

# Demystifying AI: Practical Tips for Hoteliers

A Triptease webinar  
April 2nd 2025



# Hello



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T R I P T E A S E



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T R I P T E A S E





# Today's agenda

1 The crucial tech

2 AI search

3 Agentic AI

4 Hotel AI Agent example

5 Q&A





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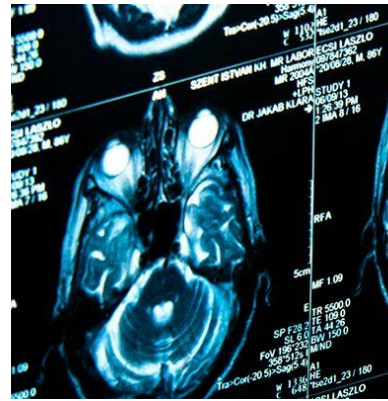


# AI is not new!

AI has been in use for years, but you might not have realised it.



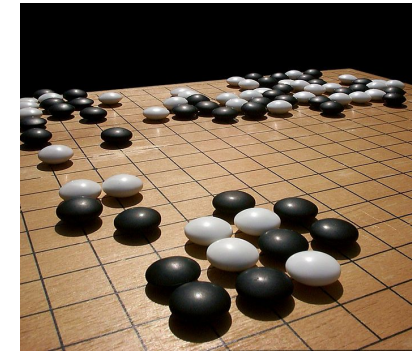
Spam filters



Medical  
analysis



Image  
classification



Game playing



# Transformers were the breakthrough!

Introduced by Google in 2017 to make machine translation easier and better.

Transformers enabled the use of *Large Language Models (LLMs)*.





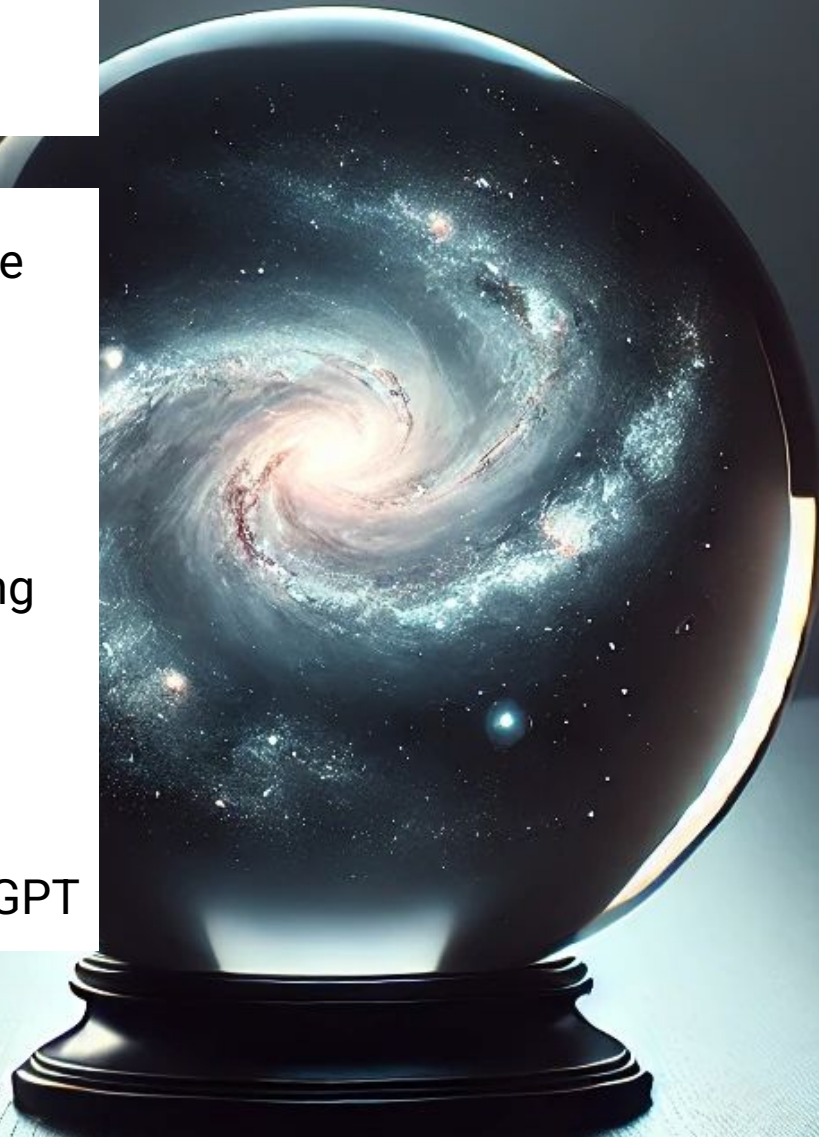
# Prediction Machines

“A large language model (LLM) learns by analyzing huge amounts of text to understand patterns in language.

When asked a question, **it predicts the most likely words** to form a helpful and natural-sounding response...

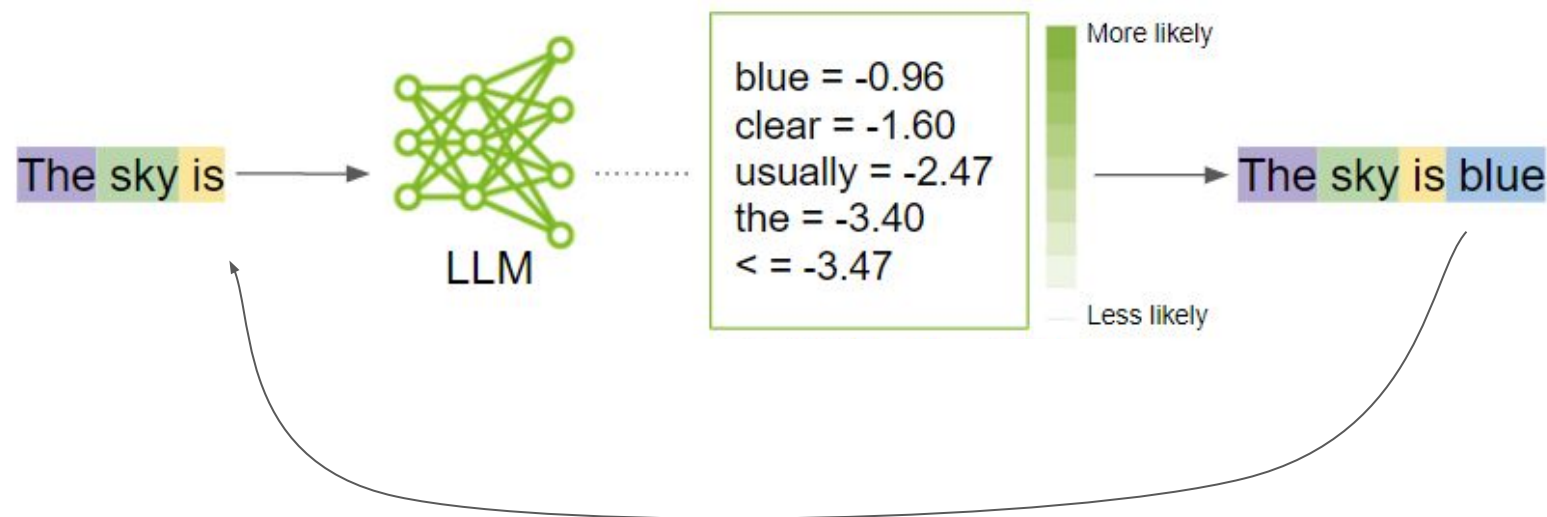
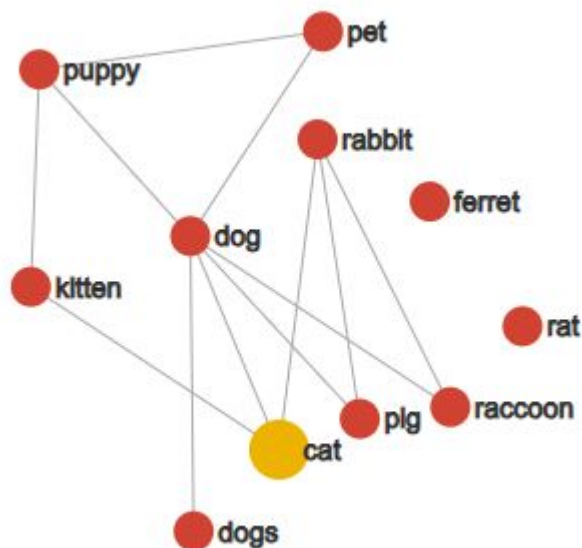
...they’ve evolved to handle **much more than just text**”

