

#hotellerierockt

# **HSMA** day

# Digitalisierung, Personalisierung, Innovation

Workshop von Friederike Winkowski und Oliver Stotz im Rahmen des HSMA e-Day 2022

12. Mai 2022



## **Heimat - Zukunft**

Seit 13 Jahren bei h2c GmbH

Hoteltechnologie, Ausschreibungen  
und Marktforschung



## **Stetiger Wandel**

Seit 25 Jahren Lindner Hotels & Resorts

Distribution, Marketing, Digitalisierung,  
Strategie > Konzeptionierung >  
Umsetzung

# AI Status Quo

## Knowledge of Automated Personalization



## Skill set & Availability of Staff for AI tasks



## Dedicated Budget for AI tasks



## Share of Marketing & E-Commerce taking the lead in organizing AI marketing



## Share of Top Management supporting AI Marketing



Online survey questions.

Source: h2c's *Global Automated Personalization Study*.

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Strategie

Führung

Steuerung

Kultur

Mitarbeiter

Customer Experience

Produkte & Services

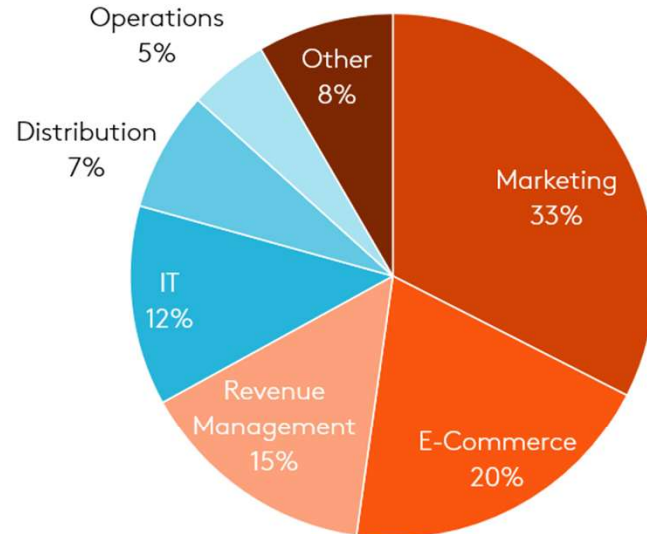
Geschäftsprozesse

Technologie



# Lead Organization for AI Marketing

Lead for AI Marketing, Share by Department (%)



“ We gave up the silo-structure: this is now history! Our strategy is now more commercially driven. We have created **one team for AI** where data, IT, e-commerce, marketing and revenue are involved.”

