotel or hotel chain's knowledge is, the better results any AI-based solution will be able to deliver.**

The technology may be highly advanced, but if it operates on incomplete, contradictory, outdated, or fragmented content, its responses will reflect those same limitations.

That is why, before considering conversational assistants, automations, recommendations, or intelligent service layers, it is worth asking a much more fundamental question:

“Does the hotel actually have its knowledge organized well enough to respond effectively, operate consistently, and provide a reliable guest experience?”

Having information is not enough: it needs to be prepared for use.

Many hotels and hotel chains do have a large amount of useful information, but that information is often spread across internal documents, old emails, procedures known only by part of the team, websites, commercial materials, operational instructions, PMS systems, informal FAQs, or simply knowledge accumulated by specific individuals within the organization. **The issue is not only the lack of information, but also its fragmentation.**

When this happens, daily operations already suffer from that fragmentation even before AI is introduced. A front desk agent responds one way, reservations another, the website says one thing, the messaging channel another, and the guest ultimately receives inconsistent information. If an artificial intelligence layer is then added on top of this disorganized foundation, the most likely outcome is not that the inconsistency disappears, but that it simply becomes automated.

What Type of Knowledge Should Be Structured

A hotel or hotel chain's knowledge base should not be limited to a list of frequently asked questions. For AI to deliver real value, it needs to rely on a much broader framework that combines commercial, operational, and guest experience information.

Among the elements that should be documented and reviewed are, for example:

- **property policies** and regulations;
- **service** and department schedules;
- **room types** and differences between categories;
- included **services** and additional services;
- common operational **procedures**;
- **frequently asked** questions before, during, and after the stay;
- **active promotions** and commercial conditions;
- **brand tone** and communication guidelines;
- relevant **local information** for guests;
- **response protocols** for common incidents;
- and **shared service standards**, especially in the case of hotel chains.

“*AI can only be as useful as the quality and organization of the knowledge it relies on.*”

The quality of the outcome depends on the quality of the knowledge base

AI does not automatically fix poor internal organization. If the knowledge is poorly defined, outdated, or conflicts across channels or departments, the technology will not solve that underlying problem. At best, it will provide inconsistent responses. At worst, it will amplify errors, inconsistencies, or promises that the hotel will later be unable to fulfill.

That is why **a well-developed knowledge base provides value far beyond AI itself.** It helps organize operations, align teams, reduce contradictions, improve internal training, and establish a shared language between marketing, front desk, reservations, guest services, and management.

The same knowledge base can support multiple touchpoints

This is one of the greatest benefits of doing the groundwork properly. When a hotel or hotel chain manages to structure its knowledge correctly, that same base can be used across many guest journey touchpoints and in different internal processes.

We'll show some examples later on.

“ *Without a solid knowledge base, there is no AI capable of delivering consistent experiences.* ”

Hotel knowledge must also be kept alive

This base cannot be understood as a static document that is created once and then considered finished. Schedules, services, promotions, protocols, brand messaging, ways of working, and even the questions guests ask most frequently all change over time. That is why **keeping this knowledge base alive is not just a technical task, but a management practice.**

The real first step is not technological, but organizational

Seen this way, the real **first step** in applying AI within a hotel or hotel chain is not buying a tool or activating an assistant. It is **organizing knowledge, defining criteria, connecting information, and preparing a foundation on which the technology can work meaningfully.**



How to avoid implementing AI blindly



“

One of the greatest risks surrounding artificial intelligence in the hospitality industry today is not falling behind, but taking steps without clear criteria. Interest in this technology is growing rapidly, solutions are multiplying, and promises of improvement are becoming increasingly visible.

But precisely because of this, **the likelihood of implementing tools without sufficient prior reflection, without clear objectives, and without the operational preparation required for them to work effectively is also increasing.**

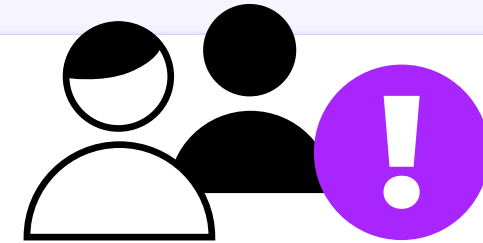
Applying AI “**blindly**” means introducing a solution because it sounds innovative or because it seems urgent not to be left behind, without first defining what problem needs to be solved, what information that tool requires to function meaningfully, and how it truly fits within the hotel’s or hotel chain’s operations.

Six mistakes worth avoiding



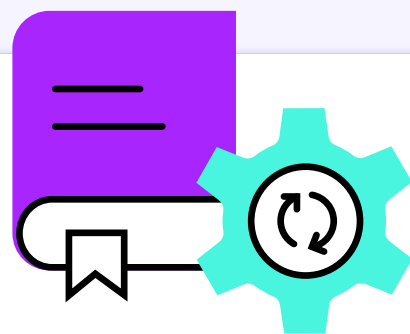
1. Starting with the tool instead of the problem

The logic should be the opposite: first identify a real friction point, a repetitive task, or a clear area for improvement, and only then assess whether AI is the right way to solve it.



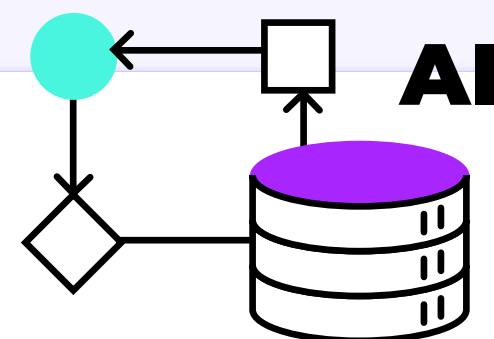
4. Implementing without human oversight

Even when technology takes over repetitive tasks or supports simple interactions, there must be a clear framework for supervision, defined limits, and a path for escalation to the human team.



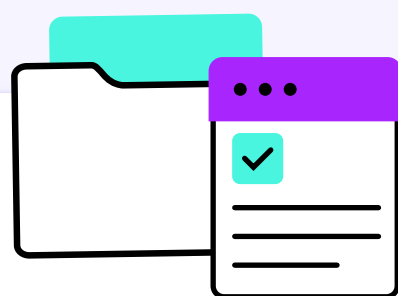
2. Automating without a reliable knowledge base

If the content is outdated, fragmented, or conflicts across channels or departments, the tool will not be able to provide consistent responses or useful decisions.



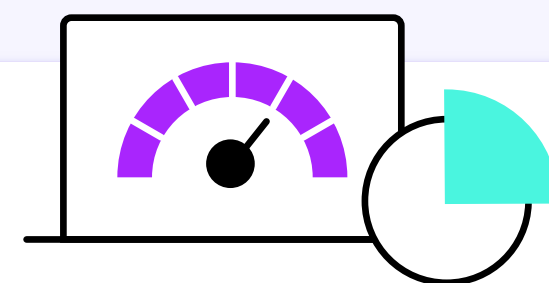
5. Failing to integrate AI into the hotel's operational logic

AI should not be an isolated layer. To deliver real value, it needs to fit within a connected operational logic, with clear objectives, defined roles, and a direct relationship with the processes the hotel already needs to manage every day.