ChatGPT

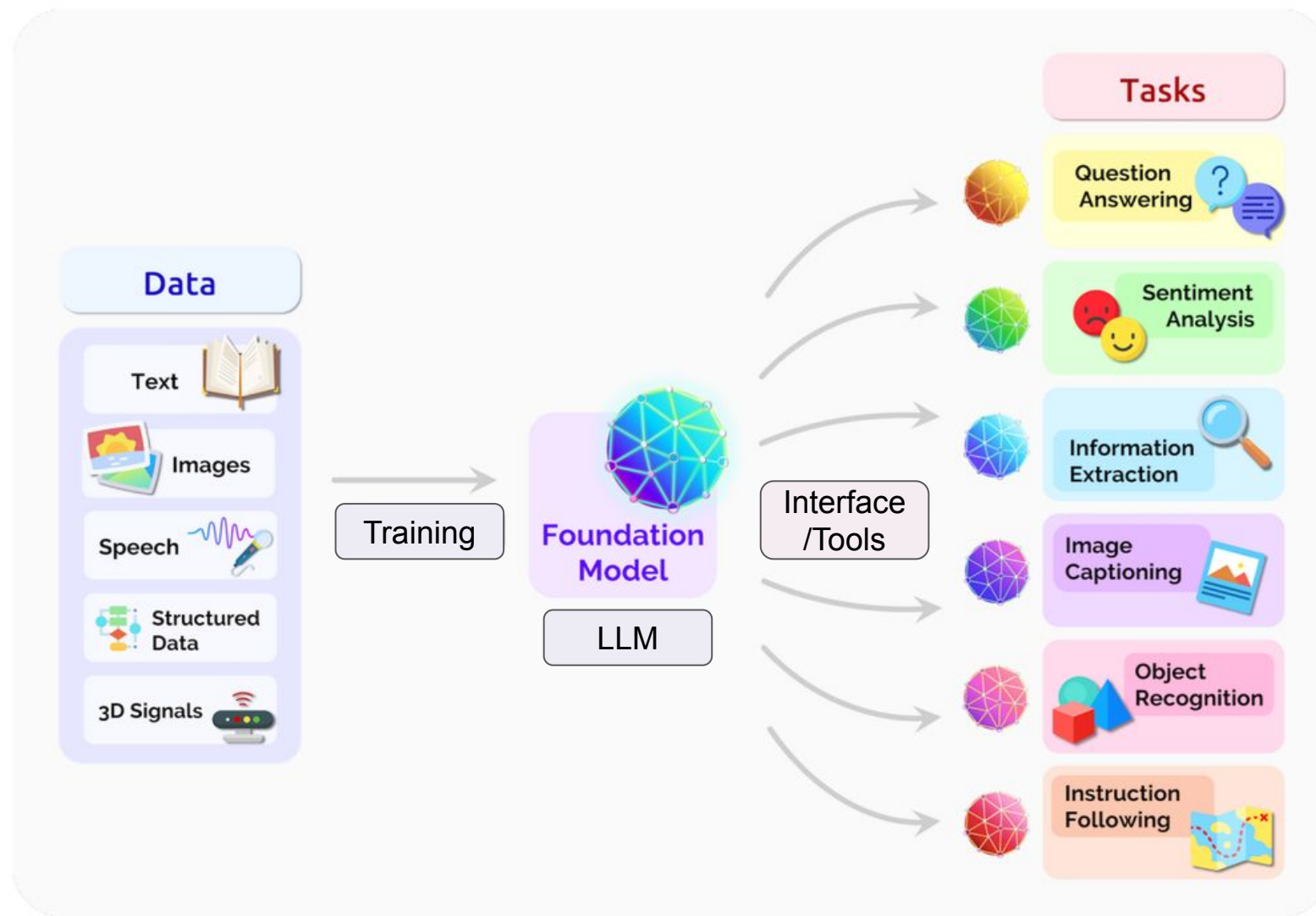




# How it works (*slightly* simplified)



# Models vs Tools





# Some popular tools

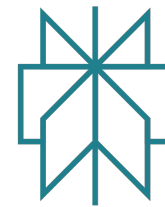


**ChatGPT**

  
**Gemini**



**Claude**



**perplexity**



**deepseek**



**Copilot**



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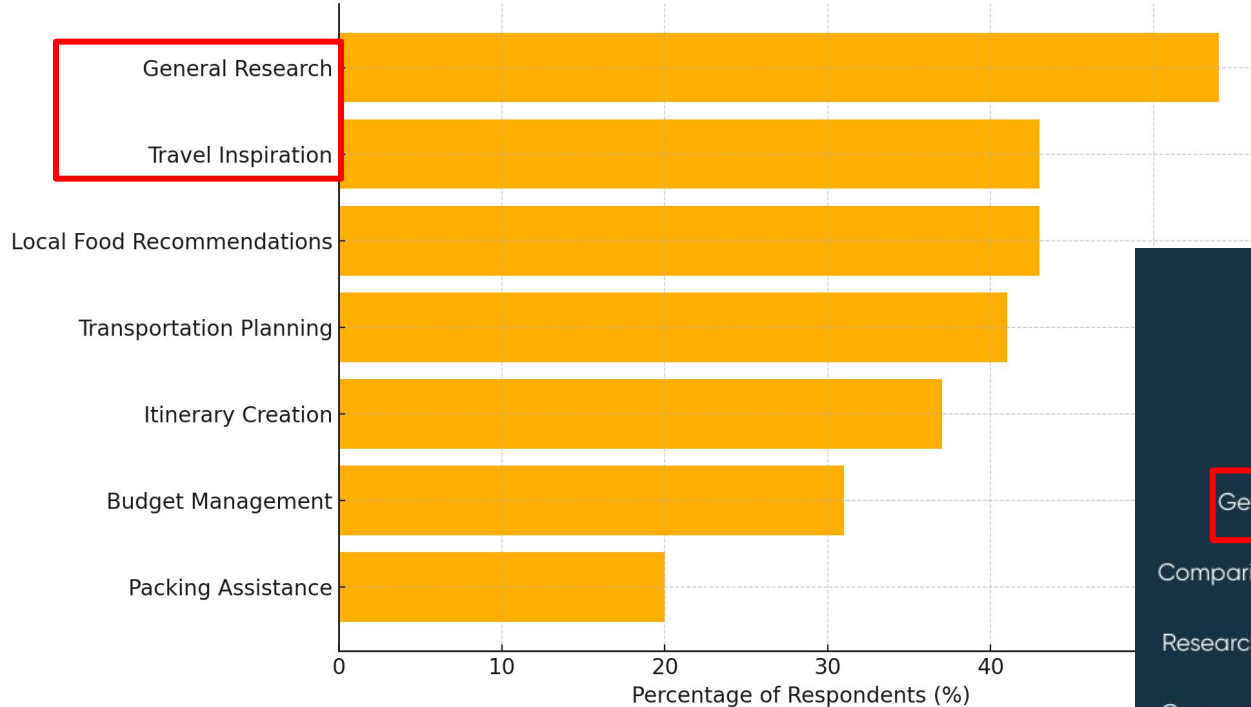
4 Hotel AI Agent example

5 Q&A

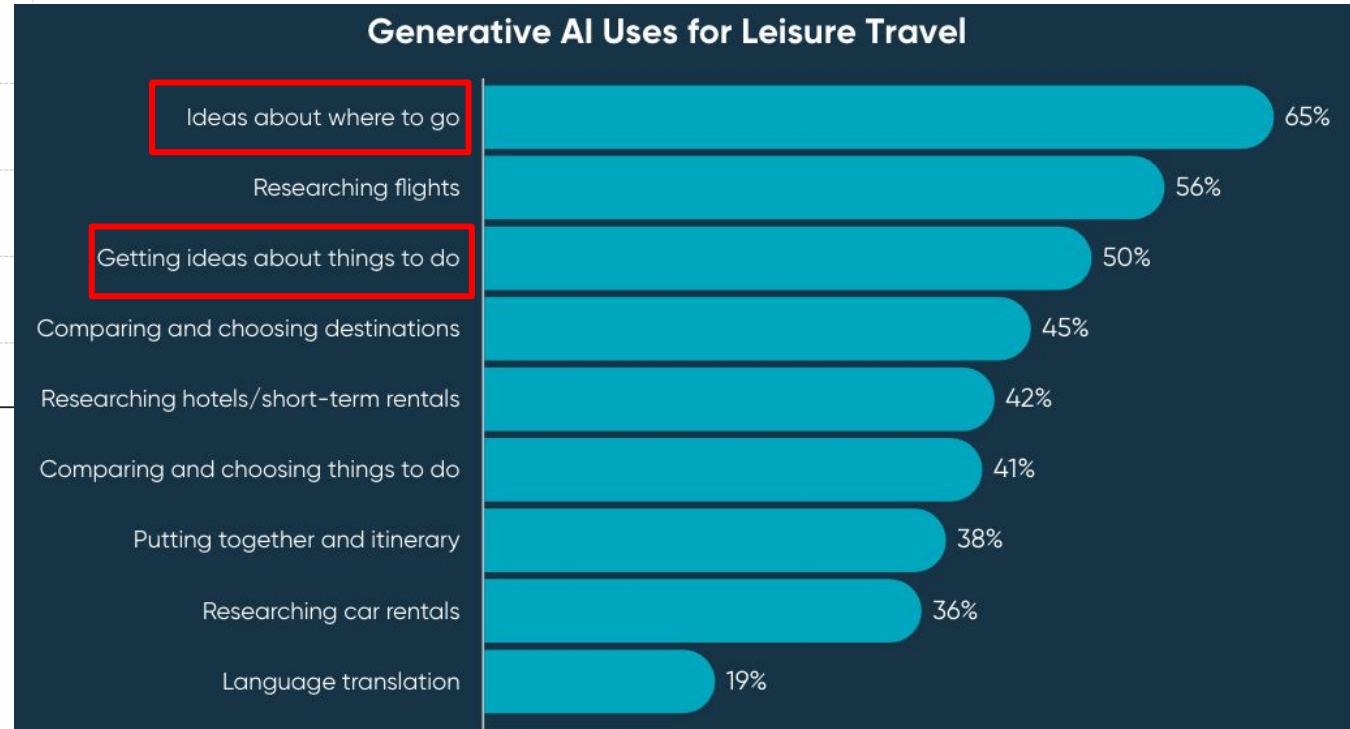


# AI = Inspiration and ideas

Top Use Cases of Generative AI in Travel (Adobe Survey)



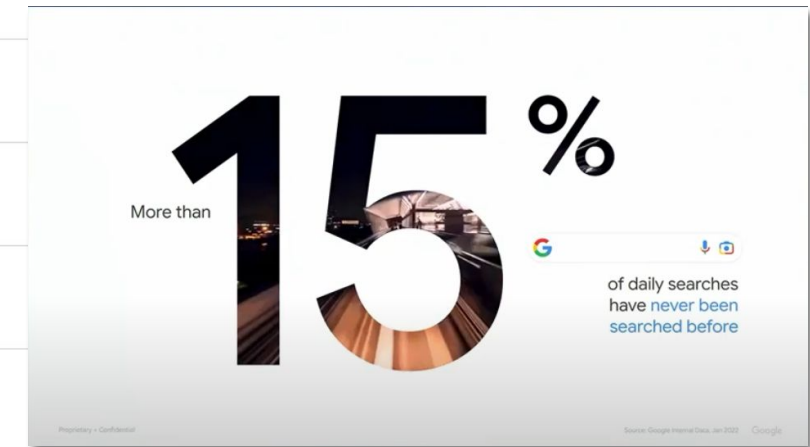
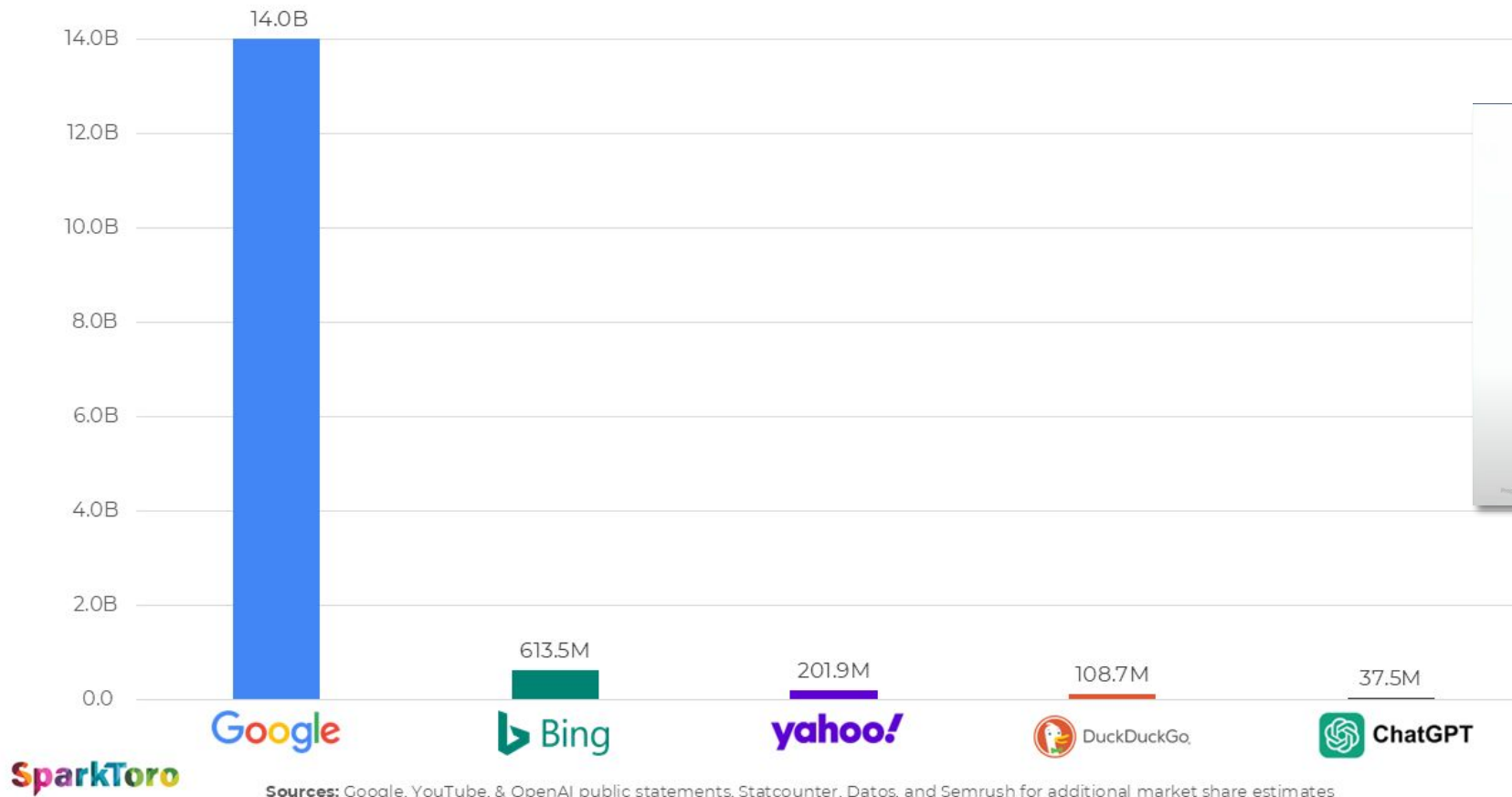
Generative AI Uses for Leisure Travel





