INAWISDOM
REAL DATA INSIGHT

Transforming Travel and Hospitality with Artificial Intelligence and Machine Learning

The Challenge

After a period of unprecendented disruption, Travel and Hospitality businesses are facing a new set of challenges. With increasing fuel prices, staffing shortages and demand outstripping supply, businesses must adapt their traditional ways of working and adopt new technologies if they are going to survive.

In today's competitve market, meeting ever-increasing customer expectations is a key challenge, as travellers seek more personalised experiences across digital channels and at every stage of their journey.

Sustainability concerns also loom, with a greater need to show that initiatives are having a measurable impact in terms of reducing waste or lowering emissions.

Travel and Hospitality businesses must find ways to optimise their operations for efficiency and revenue generation, all while delivering exceptional customer experiences that drive loyalty.

The Solution

Increasingly, Travel and Hospitality businesses are turning to emerging technologies to help address these challenges. Artificial Intelligence / Machine Learning in particular has a wide range of applications.

Algorithms can process and analyse large data sets in real-time — including data from external sources — and make predictions that can inform business decisions or trigger automated processes.

For Travel and Hospitality businesses, this is key. Predicting customers' behaviour enables competitive pricing and helps drive loyalty. Optimising back-end processes like staffing, fuel usage, and maintenance schedules is imperative for keeping costs low and maximising margins. And anticipating demand — whether for a certain route or for consumables like food or toiletries — can help reduce wastage.

Data-led decisions, powered by AI / ML, are driving measurable results across all these areas and helping businesses stay competitive.

The impact of AI/ML in Travel and Hospitality

Delivering personalised experiences
Automate real-time messages to keep customers informed about changes to their travel plans or booking. Promote relevant, tailored services and offers, and engage customers on the right channels.

Optimising revenue
Empower revenue management teams with accurate demand prediction. Automatically adjust pricing and availability, or optimise routes and staffing schedules.

Improving sustainable practices
Reduce food waste by optimising stock based on predicted sales. Proactively maintain vehicles / equipment to improve function and longevity. Optimise routes to reduce CO_2 / emissions.

Predicting customer behaviour
Optimise cross-sell / upsell activity by predicting each customer's propensity to upgrade or book additional services. Understand purchase patterns and identify customers at risk of churn.

Inawisdom can help you uncover insights in a matter of weeks with our Discovery-as-a-Service approach. We'll help you prioritise the AI and ML use cases that will drive measurable results and accelerate digital transformation.