3. Trying to apply everything from the start

In most cases, the smartest approach is to begin with use cases that share three characteristics: high interaction volume, low complexity, and visible benefits in a short period of time.

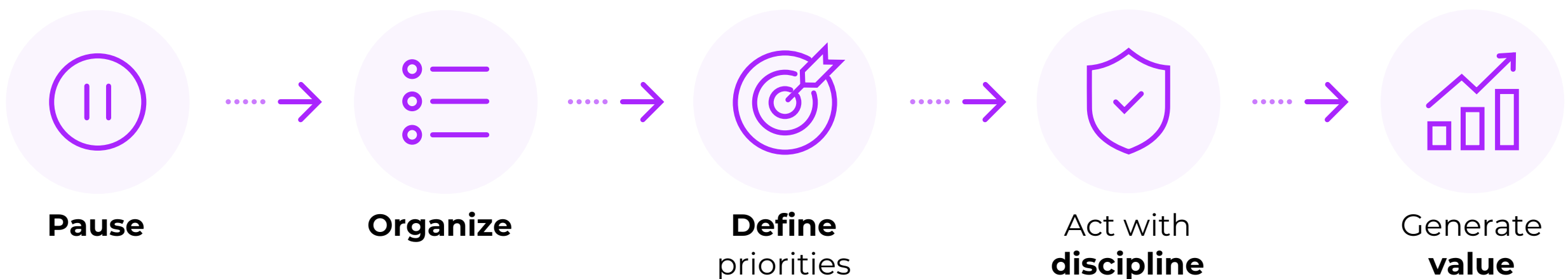


6. Not measuring what is happening

It is essential to measure what the solution is resolving, what type of queries it receives, its level of accuracy, where it generates friction, and the real impact it is having on the guest experience or operational efficiency.



“ *Implementing with clear criteria is always better than implementing quickly.* ”



Taken as a whole, avoiding a blind implementation does not necessarily require major resources, but it does require a certain level of discipline. It means taking the time to pause, organize, define priorities, and understand that **the real value lies not in adopting a technology as quickly as possible, but in implementing it properly.**

From a fragmented ecosystem to a connected logic



“

One of the major underlying problems in many hotels and hotel chains is not the lack of technology, but its **fragmentation**.

Over time, operations have come to rely on different tools to solve specific needs: **one for marketing, another for the front desk, another for reputation management, another for messaging, another for calls, another for reservations, another for guest follow-up**. Each one may fulfill its function, but they do not always work with the same information or respond according to the same criteria.

hōtelinking

The result is usually familiar: duplicated work, inconsistent responses, difficulty maintaining consistent criteria, wasted time searching for information, and a general feeling that each channel operates independently.

That is why, when talking about artificial intelligence, it is important not to approach it as just another tool added to the stack, but as an opportunity to start working differently: **moving from a fragmented ecosystem to a connected operational logic.**

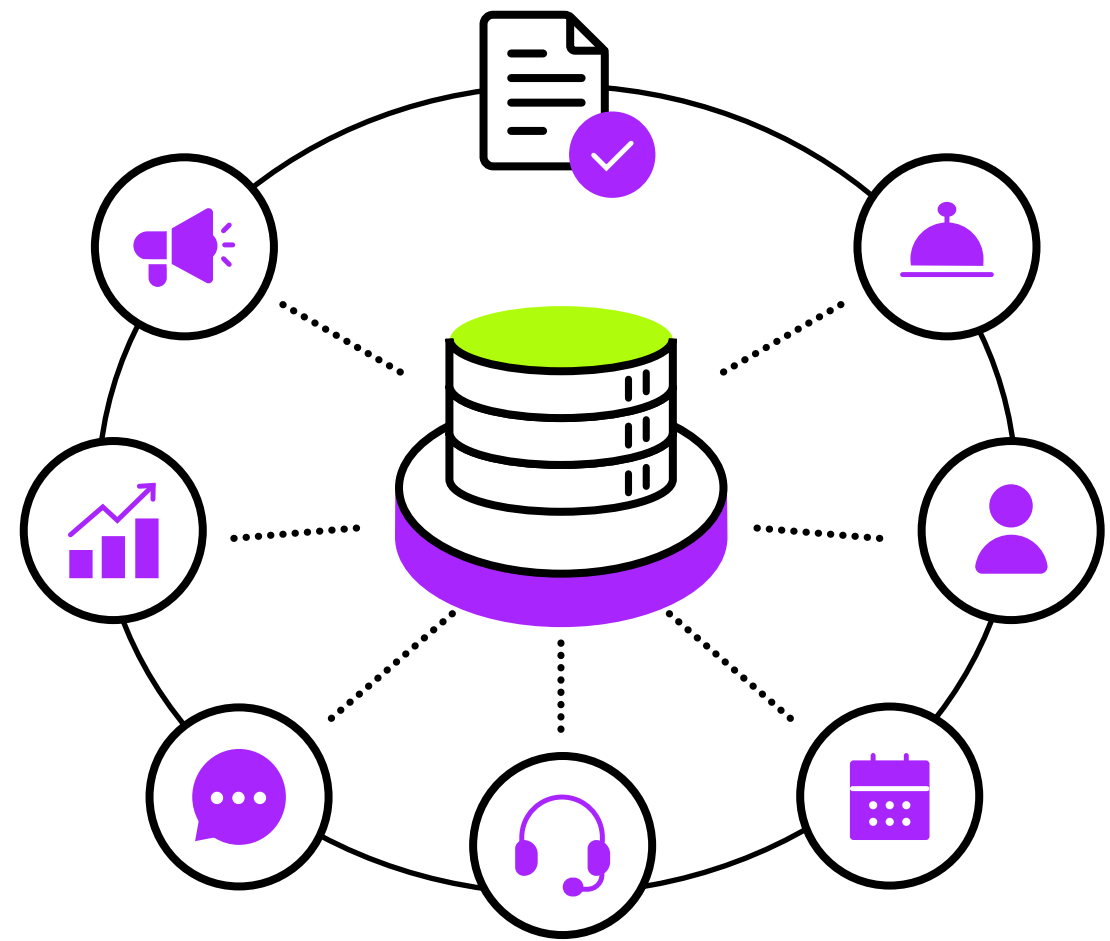
The same foundation, multiple touchpoints

If the hotel or hotel chain has properly documented its policies, services, schedules, procedures, frequently asked questions, communication guidelines, promotions, and all relevant guest information, that same knowledge base can be used to:

- **respond** to questions through the website;
- **support** guest service through messaging or WhatsApp;
- assist **telephone support**;
- **help human teams** with suggested responses;
- maintain **consistency** across automated communications;
- and more easily identify **which areas generate the most friction** or the highest number of questions.