# Google stills rules the roost (for now)

## Global Number of Searches/Day (or LLM search equivalents) 2024



Google, ITB 2025



# AI Overviews

## New presentation of traditional search results.

Google best hotels in brooklyn for food

All Forums Short videos Images Maps News Videos More Tools

AI Overview

For a culinary-focused Brooklyn hotel stay, consider **1 Hotel Brooklyn Bridge** for its waterfront location, restaurants with local ingredients, and rooftop bar with views, or The William Vale in Williamsburg for its cool industrial aesthetic and diverse dining options.

**1 Hotel Brooklyn Bridge:**

- Location:** Waterfront location with views of the Brooklyn Bridge and Manhattan skyline.
- Dining:**
  - Neighbors Café:** A picnic-fare café offering seasonal, fresh items from local Brooklyn purveyors.
  - The Osprey:** Market-driven New American kitchen with Italian influences, serving dishes with seasonal ingredients from local farms.
  - Harriet's Rooftop:** Offers bespoke libations and eclectic Asian-inspired light bites with views of the Manhattan skyline.
- Other Amenities:** Luxurious rooftop space with reclaimed and sustainable materials.

**The William Vale:**

- Location:** Located in Williamsburg, a vibrant neighborhood with a diverse culinary scene.
- Dining:**
  - Westlight:** A rooftop bar and restaurant with panoramic views of the city skyline.
  - Winter Village at Westlight:** A seasonal winter village with food and beverage options.
- Other Amenities:** Cool industrial aesthetic, stylish rooms, and a rooftop pool.

**Other Hotels with Restaurants or in Great Food Areas:**

- The Wythe Hotel:** Located in Williamsburg, known for its industrial aesthetic and rooftop bar, with Le Crocodile restaurant as a neighborhood favorite.
- Hampton Inn Brooklyn/Downtown:** A good value option with a great location near DUMBO, restaurants, and subway stations.

THE 10 BEST Brooklyn Hotels with...  
"Great location...safe quiet neighborhood...restaurants, cafes, markets and transit..."  
Tripadvisor

The Osprey Restaurant - Brooklyn  
Market-driven New American kitchen...fine dining experience with Italian influences...  
1 Hotels

Bars & Restaurants Near The Brooklyn Museum  
Neighbors Café Enjoy Neighbors, a picnic-fare, fresh items from local Brooklyn purveyors...  
1 Hotels

Show all

Google best hotels in brooklyn

All Maps Short videos Images Forums News Videos More Tools

Best Hotels | Brooklyn, NY

Tomorrow Thu, Apr 3 2 Top-rated Budget options Luxury stays Free cancellation Deals

**1 Hotel Brooklyn Bridge** \$492  
4.3 ★★★★★ (2.5K) · 5-star hotel  
DEAL 15% less than usual  
"Pros: up-level finishes, wonderful views ..."

**Ace Hotel Brooklyn** \$341  
4.4 ★★★★★ (834) · 4-star hotel  
"The design, the food and beverages all ..."  
Contemporary hotel with a restaurant

**Arlo Williamsburg** \$267  
4.1 ★★★★★ (2.5K) · 4-star hotel  
"Gotta try the braised beef tacos- NOT L..."  
Upmarket lodging with a rooftop pool

See more →

**Sponsored · See best hotels in brooklyn**  
New York, New York · Apr 2 - 3

<b>Ace Hotel Brooklyn</b> \$419 Booking.com 4.4 ★ (834)	<b>The Rockaway Hotel</b> \$210 Expedia.com 4.5 ★ (1K)	<b>Fouquet's New York</b> \$1,100 Hotels.com 4.6 ★ (136)	<b>The St. Regis New York</b> \$1,295 The St. Regis ... 4.5 ★ (1.7K)	<b>Casa Cipriani New York</b> \$1,300 Travelocity.com 4.6 ★ (251)
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# AI 'chatbots'

The big breakthrough people are most familiar with (e.g. ChatGPT).

**PY** What are the top 3 areas to stay in New York City with easy access to major attractions like central park and the Statue of Liberty? I can eat well. I can't afford to stay in Manhattan.

While staying in Manhattan would be ideal for to have easy access to attractions, staying in Manhattan that offer good access to attractions via public transport.

- 1. Long Island City (Queens)** - Just across the East River, this area offers excellent subway connections (7, E, M, N, W, R), quick access to Times Square, Central Park, and a growing food scene with diverse restaurant options.
- 2. Downtown Brooklyn/Brooklyn Heights** - With subway lines (A, C, F, 2, 3, 4, 5), putting you about 10-20 minutes from Midtown. These areas offer access to fine dining, Brooklyn Bridge Park, and easy access to the Brooklyn Bridge.
- 3. Hoboken/Jersey City (New Jersey)** - Just across the Hudson River, PATH train connections that get you to Lower Manhattan. These areas have vibrant restaurant scenes with diverse dining options. The Liberty/Ellis Island actually departs from the that particular attraction.

Each of these areas offers good value compared to staying in Manhattan with easy reach of major attractions via public transport. You can reach Central Park within 30 minutes and access to major attractions with short commute times.

**PY** Find me 5 great options for hotels to stay in New York City during a weekend in April. I want to pay no more than \$300 per night.

I'd be happy to suggest 5 great hotel options in New York City during a weekend in April, all within your budget.

- 1. Ace Hotel New York** - Located in NoMad, this hotel offers a modern location with easy access to major attractions and a popular rooftop bar. Rates around \$250-280 per night in April.
- 2. Pod 39 Hotel** - A budget-friendly option in Midtown East with compact rooms. While rooms are small, they're functional and offer a rooftop bar with panoramic views of the city. Rates usually range from \$200-250/night in April.
- 3. The Freehand New York** - Situated in the Flatiron District, this hotel offers shared rooms with a bohemian aesthetic. It has a popular rooftop bar and an acclaimed restaurant Simon & The Whale. Rates typically range from \$220-280/night in April.
- 4. Arlo SoHo** - A modern micro-hotel with thoughtful design, dining options, and a rooftop bar with Hudson River views. Located in SoHo, Tribeca, and the West Village. Expect rates around \$250-300/night in April.
- 5. MOXY NYC Times Square** - A trendy, design hotel with modern designed rooms and several dining and nightlife options. Rates typically range from \$200-280 per night in April.

Would you like more details about any of these options or other neighborhoods in New York?

**PY** Find me 5 great options for hotels to stay in during a weekend in New York in April. I want to pay no more than \$300 per night.

Here are 5 great hotel options for your weekend in New York in April with rates under \$300 per night:

- 1. The Hoxton, Williamsburg** - A stylish boutique hotel in Brooklyn with rooftop views of Manhattan. Modern rooms, on-site restaurant, and easy subway access to Manhattan attractions. Rates typically \$250-290/night in April.
- 2. The Arlo NoMad** - Centrally located in Manhattan with minimalist, efficiently designed rooms. Features a rooftop bar with Empire State Building views. Rates around \$220-280/night in April.
- 3. Freehand New York** - A trendy hotel in the Flatiron District with a mix of private and shared rooms. Has multiple dining options including the popular Broken Shaker rooftop bar. Rates typically \$230-290/night in April.
- 4. The Pod Hotel 51** - Budget-friendly option in Midtown East with compact but well-designed rooms. Close to attractions like Fifth Avenue and Rockefeller Center. Rates around \$180-240/night in April.
- 5. MOXY NYC Chelsea** - Modern hotel with industrial-chic design in the Chelsea neighborhood. Features floor-to-ceiling windows, a rooftop lounge, and Italian restaurant. Rates typically \$250-290/night in April.

All of these options provide good value for your budget while offering convenient locations for exploring the city. Would you like more specific information about any of these hotels?



# AI chatbot search

## Best of both worlds?

The screenshot shows the Perplexity AI interface with a search query: "Find me 5 great options for hotels to stay in during a weekend in New York in April. I want to pay no more than \$300 per night". The "Sources" tab is selected and highlighted with a red box, showing a list of sources including Layla: Hotel Finder AI, The Pod Hotels, and cntraveler. Below the sources, the chatbot provides a summary of five hotel options, all under \$300 per night. A "Related" section is also visible at the bottom, with a red box highlighting the "Related" header. The related questions include: "Which of these hotels has the best location for exploring Times Square", "Are there any special deals or discounts available for these hotels", "Which hotel offers the best amenities for families", "How do the room rates compare between these hotels", and "Are there any hotels with rooftop bars or terraces".

perplexity | peteryabs199693 | 10 sec. ago | Find me 5 great options for hotels to stay in... | Share

New Thread | Home | Discover | Spaces | Library

Find me 5 great options for hotels to stay in during a weekend in New York in April. I want to pay no more than \$300 per night

Pro Search | Hotels | Sources 19 | 3 steps

Layla: Hotel Finder AI  
Affordable hotels in New York City under \$300 (April 2025) - ...

