

AI IN HOSPITALITY

6 types of AI you'll actually meet in hotel tech

Every vendor says "AI-powered." Here's what's actually running underneath each feature — and the jobs it's built for.



Rules-based automation

If/then logic set by a person. No data pattern is ever learned, the system does exactly what it was told, forever.

STATIC, DOESN'T LEARN

Hotel example: Tiered pricing and restriction rules triggered by occupancy, pickup pace, or lead time, e.g. "close discount codes once occupancy tops 80%"

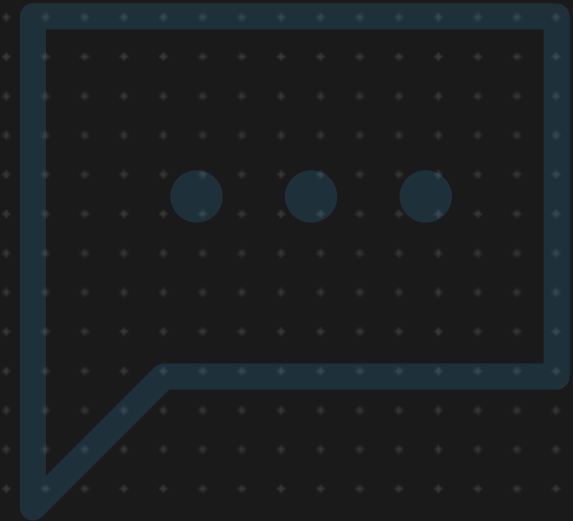


Predictive AI / machine learning

Trained on historical data to predict what's likely to happen next.
Gets more reliable as more data comes in, but the model itself is static between training runs.

IMPROVES WITH DATA

Hotel example: Early-checkout prediction; guest lifetime value scoring



Generative AI / conversational interfaces

Generates answers or content from patterns in training text. Can hold context in a conversation, or draft standalone content, but doesn't learn from your business's outcomes.

RECALLS, DOESN'T LEARN

Hotel example: Guest chat for booking changes; AI-drafted outreach and loyalty chatbot



Reinforcement learning

Tests decisions against real outcomes and adjusts its own parameters. Accuracy compounds the longer it runs.

LEARNS & COMPOUNDS

Hotel example: Real-time rate & restriction optimization that compounds with every booking outcome



Agentic AI

Plans and takes multi-step actions on its own toward a goal. It only compounds in accuracy if there's a learning system, like reinforcement learning, underneath it. The agent framework alone doesn't guarantee that.

DEPENDS WHAT'S UNDERNEATH

Hotel example: Same-day room move handling, distribution content updates



Computer vision

Interprets images or video to recognize objects, people, or conditions, and improves as it sees more labeled examples.

IMPROVES WITH DATA

Hotel example: Room-readiness checks, site security



Ask any vendor these 3 questions before you sign anything

- 1 Is this generating an answer from a general model, or a system trained on outcomes like mine?
- 2 Strip away the chat interface — is there still a system driving the recommendation underneath?
- 3 Does it get more accurate the longer I use it, or does it perform the same on day one and day one thousand?