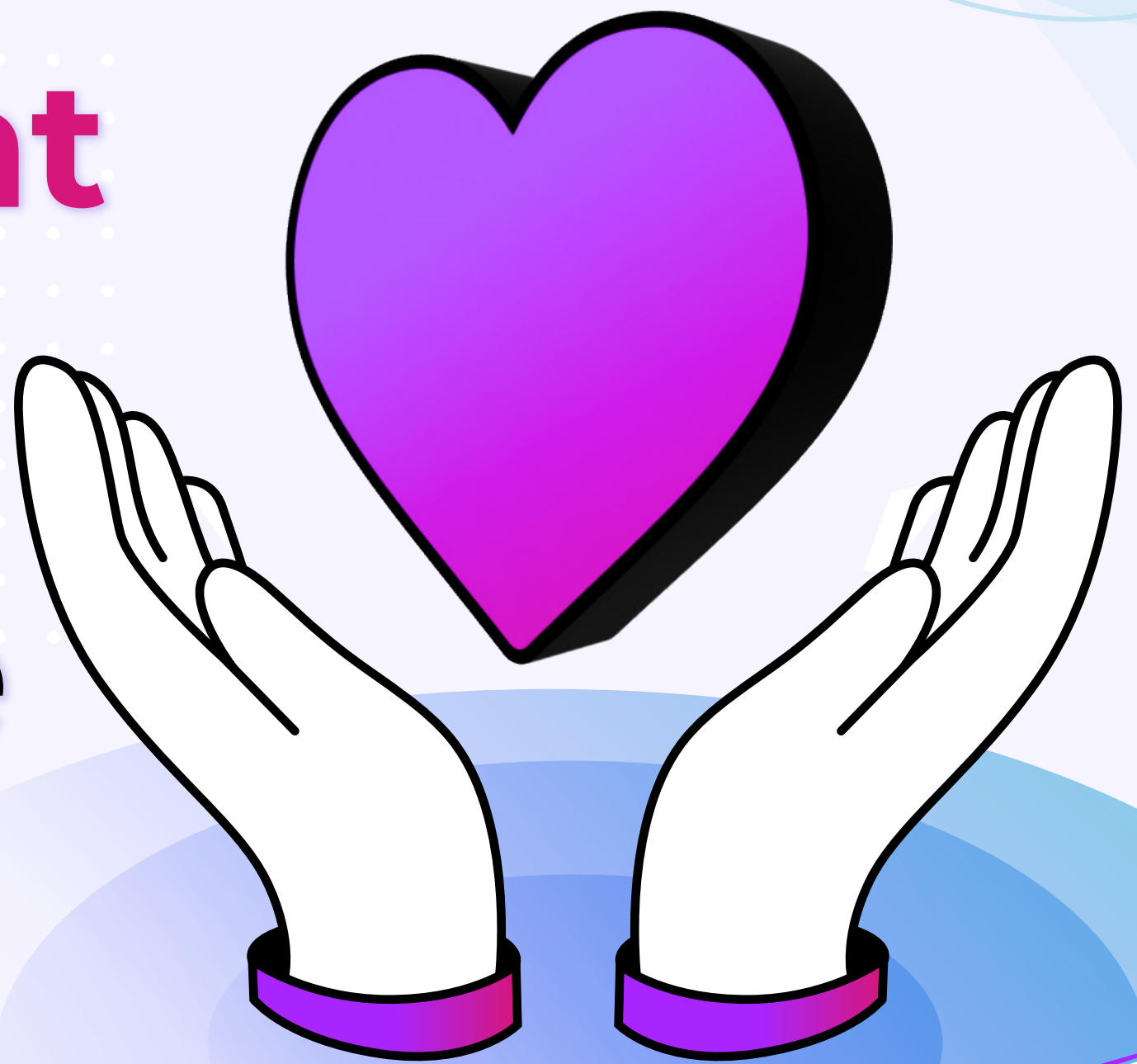
When operations are built on a connected logic, the improvement is not only technical. It is also reflected in the guest experience and in the team's day-to-day work. Guests receive more consistent responses; teams spend less time repeating information or correcting contradictions; and the brand conveys a stronger sense of control and professionalism.

For hotel chains, this approach also makes it possible to combine shared brand and service standards with the specific characteristics of each individual property.



“*One shared source of knowledge, multiple touchpoints, a more consistent experience, and operations that are easier to manage.*”

How to implement AI without losing the human touch



“

One of the greatest **fears** surrounding artificial intelligence in the hospitality industry is the possibility that **the guest experience could become colder, more automated, and less human.**








It is a logical concern. In a sector where the perception of service depends largely on closeness, empathy, the ability to anticipate needs, and the way delicate situations are handled, any technology that appears to replace personal interaction naturally raises understandable reservations.

However, the real question should not be whether AI can replace human interaction, but how **it can help protect and strengthen it where it truly adds value.** In practice, most AI-based solutions do not make sense when they attempt to imitate the full complexity of excellent hospitality service, but rather when they take over repetitive, structured, or low-complexity tasks that currently consume team time without providing any real differentiation.







Not everything should be automated

For this coexistence to work, there is one idea that should be made clear from the very beginning: not everything should be automated. Not all interactions have the same value, and not all situations should be handled through automated logic.

There are tasks that are particularly well suited for AI support, such as:

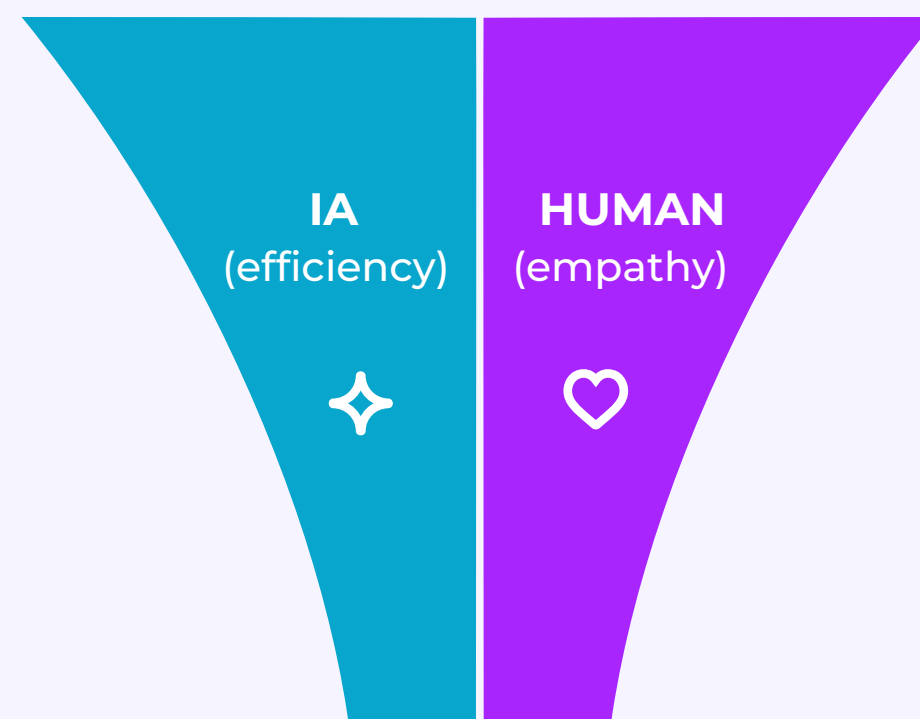
-  • **responses** to frequently asked questions;
-  • pre-arrival **information**;
-  • **schedules**, policies, and services;
-  • initial **classification** of requests;
-  • routing **simple issues**;
-  • **supporting teams** with suggested responses;
-  • **analysis** of **guest comments** or pattern detection.