The Pod Hotels  
The Pod Hotels - Intelligently Affordable Hotels in NYC

cntraveler  
The Best Affordable Hotels in New York City - Condé Nast...

+16 sources

Here are five great hotel options in New York City for a weekend stay in April, all under \$300 per night:

**1. Casablanca Hotel By Library Hotel Collection**

- **Location:** 147 West 43rd Street, Times Square, NYC
- **Highlights:** Boutique hotel steps from Times Square offering a quiet escape with generous hospitality. Amenities include air conditioning, free Wi-Fi, breakfast options, and a lounge.
- **Why Choose This:** Ideal for those who want to be close to the action in Times Square while enjoying a serene retreat.

**2. Fitzpatrick Grand Central**

- **Location:** 141 E 44th St at Lexington Ave., NYC
- **Highlights:** Warm Irish hospitality in an elegant setting near Grand Central Terminal. Features include room service, valet parking, and a bar/lounge.
- **Why Choose This:** Perfect for travelers seeking a central location with easy access to major attractions

**Related**

- Which of these hotels has the best location for exploring Times Square
- Are there any special deals or discounts available for these hotels
- Which hotel offers the best amenities for families
- How do the room rates compare between these hotels
- Are there any hotels with rooftop bars or terraces

The screenshot shows the Perplexity AI interface with the same search query. The "Sources" tab is selected, displaying a list of six sources with their respective logos and titles. The sources are: Layla: Hotel Finder AI, The Pod Hotels, cntraveler, Mommy Gearest, Tripadvisor, and Blogger at Large. Each source has a brief description of the content it provides.

perplexity | peteryabs199693 | 49 sec. ago | Find me 5 great options for hotels to stay in... | Share

New Thread | Home | Discover | Spaces | Library

Find me 5 great options for hotels to stay in during a weekend in New York in April. I want to pay no more than \$300 per night

Pro Search | Hotels | Sources 19

1. Layla: Hotel Finder AI  
Affordable hotels in New York City under \$300 (April 2025) - Layla.ai  
In New York City, you can find a variety of hotels under \$300 that cater to different preferences. Expect comfortable accommodations with amenities like free Wi-Fi, breakfast options, and proximity to major attractions such as Central Park and Madison Square ...

2. The Pod Hotels  
The Pod Hotels - Intelligently Affordable Hotels in NYC  
Ditch pricy, pretentious NYC hotels for the #PodLife. Meet The Pod Hotels collection of modern rooms in Midtown Manhattan and Brooklyn.

3. cntraveler  
The Best Affordable Hotels in New York City - Condé Nast Traveler  
From Washington Heights to Williamsburg, you've got options.

4. Mommy Gearest  
The 7 best cheap hotels in NYC | Mommy Gearest  
Hear ye, hear ye -- I'm about to give you the low-down on the 7 best cheap hotels in NYC, ranging from three to five stars and starting at just \$150 per night!

5. Tripadvisor  
THE 10 BEST Hotels in New York City 2025 (from \$102) - Tripadvisor  
View deals from \$102 per night, see photos and read reviews for the best New York City hotels from travelers like you - then compare today's prices from up to 200 sites on Tripadvisor.

6. Blogger at Large  
Best affordable hotels in New York City [2025] - Blogger at Large

# AI trip planning: Booking.com

OTAs are trialling AI. Results are mixed. How much will it change the booking journey?

AI Trip Planner

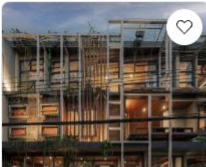
AI Trip Planner

That sounds exciting! Who will you be traveling with on your summer trip to Thailand?

I will be traveling alone for this trip

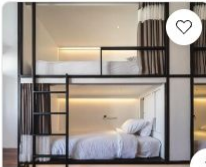
AI Trip Planner

For your solo trip to Thailand, you have some great hostel options. In Bangkok, Tamni offers a vibrant atmosphere with a high review score of 9.4 from over 2,500 reviews, making it a popular choice for travelers. If you head to Chiang Mai, The Common Hostel is budget-friendly at just 11 USD per stay and has a solid review score of 8.8, perfect for meeting fellow travelers. Lastly, in Phuket Town, Book a Bed Poshtel is another affordable option at 13 USD, with a review score of 8.3, providing a cozy base to explore the island. Each of these hostels offers a unique experience, catering to different vibes and locations across Thailand.



Genius

**Tamni**  
Bangkok, Pathumwan  
9.4 Superb · 2,570 reviews  
Price for 1 night, 1 adult  
~~US\$26~~ **US\$23**  
[View details](#)  
[Ask a question](#)



Genius


**The Common Hostel**  
Chiang Mai, Si Phum  
8.8 Fabulous · 1,731 reviews  
Price for 1 night, 1 adult  
~~US\$13~~ **US\$12**  
[View details](#)  
[Ask a question](#)

AI Trip Planner

Only show me prices above \$50


AI Trip Planner

In Krabi, if you're looking for accommodations priced above \$50, I recommend considering the VARANA Krabi Hotel at Klong Muang Beach, which offers a luxurious resort experience with a high review score. This area is known for its stunning beaches and vibrant atmosphere, making it a great choice for relaxation and exploration. Another option is the Raya Hotel in Krabi Town, which provides a solid stay for solo travelers, allowing you to immerse yourself in the local culture and enjoy the beautiful surroundings.



Genius

**Leisure Hostel**  
Krabi town  
8.7 Fabulous · 1,364 reviews  
Price for 1 night, 1 adult  
**US\$11**  
[View details](#)  
[Ask a question](#)



Genius


**Blanco Hideout Railay - Youth Hostel 18 to 35...**  
Railay Beach  
7.7 Good · 1,555 reviews  
Price for 1 night, 1 adult  
**US\$14**  
[View details](#)  
[Ask a question](#)

AI Trip Planner

Only show me hotels with rating above 9


AI Trip Planner

In Krabi, the only option that meets your criteria of a rating above 9 is the VARANA Krabi Hotel at Klong Muang Beach. This resort is highly rated with a score of 9.1 from 867 reviews, reflecting its popularity among guests. Klong Muang Beach is known for its serene atmosphere and stunning views, making it an ideal spot for relaxation and enjoying the natural beauty of Thailand.



Genius

**Leisure Hostel**  
Krabi town  
8.7 Fabulous · 1,357 reviews  
Price for 1 night, 1 adult  
**US\$11**

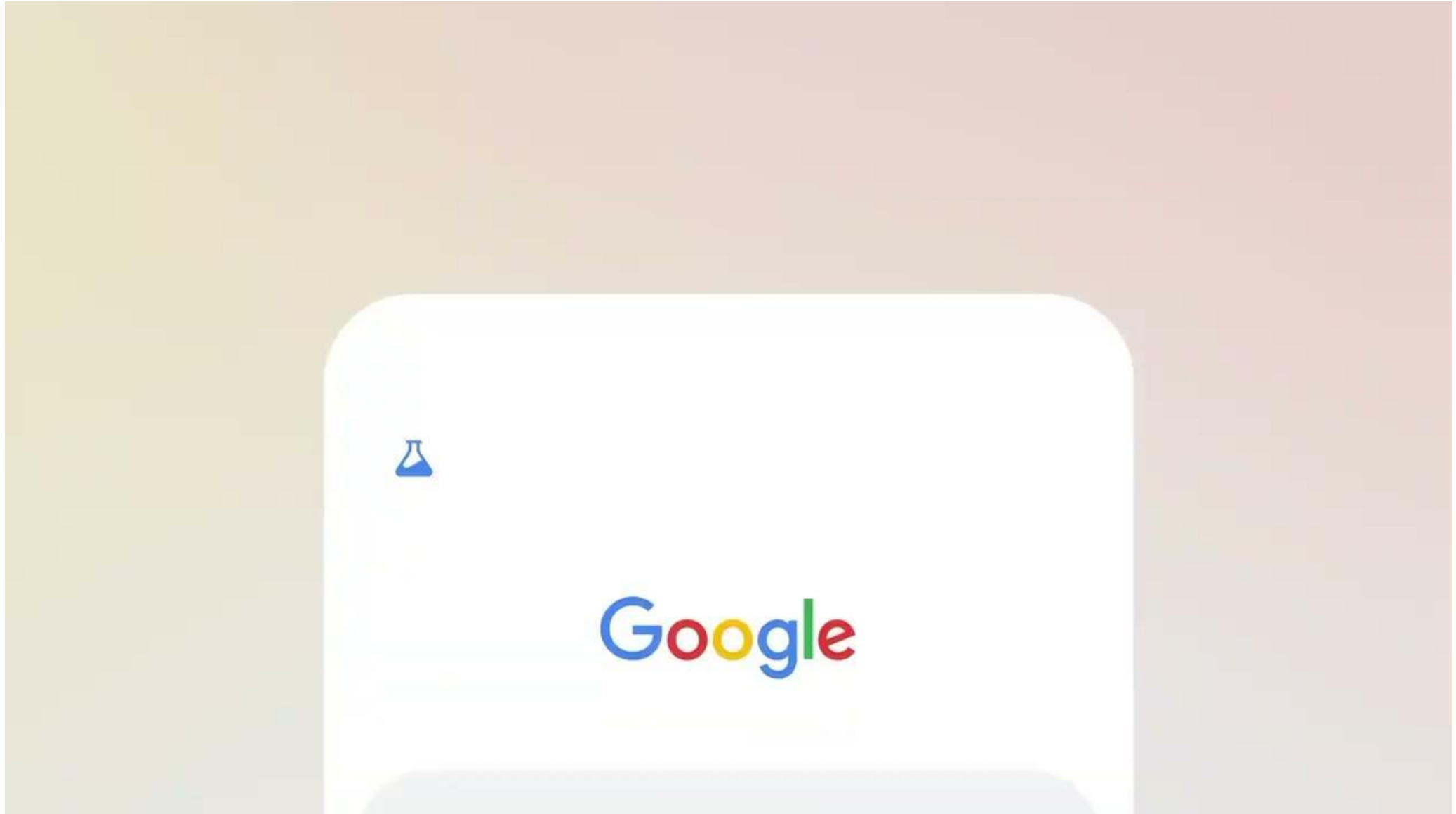


Genius

**Mukrada House Boutique Homotel Krabi**  
Klong Muang Beach  
9.3 Superb · 342 reviews  
Price for 1 night, 1 adult  
~~US\$49~~ **US\$44**