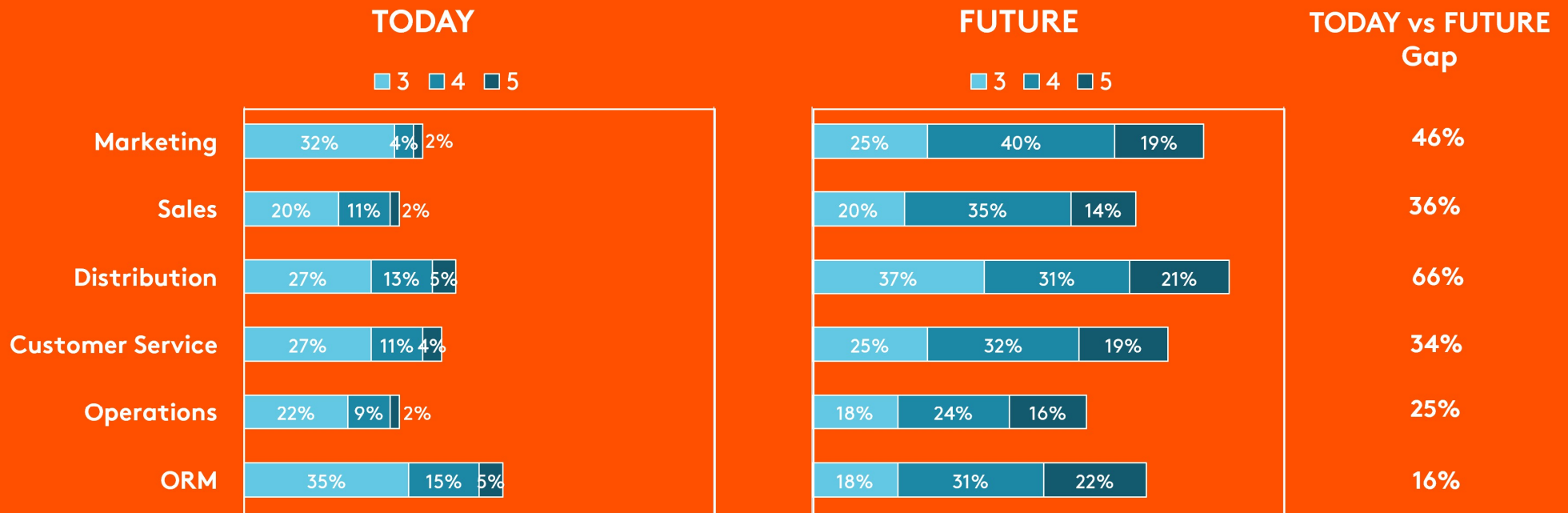
Medium-sized Chain

For more than half of all chains, Marketing & E-Commerce take the lead in organizing AI marketing.

Survey Question: Tell us how AI Marketing is integrated in your organization. Which department(s) has/have the lead with regards to AI Marketing? N = 87.

Source: h2c's Global Automated Personalization Study. © h2c GmbH. All rights reserved.

# AI Adaption Rate by Business Area



Source: h2c's Global Automated Personalization Study.

Question: What is your company's AI Adaption Rate by Business Area. Please rate on a scale from 1-5, with 5 being highest. N = 57 Today, N = 55 Future.

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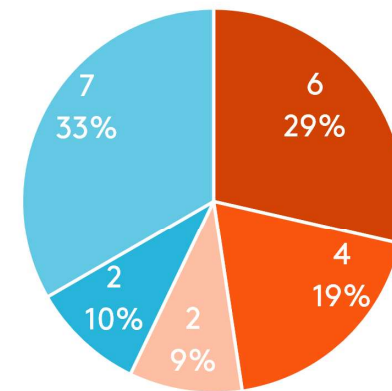
# Key Challenges of Data Collection

Is data collection optimized and effectively managed?

**83%** of hoteliers are facing one or more challenges.

Hotel Interview: How is data collection optimized (avoiding data silos) and effectively managed? N = 15 (multiple answers possible). **Note:** The interview focus was on data collection challenges and not on data collection optimization management.  
Source: h2c's *Global Automated Personalization Study*. © h2c GmbH. All rights reserved.