But there are also situations where the human component remains irreplaceable or, at the very least, clearly preferable:

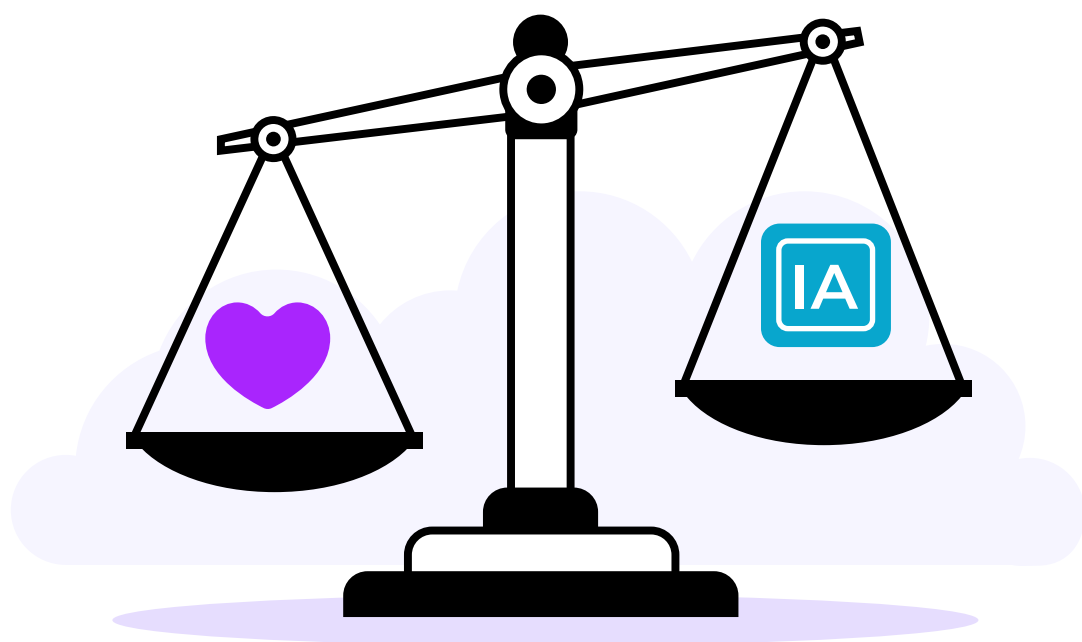
-  • sensitive **complaints**;
-  • **conflicts** or misunderstandings;
-  • **special requests** that require context;
-  • upset or **vulnerable guests**;
-  • commercial **negotiations**;
-  • moments where **empathy and emotional interpretation** are essential.



Each **interaction** has a different **need**



A **better** guest experience



The human experience also depends on service design

Sometimes human interaction is discussed as if it depended solely on the presence or absence of people in the process. But in reality, **the experience also depends heavily on how the service is designed.** An automated system can feel impersonal, yes, but it can also be useful, clear, and respectful if it is well designed. In the same way, human service can be excellent, but it can also be slow, inconsistent, or unsatisfactory if the team is overloaded or working with fragmented information.

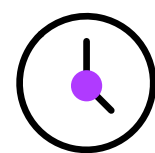
This matters because it shifts the conversation away from the artificial opposition between “people” and “technology” toward a far more useful question: **how do we design an experience where each part, human or technological, intervenes at the right moment?**

When AI is used to handle simple tasks, organize information more effectively, and support the work of the team, the result does not have to be less human. In fact, it can create an **experience that is smoother, faster, and more consistent**, leaving more space for meaningful personal interaction where it truly matters.

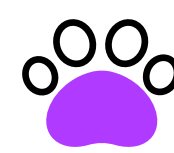
Guests do not always seek the same thing at every moment

Another important aspect to consider is that **guests do not expect the same type of attention throughout every stage of their journey.** Sometimes they want an immediate and functional response. Other times they need guidance, reassurance, or a more thoughtful solution. Understanding that difference is key to implementing AI meaningfully.

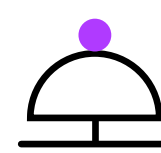
If someone needs to know what time breakfast starts, whether the hotel allows pets, or how to request a late check-out, what they usually value is **speed and clarity.** On the other hand, if they have had a bad experience in their room, require an exceptional solution, or are going through a delicate situation, what they expect is **judgment, empathy, and a genuine ability to help.**



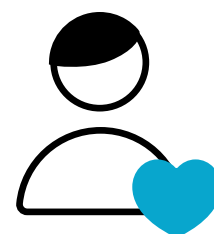
Speed
and clarity



Empathy
and care



Guidance and
reassurance



A successful AI implementation consists precisely in respecting that difference. Not in treating every interaction the same way, but in recognizing which ones can be resolved through automation and which require more direct and qualified human intervention.

Technology should create freedom, not rigidity

When technology helps absorb part of the repetitive workload, teams gain more time to focus on situations where the human component is truly decisive: personalized attention, handling sensitive issues, active listening, recommendations adapted to the guest's context, or resolving cases that require judgment and sensitivity.

In that sense, well-applied technology can contribute to a more human experience if it helps avoid unnecessary waiting times, reduces contradictions, improves service availability, and frees teams to better handle the moments that genuinely require human closeness.