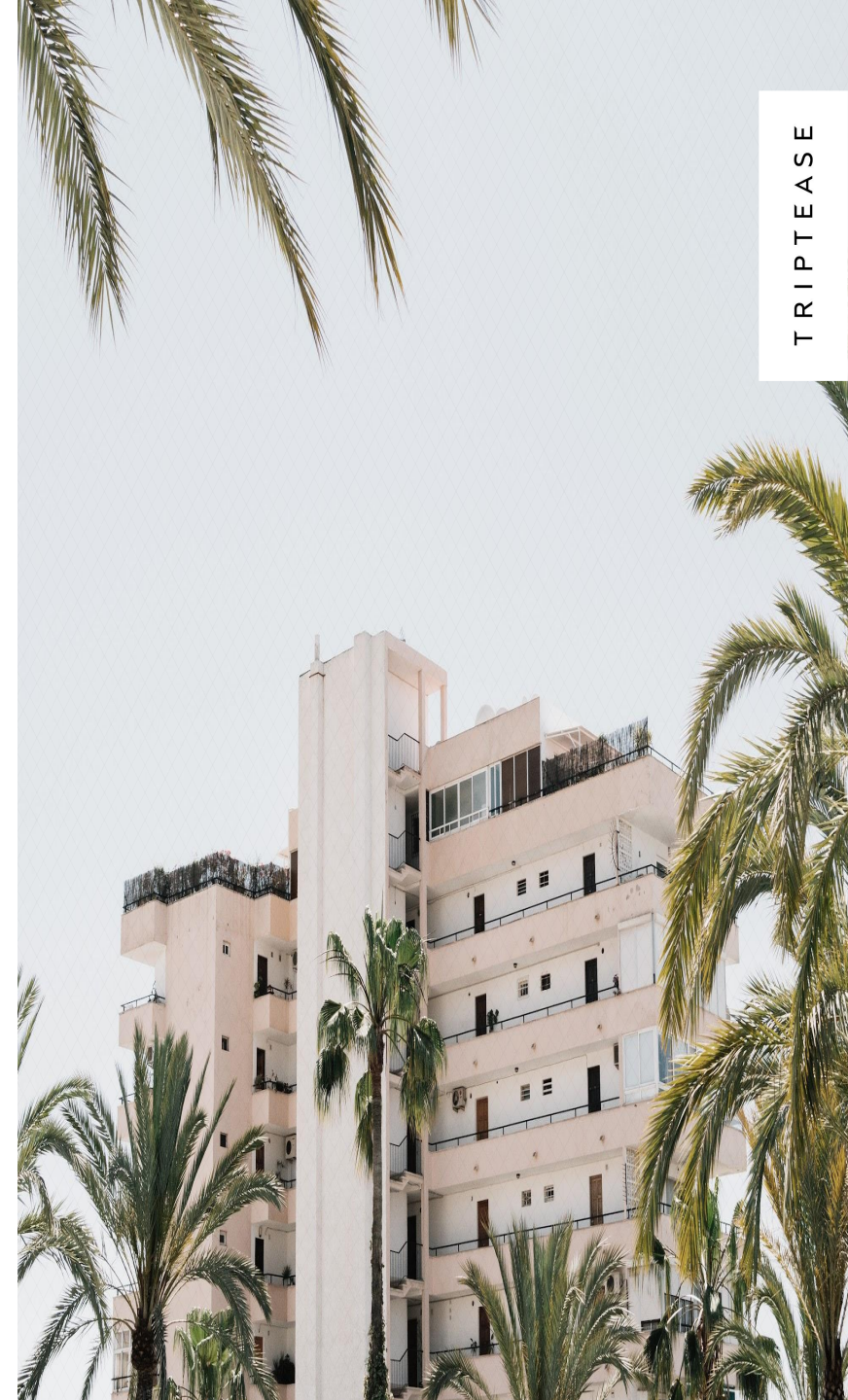
# Google: Different ways to search with AI



# What can hotels do?

Adjustment, not marketing transformation.

- Adapt your online content (SEO for AI)
- Optimize OTA profiles
- Invest in video & visual content
- Build a strong social media & video presence
- Encourage more comprehensive reviews
- Build partnerships with influencers & travel bloggers
- Offer exclusive direct-booking incentives
- Continue to mix owned and paid channels
- Make sure AI tools can crawl your website
- Monitor traffic from AI sites like ChatGPT
- Start using AI tools! (e.g. for content)







# Today's agenda

1 The crucial tech

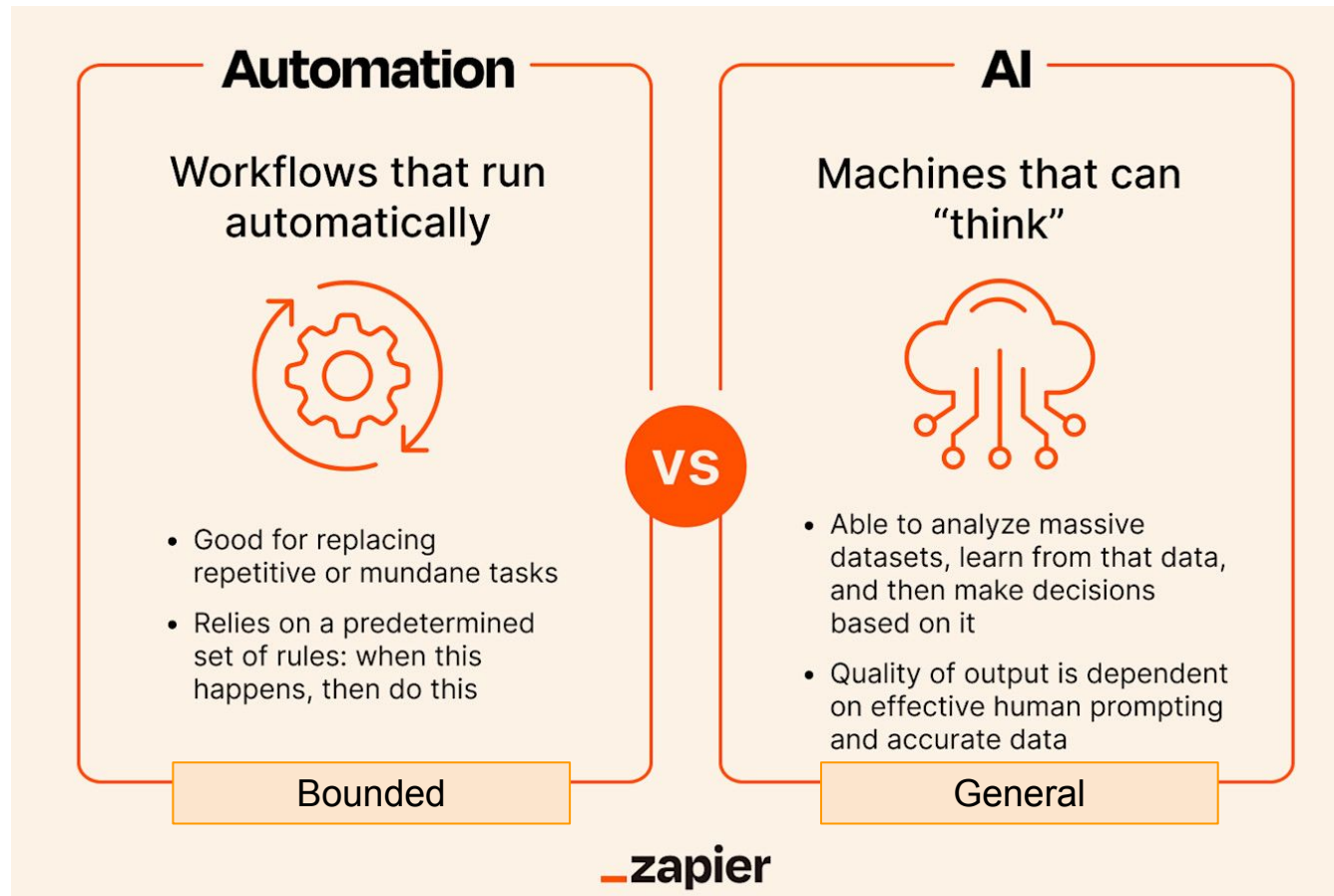
2 AI search

3 Agentic AI

4 Hotel AI Agent example

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# AI Agents: AI + automation





# The future?

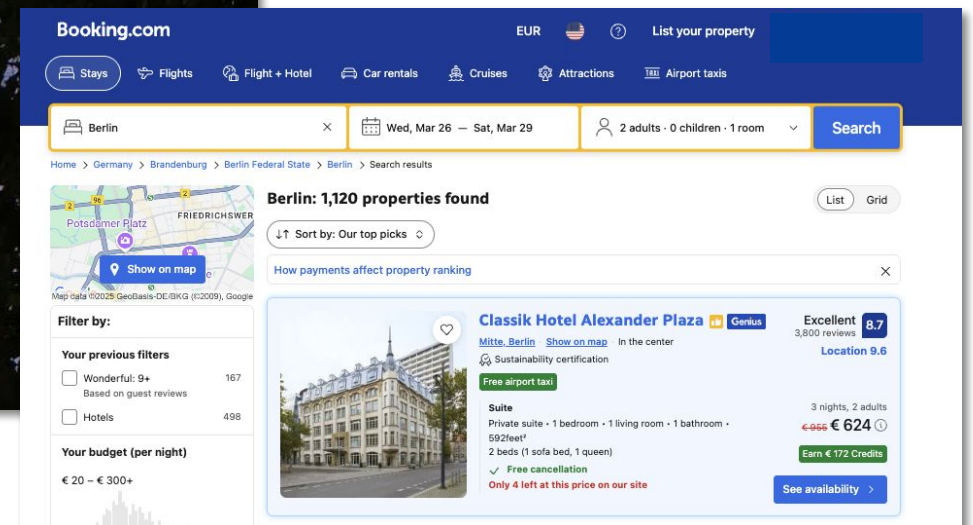
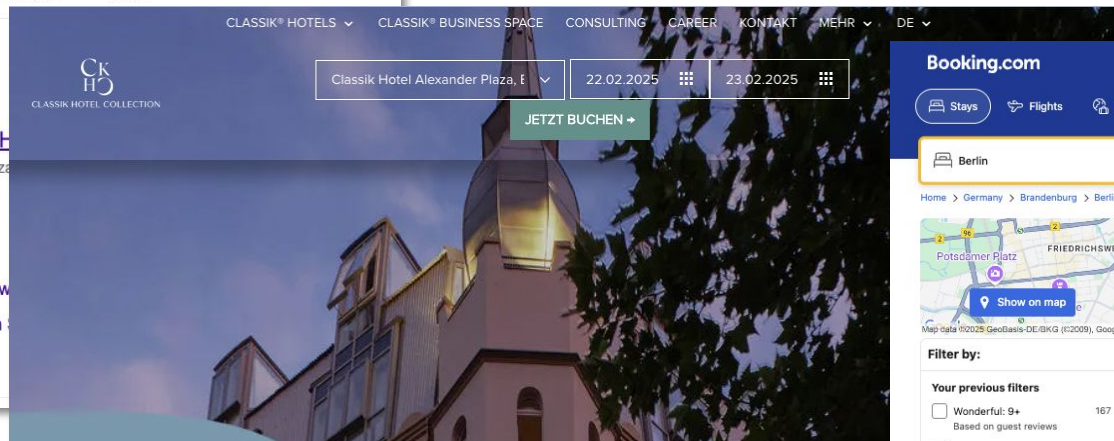
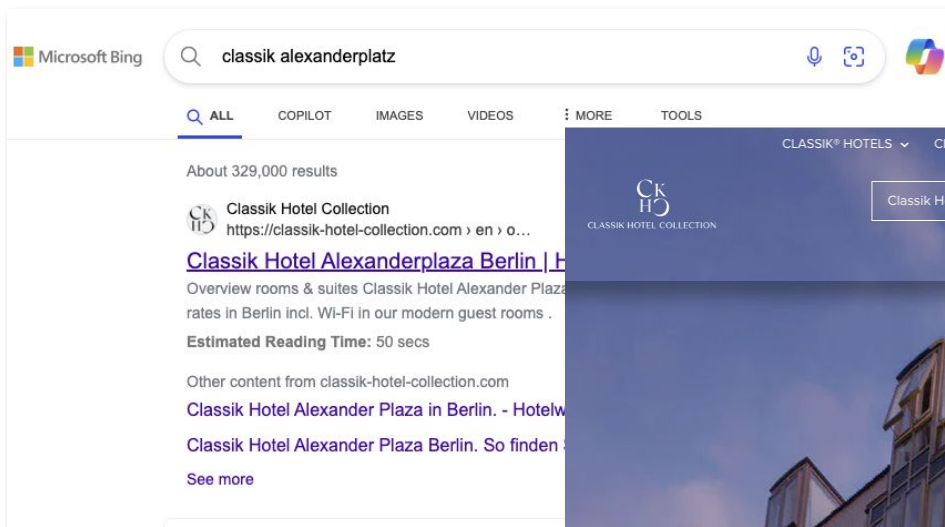
Agents might use your computer to find and book a room completely automatically. In theory...

