Liberty BUSINESS

AI AND HOSPITALITY:
Enhancing Sustainability

The use of artificial intelligence in the hospitality industry is no longer a possibility but is now a reality. In fact, by analyzing current trends and conducting some studies we can expect AI adoption in hotels to increase 60% per year over the next decade. So, whether you like it or not, AI is here to stay.

Now, as a hotelier you have two options: you either resist it and keep your operations outdated or embrace it and discover everything that this new technology can do to help you deliver better experiences to your guests. Truth be told, AI can impact your business in countless ways, but this time we will focus on a major topic that is very relevant for your visitors: sustainability.

Sustainability powered by AI

The right use of AI can have a powerful and lasting impact in promoting sustainability in the hospitality industry. AI-powered systems can help hotels minimize energy consumption, reduce waste, and adopt eco-friendly practices without compromising guest comfort, and for some people ecological orientation hotels are a differential factor when choosing where to stay.

Smart energy management

AI-driven smart systems can track real-time energy consumption by using IoT sensors displayed throughout the property and analyze occupancy patterns to adjust water usage, heating, cooling, and lighting automatically.

By reducing unnecessary energy use, hotels lower their carbon footprint while also decreasing operational costs. An example of smart energy management in action can be seen in Iberostar hotels. Here they use AI-powered systems to lower energy costs by 20% while maintaining guest comfort.
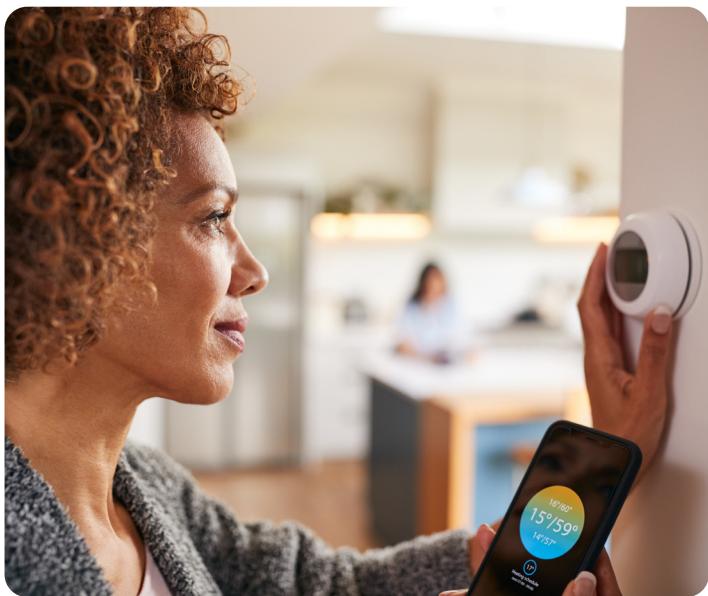
Smart lighting systems

With the help of motion sensors this technology can reduce energy waste so that when a room or corridor is unoccupied, it automatically dims or switches off lights.

The system can even reduce artificial lighting in areas with sufficient natural light thanks to the daylight tracking feature.

The well-known Marriott Hotels use AI-integrated lighting systems in guest rooms and common areas in order to significantly cut electricity waste.

AI-Optimized HVAC system

Another great example of sustainability powered by AI can be found in AI-Optimized HVAC (Heating, Ventilation, and Air Conditioning) systems.

This enhancement learns from guest behaviors and integrates weather forecasts to adjust room temperatures accordingly.

This results in a significant decrease in unnecessary energy consumption without affecting the guest experience.

Four Seasons hotels use AI-powered smart thermostats are used to adjust temperatures dynamically based on real-time occupancy data.

Tell your guests

With you can promote and inform your potential guests about the different sustainable initiatives from your hotel.

This simple action can attract travelers eager to stay in   eco-friendly accommodations, drive more reservations, and build an eco-conscious brand reputation.

There are many benefits from adopting sustainable measures in your hotel with the help of AI, but sustainability is just the tip of the iceberg! Though there are many other ways in which adopting these technologies can improve guest services, applying environmentally friendly solutions will help you optimize your resource management and, if you do things right, you can even get eco-certifications like LEED or Green Key.

Embracing AI-driven solutions is not just an environmental responsibility but a smart business strategy that drives long term profitability and guest loyalty.

Elevate your hotel experience today!

Contact us to bring the power of Guest Chat to you propery and revolutionise how you engage with your guests.

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