Ultimately, **implementing AI without losing the human touch means understanding that technology should not occupy the center of the experience, but rather serve it.**

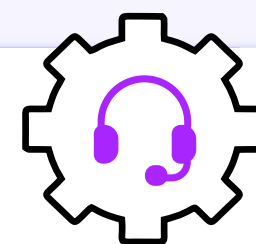
“ Technology should not occupy the center of the experience, but rather serve it. ”

Well-applied technology frees teams to focus on what matters most



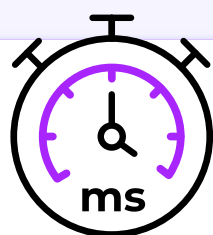
Personalized attention

More time to listen, understand, and support the guest



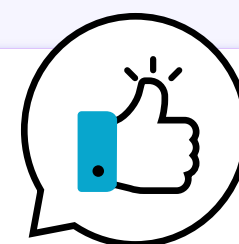
Handling sensitive issues

Teams can focus on resolving what truly matters



Service availability

More agile processes that improve the experience at every touchpoint



Tailored recommendations

Based on the guest's real context and preferences

Concrete use cases to get started with low risk



“

One of the best ways to introduce **artificial intelligence** into a hotel or hotel chain is to **avoid** large-scale deployments from the beginning and **start instead with specific, well-defined, and easy-to-supervise use cases.**

In practice, this means choosing frequent, repetitive, and low-complexity interactions where **AI can provide value without compromising operations or the guest experience.**



Resolving frequent questions before booking

Many travelers need to resolve questions before making a decision: schedules, cancellation policies, parking, location, services, room types, breakfast, pets, transfers, or the availability of certain services. Here, AI can act as an immediate response layer through the website or messaging channels, providing coherent and well-structured information based on an updated knowledge base.



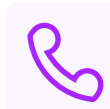
Handling pre-arrival questions

Between the booking and the arrival, many repetitive interactions appear: how to check in, what time check-in is available, whether late arrivals are allowed, how to request additional services, how to reach the property, or what documentation is required. AI can help here by answering simple questions, sending useful information, and supporting pre-arrival communication with a more organized and available logic.



Managing simple requests during the stay

During the stay, guests continue generating a high volume of questions and requests that do not always require human intervention from the very beginning. Schedules, available services, facility locations, basic requests, or questions about how the hotel operates are clear examples.



Supporting telephone service with repetitive inquiries

Voice support continues to be a key channel for many hotels and chains. Confirming schedules, explaining basic policies, resolving frequent questions, or correctly redirecting a call are tasks where AI can act as a first support layer.



Supporting teams with suggested responses and quick access to knowledge

Not all AI use cases need to be visible to the guest. One of the most useful and least risky areas to start with is internal team support: locating information, suggesting consistent responses, summarizing content, or providing faster access to the hotel's or chain's knowledge base.

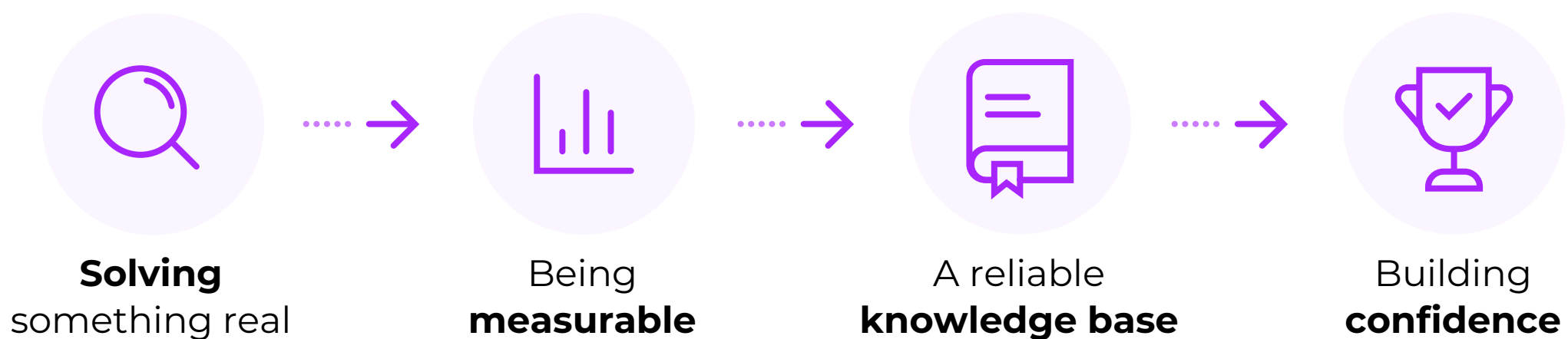


Analyzing comments, surveys, and satisfaction signals

AI can help group comments by topic, detect recurring issues, identify patterns of dissatisfaction, summarize large volumes of feedback, and prioritize improvement areas. It is a very coherent use case to start with because it does not directly affect real-time guest interaction, but it can still provide significant internal value.



“ Choosing the right first use case is more important than starting with the most eye-catching one. ”



What matters is not that the implementation appears advanced, but that it helps solve something real, can be measured, and is supported by a reliable knowledge base. When this happens, **the hotel gains confidence, learns more quickly, and is in a much better position to later scale toward more ambitious uses.**



A roadmap for getting started



“

One of the reasons why many hotels and hotel chains struggle to move forward with **artificial intelligence** is that they perceive the process as **something too broad, too technical, or too difficult** to implement in practice.

However, in reality, there is no need to approach it as a major transformation from day one. In fact, the most advisable approach is usually just the opposite: moving **forward step by step, with focus, with clear objectives, and with a progressive implementation logic.**

