

Artificial Intelligence in Hospitality and Tourism:

Case Study Hilton Hotel UK

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Executive Summary

- Hilton Leveraging AI For Enhanced Efficiency
- AI optimises pricing, promotes sustainability and boosts customer relations.
- Concerns for privacy, ethics and workforce impact
- It is important to have sustainability and responsible AI in Discovery.





AI in Hilton Hotel UK: Revolutionising the Hospitality Industry

AI is revolutionising Hilton Hotel UK, with 65% of global hospitality tech investments in AI & machine learning (Štilić et al., 2023). Hilton's Digital Key, now in 80% of its hotels, highlights its AI-driven innovation.

AI's Growing Influence in the UK Hotel Industry

1 Market Growth

The hotel in AI marketplace is predicted to attain \$0.92 billion by 2028, driven by using digital assistants, analytics & automation.

2 Improved Efficiency

AI-powered check-in kiosks & virtual concierges have decreased ready times & operational costs in UK inns.

3 Case Study

Hilton within the UK AI implementation notably decreased test-in instances and staffing desires, showcasing AI's characteristic in remodeling provider performance (Buhalis & Moldavska, 2022).



Hilton's AI Technologies



AI Concierge

"Connie", an AI-powered concierge supply local recommendations & enhance guest engagement.



Dynamic Pricing

AI-driven models enhance room rates, increasing revenue by up to 15% (Thakur, 2024).



Personalisation

AI tailors visitor services, enhancing revenue by using 10% & improving delight additionally.

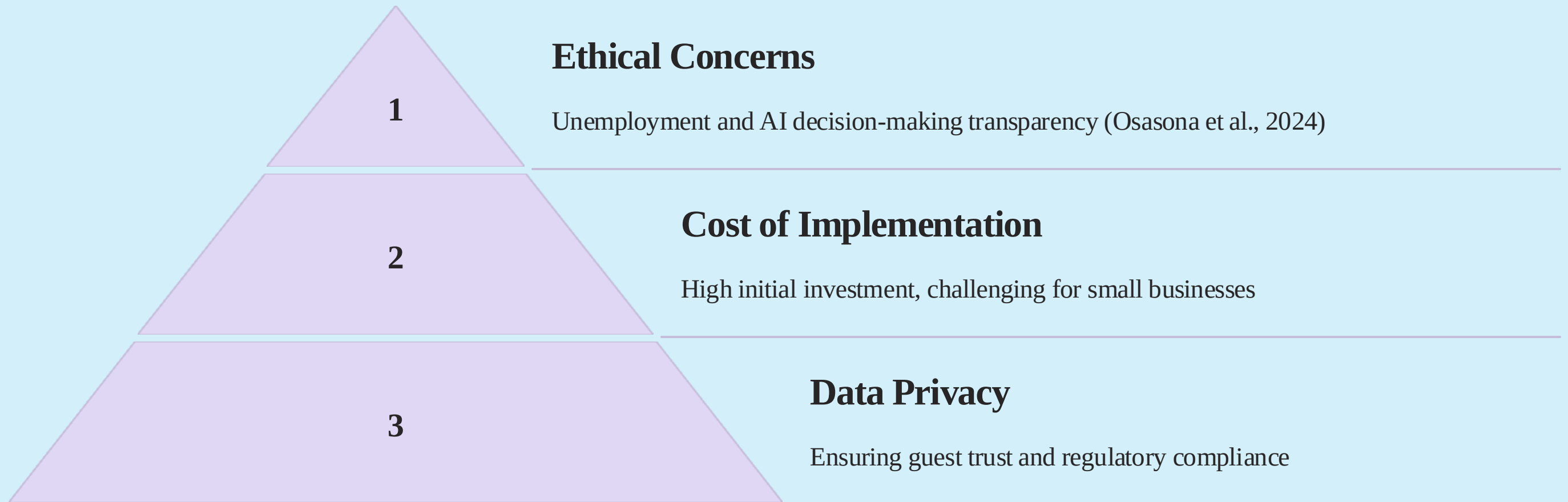


Sustainability

AI helps sustainability by using reducing strength intake & food waste.



Challenges in AI Implementation



While AI offers numerous benefits, hotels must navigate these challenges to ensure successful implementation and maintain guest trust.

Key findings: Global and UK AI Trends in Hotel



1

Global Trend

Large inns in UK combine AI technologies like chatbots & virtual assistants for consumer reservations and room availability. The AI market in hospitality meet \$110B in 2024.

2

UK Focus

UK hotels use AI to decrease food wastage & save costs. British firm Winnow's AI systems manage wasted food in hotel kitchens, resulting in significant cost savings (Nu et al., 2024).

3

Hilton's Approach

Hilton leads with "Connie," an AI-powered concierge, showcasing commitment to increase guest experiences through technology & aligning with global trends in personalised services.

Research Methodology

- **Data Collection:** Secondary data from 10-15 academic journals, reports, and online resources.
- **Data Sources:** ScienceDirect, ResearchGate, IEEE Xplore, MarketLine, Statista (Hossain et al., 2024).
- **Selection Criteria:** PRISMA framework to ensure credibility, relevance, and publication period.
- **Analysis Framework:** PEST analysis for political, economic, social, and technological aspects.
- **Data Analysis:** Qualitative synthesis for thorough, structured AI analysis in the hotel industry (Hossain et al., 2024).
- **Ethical Considerations:** Accurate referencing, integrity, and use of reliable, unbiased sources.