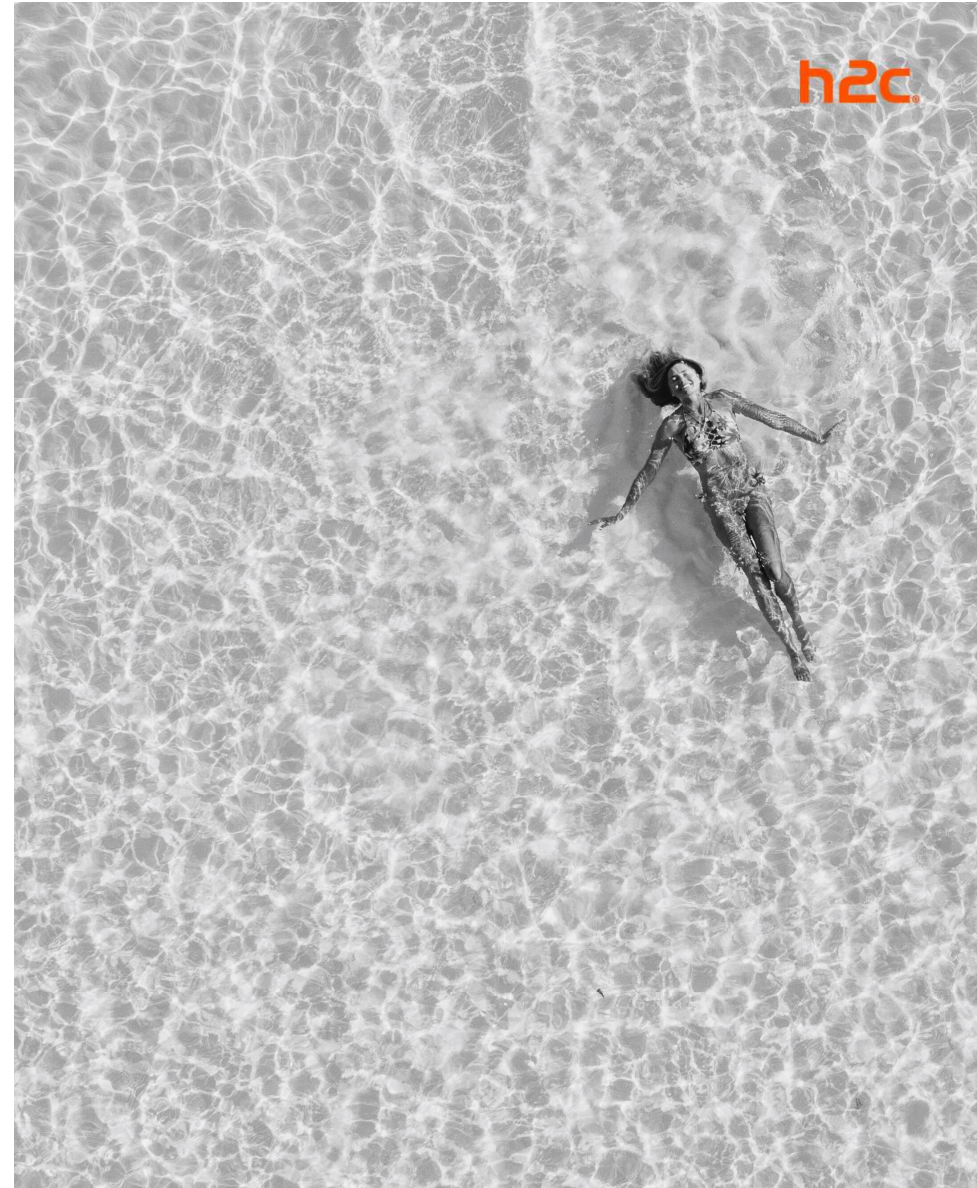
Key Challenges of Data Collection



- Manual data (profile) cleansing
- Systems not integrating sufficiently
- Collecting meaningful data for personalization
- Missing experienced staff
- Other

**Other:** Handling of double opt-in, Limited guest data from OTAs and GDSs, In-stay guest data missing, offline processes, operational implementation, not all properties connected centrally, properties not reporting on time or at all

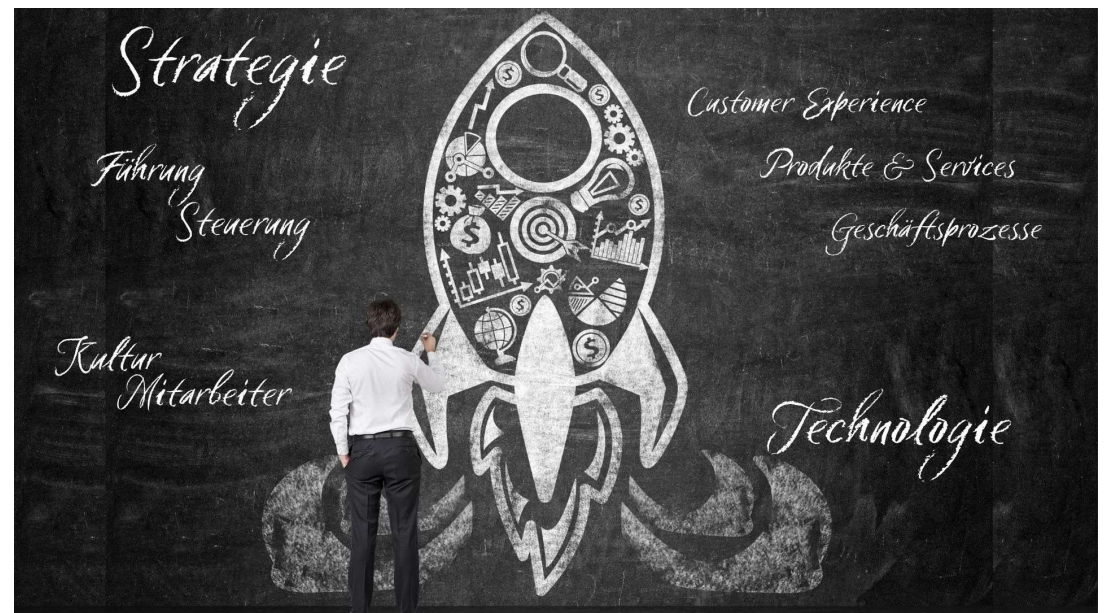
# Erfahrungs- Austausch





# Checkliste

- Status Quo heute?
- Was ist an Technologie und (Gast) Daten vorhanden?
- Wo möchtet ihr hin?
  - Was brauchen eure Gäste?
  - Welche Idee zahlt worauf ein?
- Sind alle an Bord?
  - Kommunikation
    - Wer stößt was an?
    - Wer behält den Überblick?
  - Mitarbeiter-Wissen/Training



Danke!

Kontakt

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