Scale



META

Define
supervision

Measure
results

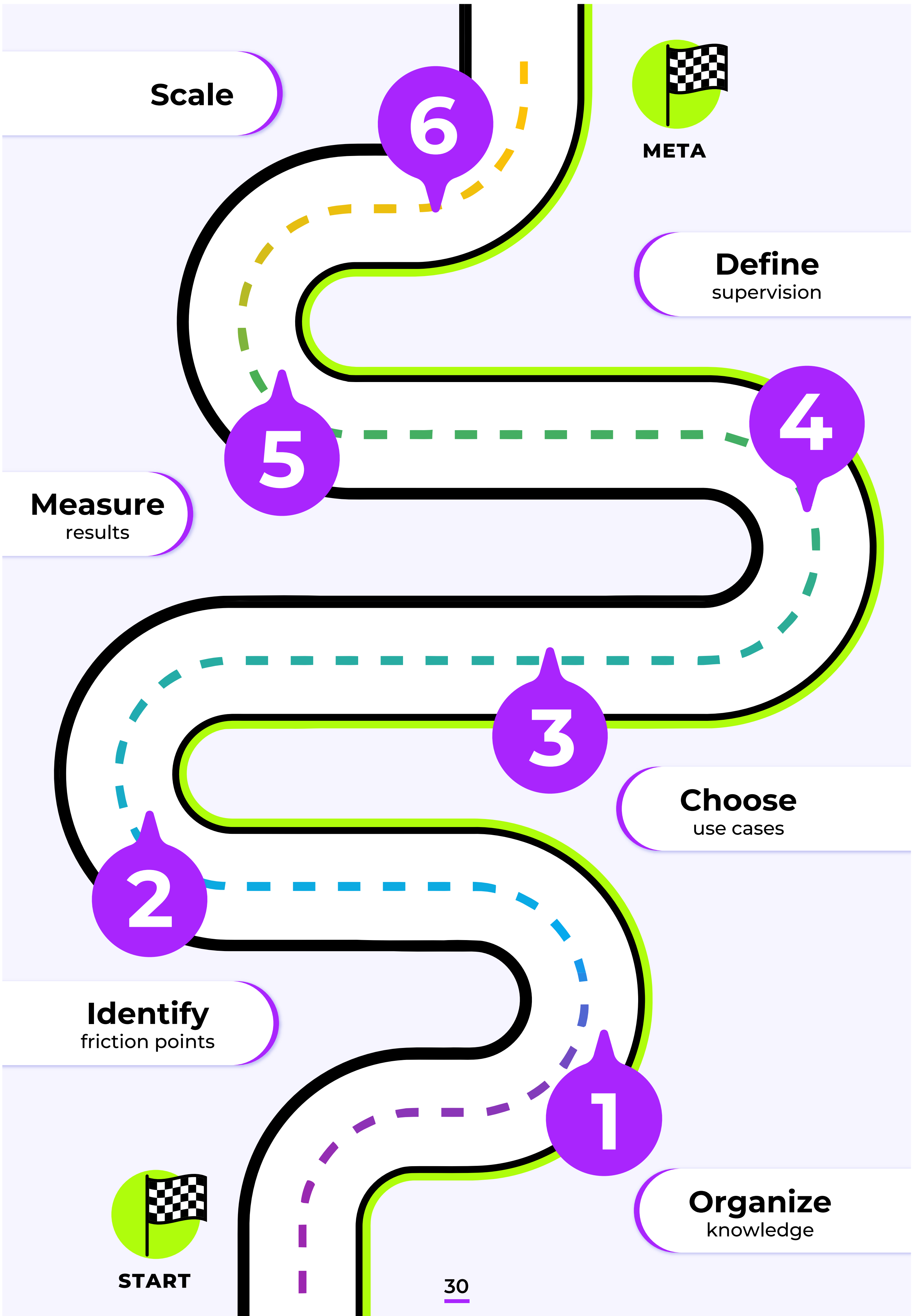
Choose
use cases

Identify
friction points

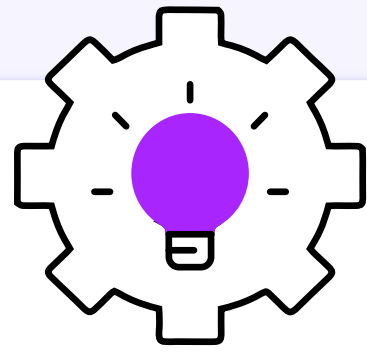
Organize
knowledge



START



hôtelling



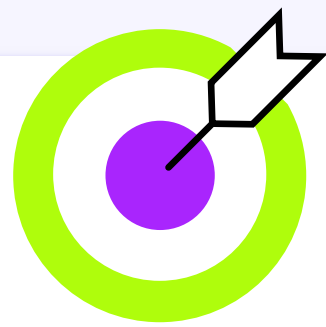
Step 1. Organize the hotel's or hotel chain's knowledge

Before thinking about tools, it is advisable to review whether the property has a sufficiently clear, useful, and updated information base to support any AI solution.



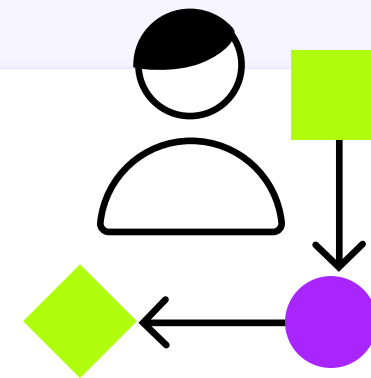
Step 2. Identify repetitive interactions and friction points

The next step is to identify which tasks, questions, or processes occur most frequently and consume team time without providing significant differentiation.



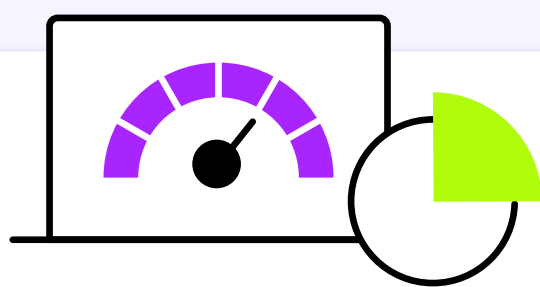
Step 3. Choose one or two specific use cases

The most sensible approach is to select one or two use cases that address a real need, have sufficient volume, are relatively predictable, and make it possible to measure results with reasonable ease.



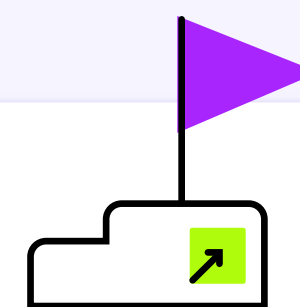
Step 4. Define supervision, responsibilities, and boundaries

Every initial implementation requires a minimum control structure: who will monitor performance, who will update the knowledge base, how errors will be corrected, and which types of cases should be escalated to the human team.



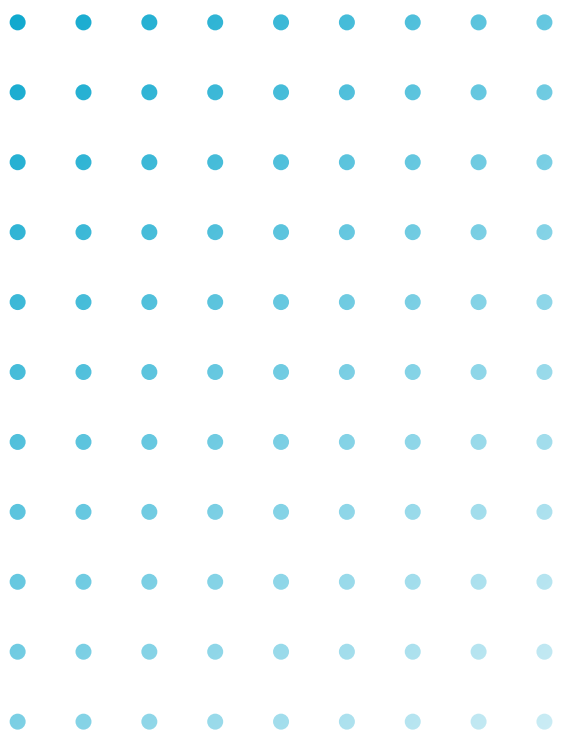
Step 5. Measure results and learn from real-world usage

Once the solution is up and running, it is important to observe what is actually happening: what types of inquiries it receives, how much volume it handles, where errors or inconsistencies appear, and what impact it is having on team workload and the guest experience.



