



## Hotel industry moves into AI: from improving experiences to optimizing pricing

**Generative AI is emerging as the solution with which tourism companies are gaining a competitive advantage due to the customization and process efficiency options it offers**

**At the Tourism & Hospitality forum, DES2024 will study the digital transformation of the sector through the testimonies of leaders from Palladium Hotel Group, BlueBay Hotels, Ilunion Hotels, Destinia and Booking.com**

**Madrid, 5 June 2024.** – The hotel industry is experiencing a revolution with the advent of artificial intelligence. According to data provided by tour operators in 2024, it is estimated that more than 80% of Spaniards already use AI to make reservations for travel or accommodation, a number that indicates the impact of the recent solution in the sector, which is changing the way in which supply and demand interact.

In this sense, AI makes it possible to adapt users' searches to the maximum, automatically adjusting to their needs, while at the same time it has the capacity to collect their information in order to make their stay as comfortable and personalised as possible. But technology is not only in the processes. We also see it in pricing, through its dynamism and flexibility, and in the customer experience, through voice assistants in rooms or chatbots at reception.

To explore these advances, [DES – Digital Enterprise Show](#), the largest European event dedicated to exponential technologies that will take place **from 11 to 13 June in Malaga**, Spain, will organise the Tourism and Hospitality forum. It will analyse the transformation of hospitality with a focus on the opportunities of disruptive digital solutions, with AI playing a leading role, in destinations, tourism and hotel projects.

Experts such as **Lucía Martínez**, CIO at AR Hotels & Resorts, and **Antonio Andújar**, Corporate Digital & MadTech Director at Palladium Hotel Group, will discuss the evolution of their businesses, and the industry in general, in the current competitive landscape in which technological tools are reshaping the customer experience, operational efficiency and business strategies. In addition, the international summit will feature speakers of the stature of **Pilar Crespo**, Director of Booking.com in Spain and Portugal, and **Ricardo Fernández**, CEO of Destinia, who will provide success stories on the application of bots, platforms or AR/VR technologies in tourism and accommodation.

The meeting will also address the main concerns of today's hotel leaders related to the regulatory framework, in the wake of data protection, and the skills required to effectively harness the power of technology. Executives from businesses such as **Boho Club Marbella**, **BlueBay Hotels** or **Ilunion Hotels**, from **Atlético de Madrid club**, and from the organisations **Fundación Once**, **Turijobs** and **Stellium Business School** will explore how the industry is facing the challenges that arise when AI reaches a company's business model.

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**About DES | Digital Enterprise Show (June 11th-13th, 2024, FYCMA, Málaga)**: DES - Digital Enterprise Show is an event of Nebext - Next Business Exhibitions in collaboration with the City of Malaga and the Junta de Andalucía. Along its seven editions, it has become the largest European professional event on exponential technologies and one of the global benchmarks that offers senior management of companies the latest solutions and products to accompany large corporations, SMEs and European Public Administrations towards digital transformation. Throughout 3 days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products for all industries.