## Operator

A research preview of an agent that can use its own browser to perform tasks for you.



Amazon Nova Act



# A first step? Perplexity Hotel Search

perplexity

peteryabsl99693 1 min. ago


+ Space / Find me 5 great options for hotels to stay in during a weekend in New York in ...

New Thread

Find me 5 great options for hotels to stay in during a weekend in New York in April. I want to pay no more than \$300 per night

Pro Search Hotels Sources 19

Select dates 2 adults



Casablanca Hotel By Library Hotel...


★ 4.8 · TripAdvisor

✓ Exceptional Staff

✗ Room Size

See Prices

More Info



Library Hotel by Library Hotel...


★ 4.8 · TripAdvisor

✓ Location

✗ Room Size

See Prices

More Info



Hotel Giraffe by Library Hotel...


★ 4.8 · TripAdvisor

✓ Comfortable Beds

✗ Limited Kitchen Facilities

See Prices

More Info



Hotel Elysee by Library Hotel...


★ 4.7 · TripAdvisor

✓ Friendly Staff

✗ Room Assignment Issues

See Prices

More Info



Fitzpatrick Grand Central


★ 4.5 · TripAdvisor

✓ Location

✓ Service

See Prices

More Info



Stewart Hotel

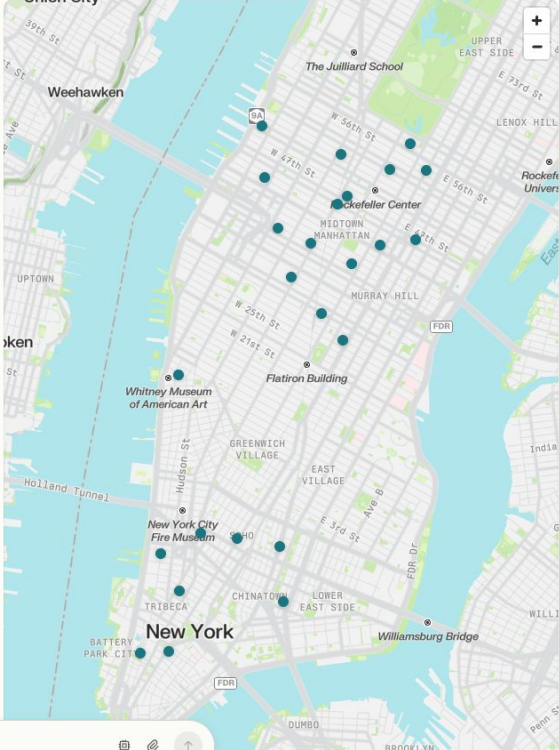
★ 4 · TripAdvisor

✓ Location

✗ Room Condition

See Prices

More Info







peteryabsl99...

pro Ask follow-up



# Perplexity Hotel Search

### DoubleTree by Hilton New York Midtown Fifth Ave



**Plan your stay**

Select dates

Check-in  
14/04/2025

Check-out  
17/04/2025

Travelers

2 adults

Check availability

**About**

Amenities

Available rooms

Location

Traveler insights

Related hotels

**About**

Central NYC hotel near St. Patrick's Cathedral, Rockefeller Center, Times Square, and 5th Ave shops. Offers small rooms with city views and friendly staff. Undergoing renovations.

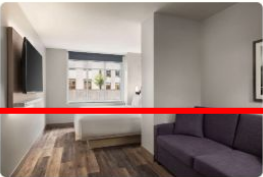
**Amenities**

Telephone Wardrobe / closet Children Activities (Kid / Family Friendly)

Paid private parking on-site Fitness Center with Gym / Workout Room [See all](#)

**Available rooms**

Powered by Selfbook



**Accessible Standard Room**


**\$409**  
per night

1 King Bed Sleeps 2

More details >

Reserve

You won't be charged yet



**Deluxe Room**

**\$438**  
per night

1 Queen Bed Sleeps 2

More details >

Reserve

You won't be charged yet

### View prices for your travel dates







Check In  
Mon, Apr 14

Check Out  
Thu, Apr 17

Rooms/Guests  
1 room, 2 guests

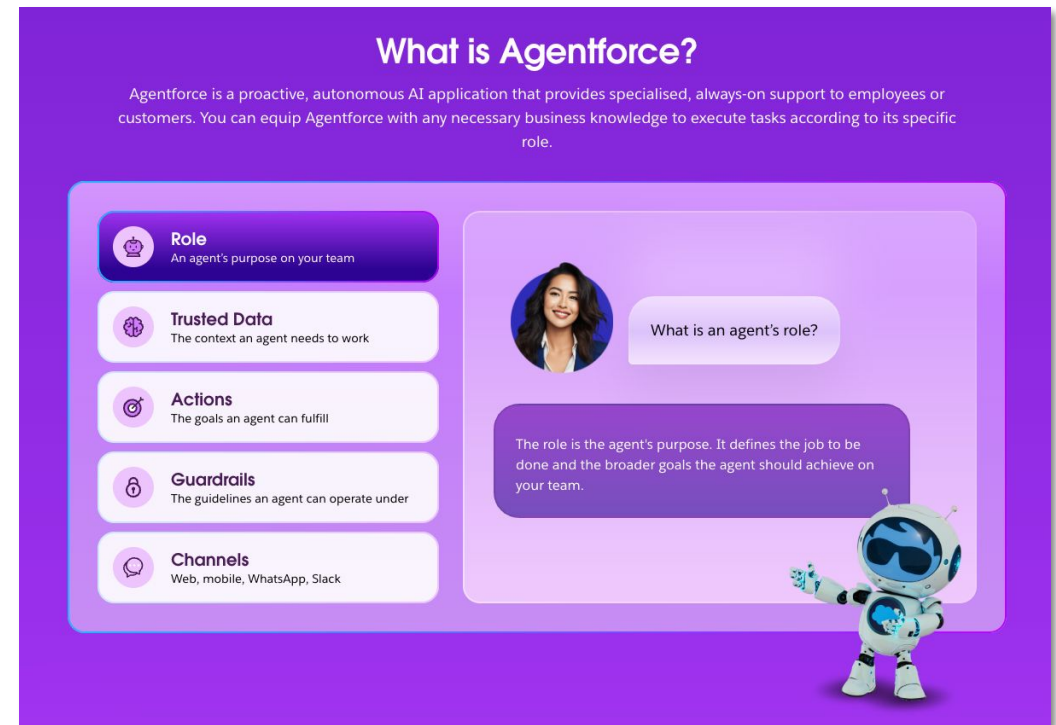
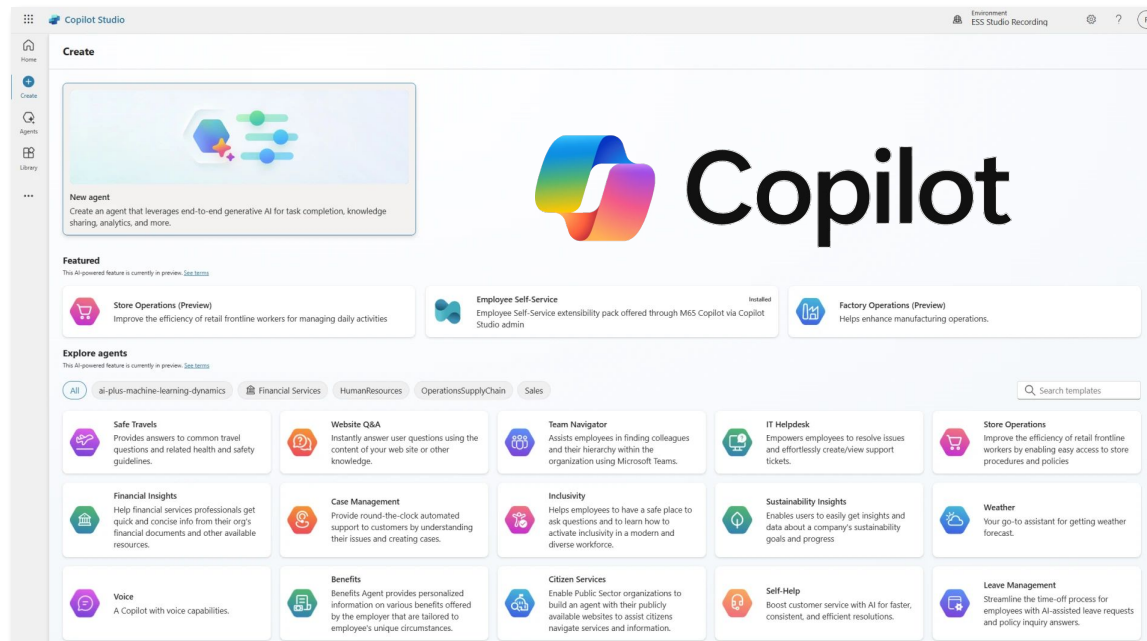
[Hotel direct offer!](#) Hilton Honors Discount Offer

**Highlighted deals**

	<div><del>\$472</del> Only 1 left at <b>\$373</b></div> <div>View deal</div>
	<div><del>\$472</del> Only 1 left at <b>\$373</b></div> <div>View deal</div>
	<div><del>\$472</del> <b>\$373</b></div> <div>View deal</div>
	<div><del>\$472</del> <b>\$373</b></div> <div>View deal</div>
 <div>✓ Earn Trip Coins after your stay</div>	<div><del>\$472</del> <b>\$371</b></div> <div>View deal</div>
	<div><del>\$472</del> <b>\$373</b></div> <div>View deal</div>

# Not just for guests

There's huge potential for AI Agents to transform business processes. Companies like Microsoft and Salesforce are focusing on this area. But what if you don't have these tech platforms...?