Step 6. Scale only when it makes sense

Once the first use case has been validated, the initial issues have been corrected, and it has been confirmed that the knowledge base and supervision processes are working effectively, then it makes sense to consider expanding the solution.



“ *Starting with a clear strategy is the best way to move forward with confidence.* ”



Purpose-driven
approach



Step-by-step
progress



Confidence that
delivers results

When this approach is in place, AI is no longer perceived as a vague promise or a technology disconnected from everyday operations.

Step by step, it begins to become a useful, understandable tool aligned with the real needs of the business.

What is already changing in the industry and why it is important to prepare



“

The growing interest in artificial intelligence within the hospitality industry is not driven solely by a technological trend. Behind this evolution are real changes in the way hotels and hotel chains must operate, interact with guests, and manage an increasingly complex reality.

Today, there are higher expectations for immediacy, clarity, and continuity in the relationship with the brand. At the same time, operational pressure is also increasing: **teams must manage more channels, handle more interactions, and maintain a high level of service with limited resources.** In hotel chains, an additional challenge also emerges: **ensuring that multiple properties operate under consistent standards** without losing sight of the specific characteristics of each location.

hōtelinking



Another important shift is the growing relevance of a hotel's or hotel chain's own knowledge. For years, many organizations have accumulated valuable information about their services, processes, guests, incidents, preferences, and ways of working, but they have not always transformed it into a structured and actionable knowledge base. Today, that capability is starting to become strategic.

Preparing for this, therefore, does not mean immediately implementing every possibility offered by AI. It means **beginning to build the conditions that will allow it to be used more effectively when the time is right:** organizing knowledge, reviewing processes, identifying friction points, and connecting information more efficiently.

“*Preparing for AI does not mean chasing trends, but understanding that the environment is changing and that certain capabilities will become increasingly important for competing, organizing operations more effectively, and delivering a consistent experience.*”

How we are applying this vision at Hotelinking



“

At Hotelinking, we understand artificial intelligence not as an isolated technology, but as a new layer of capability applied to operations, guest relationships, and the management of hotel or hotel chain knowledge.

We have spent years working on the digitalization of key processes for hotels and hotel chains. That is why our vision of AI does not come from theory, but from a very concrete reality: **when a property’s knowledge is well structured and channels operate in a connected way, technology can help deliver better responses, reduce repetitive workload, and provide a smoother guest experience.**

“ *AI delivers the most value when it connects knowledge, channels, and operations within a unified service logic.* ”

How this vision translates into practice

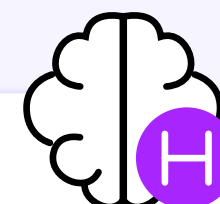
At **Hotelinking**, we are incorporating artificial intelligence as a connected layer built on top of the hotel ecosystem: it starts from real guest data, relies on the hotel's available knowledge, and is activated across different channels to provide better responses, automate tasks, maintain consistent standards, and strengthen the direct relationship with guests without losing human control.

This vision translates into six areas of work that, together, make it possible to move from isolated tools to a more connected, coherent, and useful relationship with the guest:



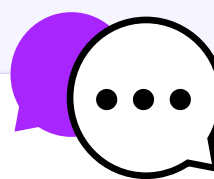
Unified guest data

Integrating information from different hotels, systems, and channels makes it possible to build more complete profiles, reduce duplication, and work with more reliable data.



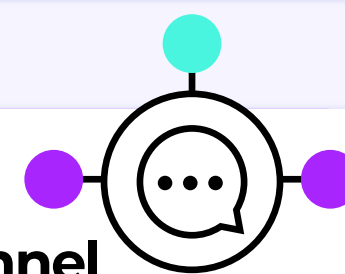
Hotel knowledge as a foundation

When the hotel has clear information about services, schedules, policies, content, and response criteria, AI can rely on that foundation to provide more accurate and consistent answers.



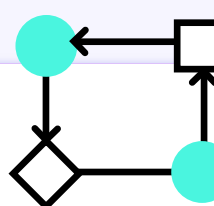
More relevant communications

AI helps segment, create, and automate communications before, during, and after the stay, adapting each message more effectively to the guest's context.



Omnichannel conversational support

Applied across web, WhatsApp, email, social media, or voice, it enables responses to frequent questions, guides guest requests, and provides support in multiple languages.



Connected request management

Classifying messages, suggesting responses, prioritizing requests, and escalating to the human team helps maintain consistency across channels and reduce operational workload.

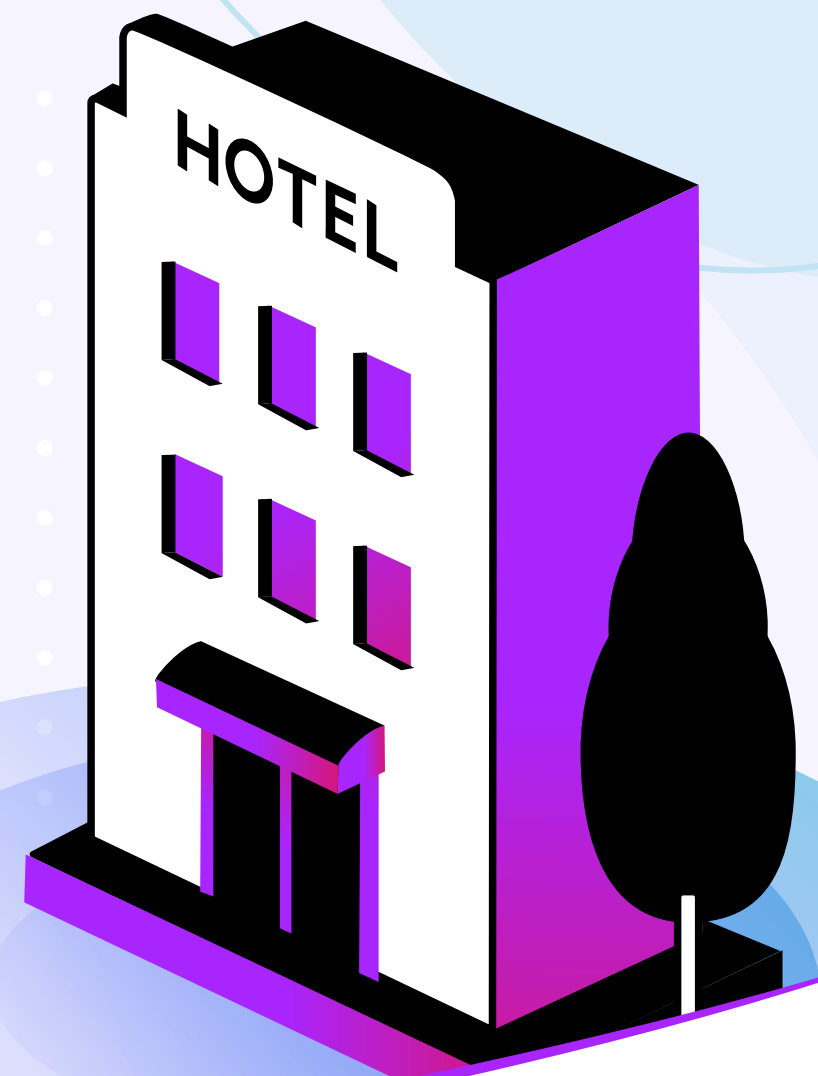


Loyalty and direct relationships

Combined with first-party data and segmentation, AI can help better understand guests, personalize the relationship, and encourage future direct bookings.