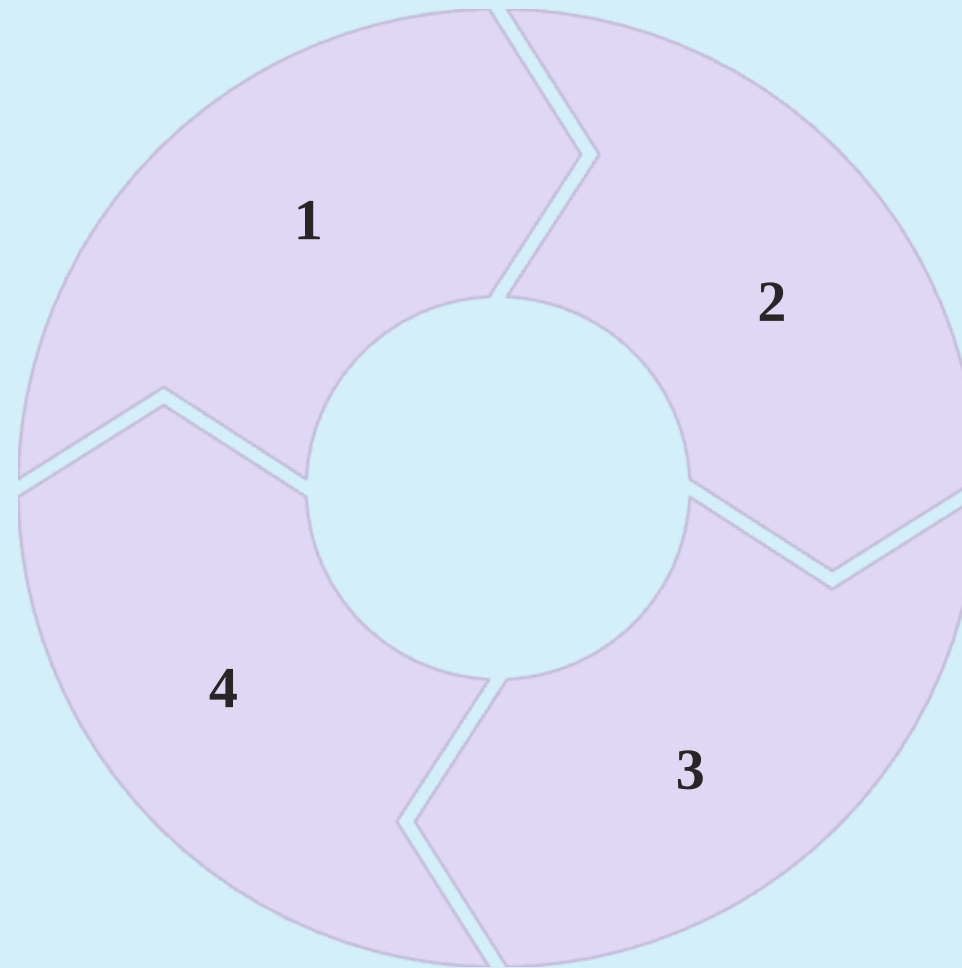
PEST Analysis

Political

GDPR compliance verify data safety but limits AI-driven personalisation. Government advantages assist AI investment (Yallop et al., 2023).

Technological

Advanced AI improves efficiency but requires stronger cybersecurity measures.



Economic

AI-driven pricing strategies increased RevPAR. Chatbots decreased inquiry resolution times by 25%, improving efficiency (Sanli, 2024).

Social

AI meets guest expectations for personalised experiences but may reduce human interaction.

AI Strategy of Hilton and Competitors

Hotel	AI Implementation	Focus Area
Hilton	AI-powered virtual assistant "Connie" for visitor facts & customised carrier.	Operational efficiency & personalised guest services
Marriott International	AI-driven chatbots, facial reputation for take a look at-ins, predictive analytics for customisation.	Customer engagement & personalised services
Wynn Las Vegas	AI-powered voice assistants in guest rooms for controlling room capabilities.	In-room guest experience & convenience (Jogarao, 2024)



Conclusion

Hilton Hotel UK uses artificial intelligence for their giveaways, improving operations, guest experience, revenue management, chatbot, personalised service, dynamic pricing, smart room improvements, etc. Its automation, however, is what makes all the difference — despite high costs, staff displacement, and data privacy concerns. In contrast to Marriott and Wynn Las Vegas, Hilton prides itself on efficiency; its competitors emphasise customer service and in-room delight.



Recommendations

- Ensure GDPR compliance, statistics anonymisation, and sturdy cybersecurity to protect guest privateness (Kapoor, 2024).
- Train workforce to maintain with AI structures, keeping a hybrid version for more advantageous carrier (Verma & Singh, 2022).
- Use AI to are expecting system screw ups and reduce preservation costs (Kannan, 2024).
- Optimise pricing based on marketplace tendencies to improve revenue (Pandey et al., 2025).
- AI allows reduce electricity fees and waste, improving sustainability (Hilton, 2024).
- Use AI for tailor-made recommendations and stepped forward visitor enjoy (Çeltek, 2024).
- Form strategic partnerships to enhance AI abilities and operational efficiency (Joo et al., 2024).

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