ROBOTS AND ARTIFICIAL INTELLIGENCE IN THE HOTEL INDUSTRY

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ROBOTS AND AI IN TRAVEL - WHO ARE THE EARLY ADOPTERS?

Marriott Worldwide

Holiday Inn

Henn na Hotel

A commitment for evolution
CONSUMER ACCEPTANCE WILL MAKE OR BREAK THE USE OF ROBOTS IN THE HOTEL INDUSTRY

Travelzoo conducted global research to find out:

• How comfortable travellers are with robots
• Whether travellers believe robots will improve the experience
• Which countries are most accepting of robots
ALMOST THREE QUARTERS OF CONSUMERS BELIEVE ROBOTS COULD IMPROVE SERVICE IN THE HOTEL INDUSTRY

- 62% welcome robots on hotel check-in desks
- 68% welcome robots for room service
- 73% welcome robots as hotel porters
- 69% welcome robots as waiters
TRAVELLERS ARE MOST COMFORTABLE WITH ROBOTS ON HOTEL RECEPTIONS WHEN SUPPLEMENTED BY HUMANS

18% would not accept a robot hotel receptionist

29% would accept a robot receptionist without a human

53% would accept a robot receptionist with a human
HOTEL PORTERS ARE REPLACEABLE

- 3 in 4 would welcome the use of robots as hotel porters
- 37% thought robots would be better than humans at being porters and a further 25% thought they would do just as good a job
ROOM SERVICE?

- 2 in 3 would welcome robots providing room service in hotels
- 57% thought robots would do just as good a job or a better job than humans
- Not a personal security issue
2016: ROBOTS IN THE HOTEL INDUSTRY

“Botlr assists the front desk by picking up and delivering guest amenities, moving linens and towels from laundry to guest rooms, fitness centres, and more.

Using Botlr is simple: a guest calls the front desk for an item (a newspaper, a towel, a drink, etc.) and an Aloft associate places it inside Botlr and inputs the room number.”

Starwood Hotels
### ALL ROLES TESTED

<table>
<thead>
<tr>
<th>Role</th>
<th>As Well as Humans</th>
<th>Better</th>
<th>Total</th>
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<tbody>
<tr>
<td>Hotel Porters</td>
<td>62%</td>
<td></td>
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<tr>
<td>Info Desks</td>
<td>53%</td>
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<td>Room Service</td>
<td>57%</td>
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<tr>
<td>Help Desks</td>
<td>50%</td>
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<tr>
<td>Airport Check-in</td>
<td>49%</td>
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<tr>
<td>Hotel Check-in</td>
<td>47%</td>
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<tr>
<td>Phone Booking</td>
<td>48%</td>
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<tr>
<td>Waiters</td>
<td>42%</td>
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<td>Bar Staff</td>
<td>38%</td>
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<tr>
<td>Customer Facing Cruise</td>
<td>30%</td>
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<tr>
<td>Air Cabin Crew</td>
<td>25%</td>
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ACCEPTANCE OF ROBOTS IN THE TRAVEL INDUSTRY IS POSITIVE, BUT SOME COUNTRIES WILL ADOPT MORE QUICKLY THAN OTHERS...
Chinese travellers - the most accepting

German travellers - the least accepting

UK travellers - 50% accepting of robots as a hotel receptionist accompanied by a human

Spanish travellers - 2/3 accepting of robots as a hotel receptionist accompanied by a human

French travellers - second least accepting of robots as hotel receptionist
Japanese travellers - almost \( \frac{2}{3} \) would prefer a robot hotel receptionist to look like a machine.

US travellers - more than \( 50\% \) would prefer to be greeted by a hotel robot receptionist that can answer all their questions vs. a human, who can only answer some.

Brazilian travellers - second most accepting of unaccompanied use of a robot hotel receptionist.