Conclusions

“ *Artificial intelligence brings value to the hospitality industry by optimizing operations, improving decision-making, and delivering a smoother guest experience.* ”



“

Artificial intelligence has already begun to make its way into the hospitality industry, but its true value does not lie in technological novelty or in the promise of automating everything.

Its value lies in its ability to help hotels and hotel chains respond better, organize their operations more effectively, make better use of their knowledge, and provide a smoother guest experience.

Throughout this guide, one central idea has been highlighted: **AI can bring significant value to hospitality, but it does not do so on its own.** For it to truly work, it needs to rely on a trustworthy information base, clear processes, a connected logic across channels, and a gradual implementation approach that allows hotels to learn, adjust, and evolve without putting service quality at risk.

That is why the first step should not be asking which tool to adopt, but rather **what the hotel or hotel chain needs to organize first in order for that technology to make sense.** In many cases, the difference between a useful implementation and a disappointing one lies not in the sophistication of the solution, but in the quality of the foundation on which it is built.

It is also important to remember that AI should not be understood as a threat to hospitality. When applied properly, it can achieve exactly the opposite: **freeing teams from part of the repetitive workload, reinforcing service consistency, and creating more space for the interactions where human attention remains irreplaceable.**

Ultimately, artificial intelligence should not be viewed as an end in itself, but as a tool in service of a hospitality industry that is more agile, more connected, and better prepared to meet the expectations of today's guests.

Hotels and hotel chains that begin early to organize their knowledge, connect their channels, and explore concrete use cases will be in a stronger position to take advantage of this evolution with less risk and greater purpose.

Frequently Asked Questions



Will **artificial intelligence** replace hotel staff?

It should not be approached that way. In hospitality, AI delivers the most value when it removes repetitive workload and gives human teams more time for higher-value tasks, such as personalized guest service, resolving sensitive issues, or recommending services tailored to each guest. When applied properly, AI does not replace hospitality, but rather helps strengthen it and better protect the team's time for the moments where human intervention remains essential.



What is the **first step** in **implementing AI** in a hotel?

The first step is not choosing a tool, but organizing the property's knowledge. This means reviewing services, schedules, policies, processes, frequently asked questions, brand tone, commercial information, and response criteria. Without that foundation, any automation will be weak or inconsistent. The more useful and up-to-date information the hotel or hotel chain has, the better results it will later achieve with different AI solutions.



Which **hotel areas** usually achieve the **fastest results**?

The areas that usually deliver the fastest results are those with a high volume of interactions and repetitive tasks. For example: the website, messaging channels, telephone support, reservation assistance, pre-arrival communication, internal team support, or feedback analysis. These are environments where AI can help respond faster, organize information more effectively, and reduce operational workload without requiring complex projects from the outset.



Does **AI really improve** online reputation?

Yes, but indirectly. Reputation does not improve simply because AI is being used, but because of what the technology helps improve: responding faster, detecting issues earlier, analyzing comments in a structured way, and correcting operational failures more efficiently. In practice, reputational improvement usually comes when the guest experience becomes more consistent, clearer, and better managed throughout the entire guest journey.



Do you need to be a **large hotel chain** to **benefit** from AI?

Not at all. An independent hotel or a mid-sized group can also achieve quick value if it starts with specific, well-defined use cases supported by a useful knowledge base. What matters is not the size of the property, but having clear processes, clear objectives, and reliable information for the technology to work with. Hotel chains may gain additional advantages through scale and consistency, but that does not mean smaller hotels are excluded from this evolution.



What is the **main risk** that should be **avoided**?

The main risk is **implementing AI without a reliable information base, without human oversight, and without a clear application logic.** Technology performs much better when it is fed with updated content, well-defined processes, and clear boundaries regarding what it should resolve and what should be escalated to the team. In this sense, the problem is usually not using AI itself, but using it without criteria, without prior preparation, and without a vision connected to the real operations of the hotel or hotel chain.



How does AI fit with a more **human experience**?

Precisely by **helping the team avoid wasting time on repetitive tasks.** When technology handles routine work, the hotel can dedicate more energy to genuine hospitality, personalized service, and the moments guests value most. In that sense, AI does not have to reduce the human side of service; when designed properly, it can contribute to an experience that is smoother, more useful, and, in many cases, more human.



Does it make sense to **implement several AI solutions** at the same time?

In most cases, it is not the best way to start. The most advisable approach is usually to first validate one or two specific use cases, measure results, correct mistakes, and learn from real-world performance before expanding the scope. Trying to tackle too many fronts at once can generate more complexity than value, especially if the hotel or hotel chain does not yet have its internal knowledge properly structured.



What **type of tasks** should continue to be handled by the **human team**?

All those that require judgment, empathy, interpretation of context, or the ability to resolve delicate situations. For example: sensitive complaints, conflicts, special requests, commercial negotiations, or cases where the guest needs to feel genuinely heard. AI can provide significant support in the first layer of service and in repetitive tasks, but the quality of hospitality still depends largely on human intervention at key moments.



When does it make sense to **scale the use of AI** within a hotel or hotel chain?

It makes sense to scale **when the initial use case is already functioning reliably, is supported by a trustworthy knowledge base, has clear supervision, and has demonstrated real value.** Only then does it make sense to expand into other channels, processes, or additional properties within a chain. Scaling before properly validating the earlier stages is often one of the main causes of frustration in these types of projects.

Sources Consulted

- **Oracle Hospitality**, Guide to Artificial Intelligence for Hospitality Executives.

- **Canary Technologies**, Navigating AI: Hospitality Shifts From Exploration to Execution (2026).

- **Cloudbeds**, A Comprehensive Guide to Hotel AI.

- **McKinsey & Company y Skift**, Remapping Travel with Agentic AI.

hôteling

WHITE PAPER

Carretera de Valldemossa, Km. 74.
Parc Bit. Edifici Disset 3º, D9.
07120 | Palma de Mallorca (España)

www.hotelinking.com | sales@hotelinking.com