# AI agents in hotels: Get started now!





# Today's agenda

1 The crucial tech

2 AI search

3 Agentic AI

4 Hotel AI Agent example

5 Q&A



A photograph of the Hotel Alexander Plaza in Hamburg, Germany, at dusk. The hotel is a multi-story building with a classic architectural style, featuring a row of dormer windows on the roof and arched windows on the ground floor. The name "HOTEL ALEXANDER PLAZA" is illuminated in white letters above the dormer windows. To the left of the hotel, the Ostfriesenland Tower is visible, a tall structure with a red and white striped spire. The sky is a deep blue, and the building's lights are on, creating a warm glow.

HOTEL ALEXANDER PLAZA

# Using AI agents today: Classik Hotels

# Five possible automations / Agents

1. Identify guests with upsell opportunity
2. Focus advertising spend on low occupancy dates
3. Identify and engage repeat OTA bookers
4. Target group analysis for Social Media advertising
5. Identify new corporate guests



# #2: Boost marketing spend on need dates

## Goal:

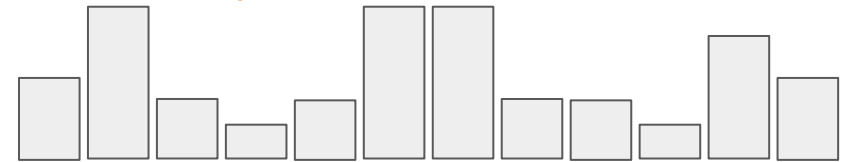
Make it easy for our Revenue Manager to boost marketing spend on need dates

## Budget spend:

Old way



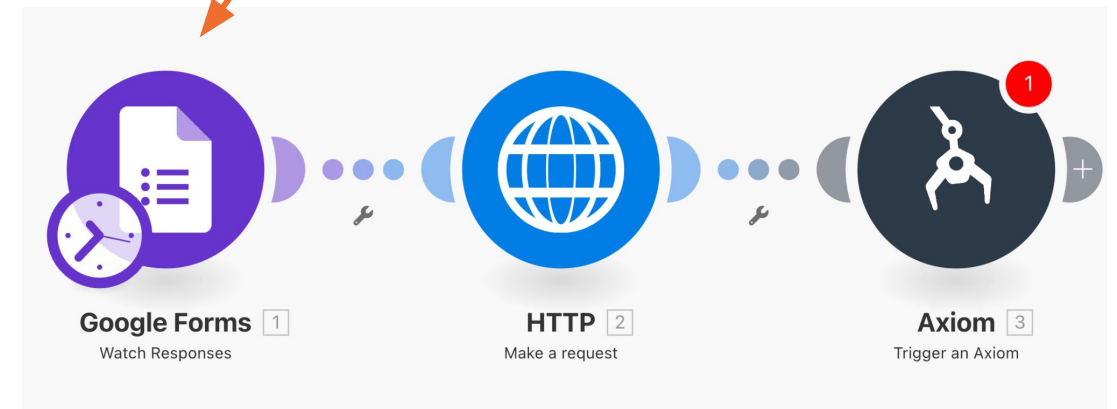
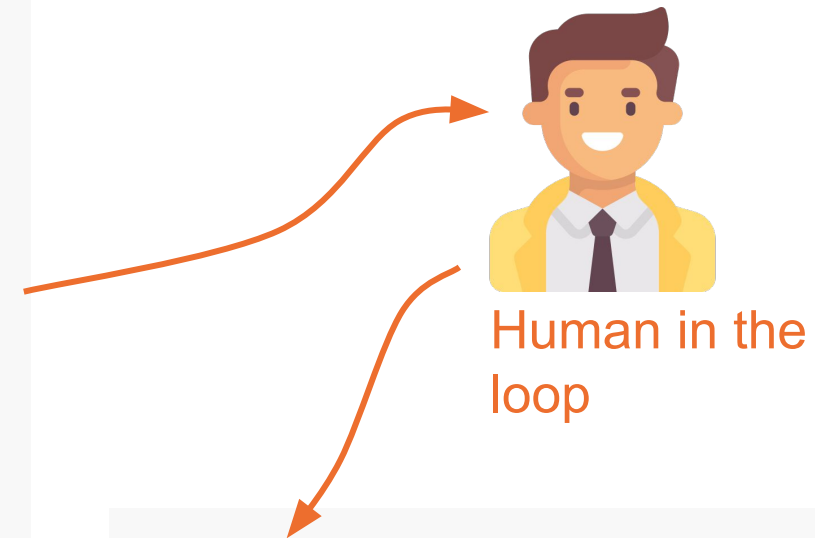
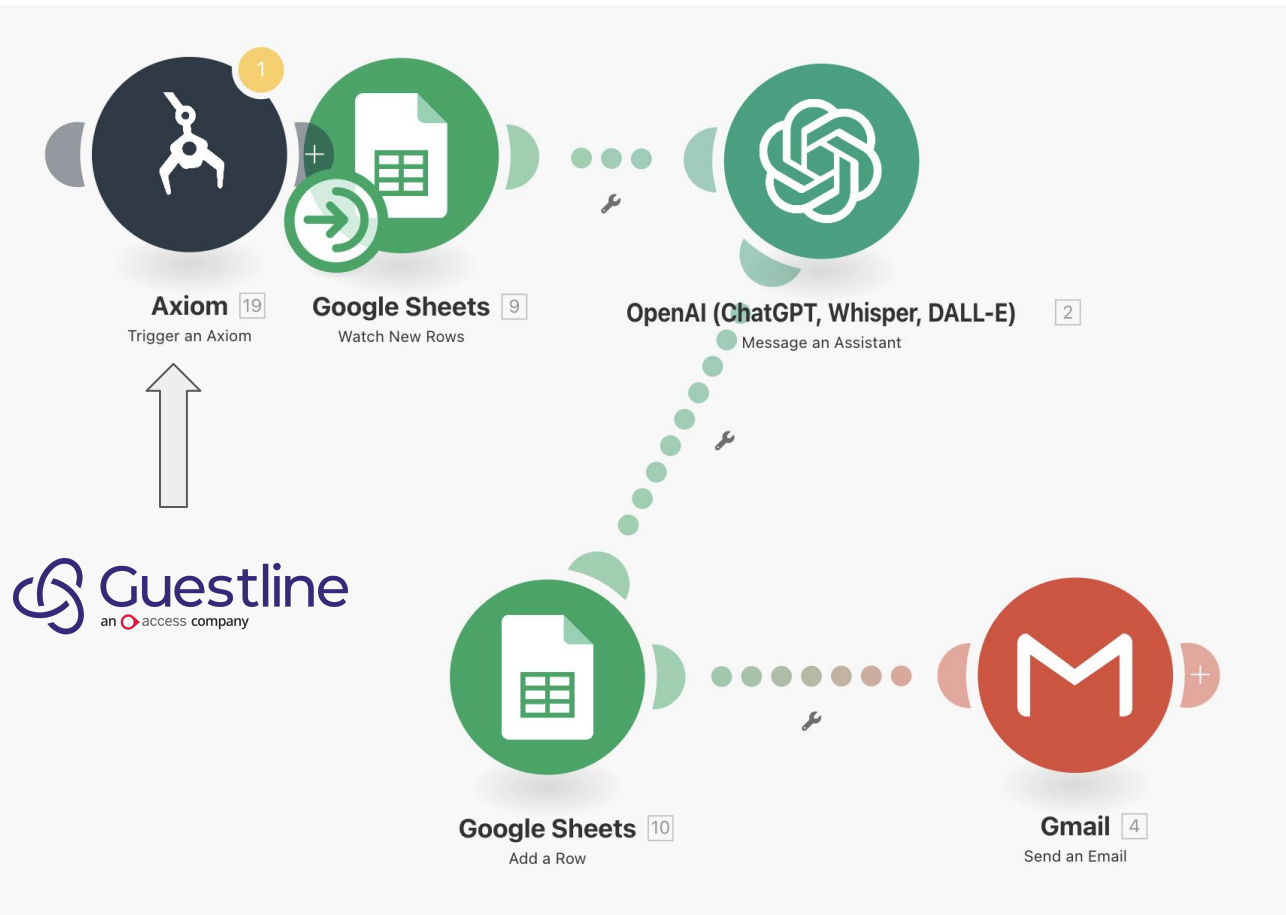
New way



## Why it matters

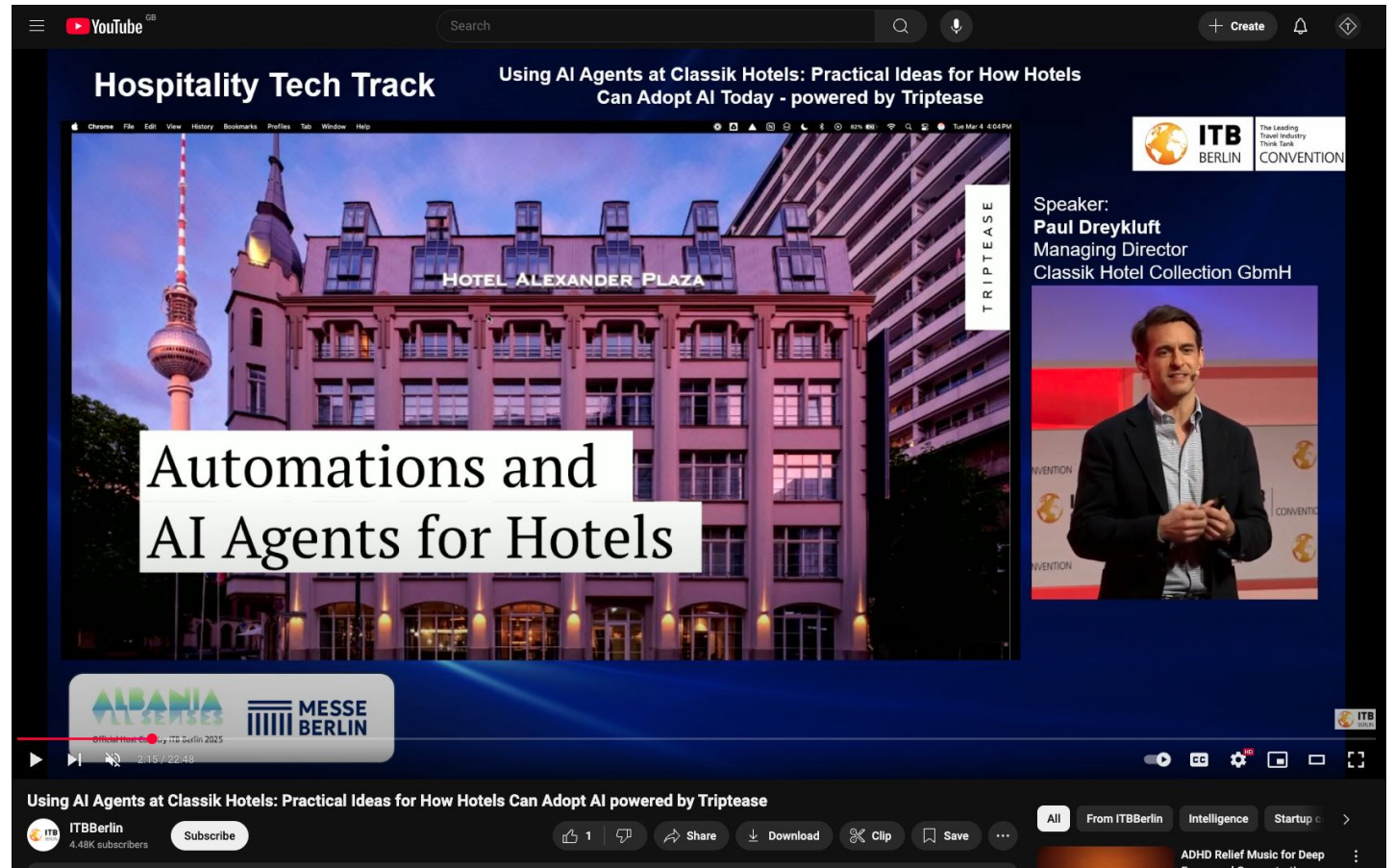
“Sometimes we know we’re going to be full”

# Steps for this AI Agent using Make.com



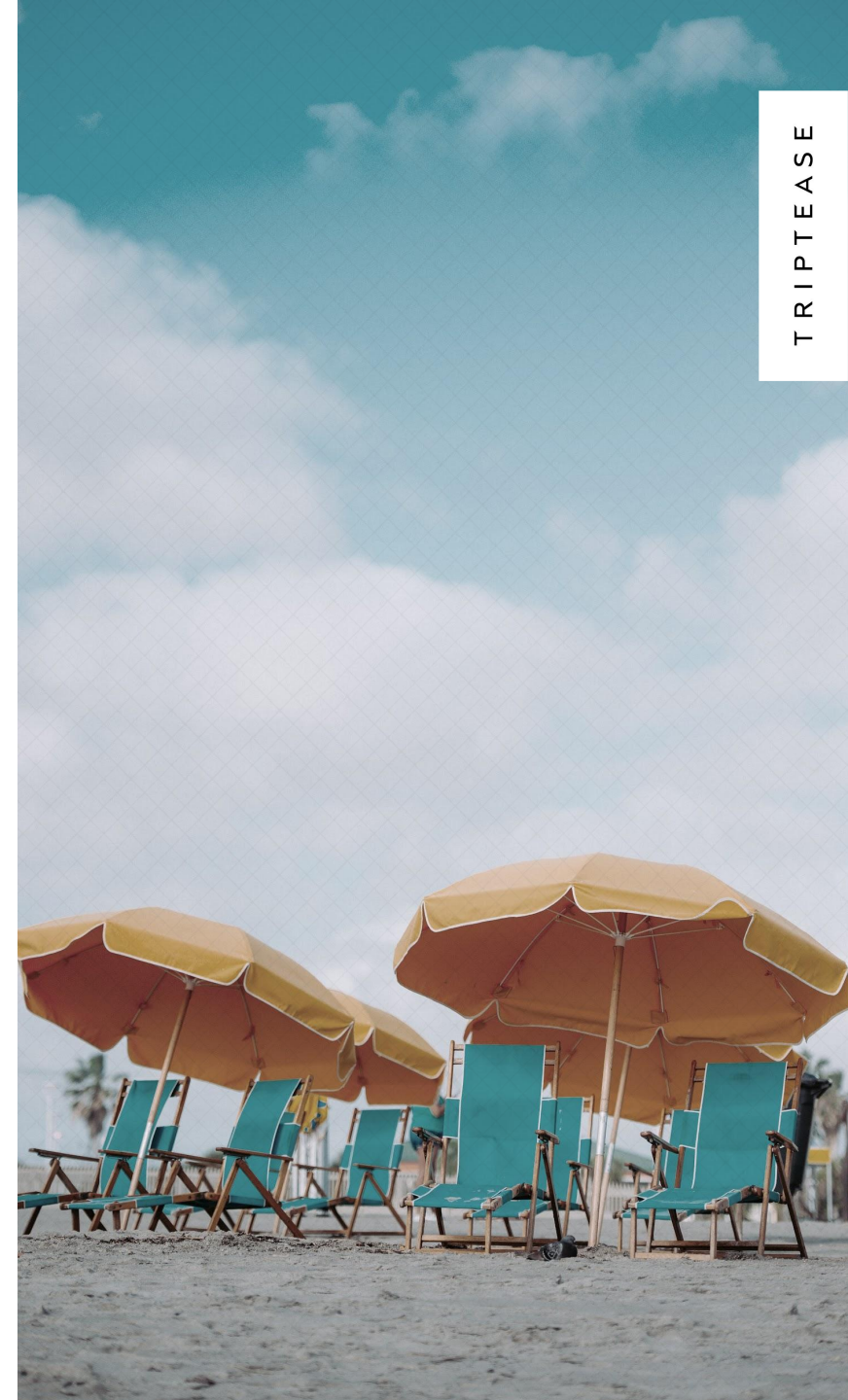


# Watch the full presentation



# AI opportunities in hotels

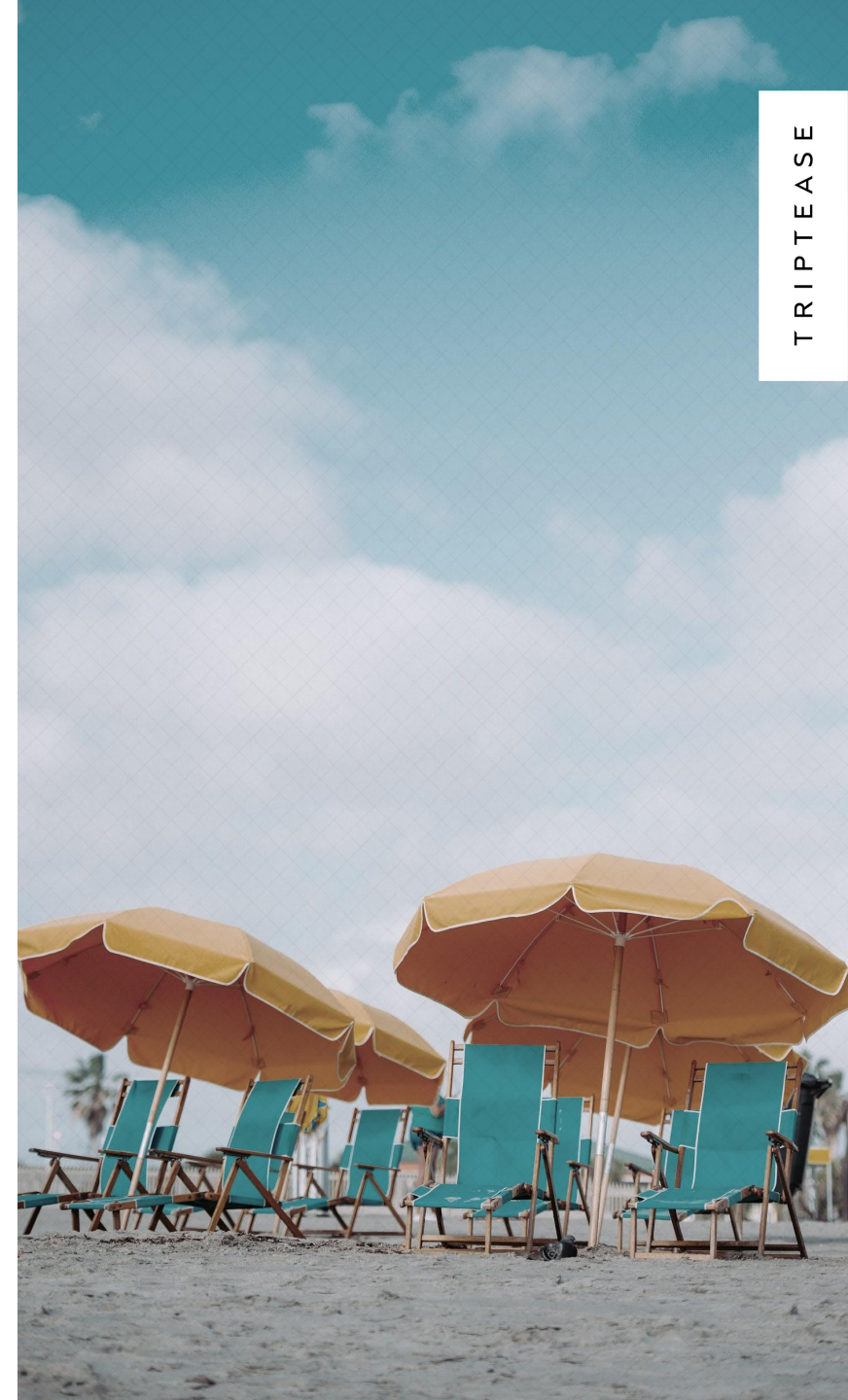
- Marketing
  - Content creation
  - Personalized communications
  - Augmented Reality
- Revenue management
  - Dynamic pricing
- Optimizing operations
- Guest insight
  - Data analysis
- Personalized experiences
  - Upsells & cross-sells





# Summary

- AI technology is amazing, but still limited
- Addition to the booking journey, not yet a transformation
- Google is still critical (at least for now)
- Keep on marketing, but adapt and optimize your tactics
- Watch AI progress
- Think about your AI opportunities
- Get started with AI now!



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# Any questions?



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