



hsmmai

POWER-UP

EDUCATION & NETWORKING EVENT

NEW DELHI

7 FEB 2025

meet share learn unwind



FOR COMMERCIAL HOTELIERS



Hosted by:



Holiday Inn



DIGITAL TOOLS THAT REVENUE DIRECTORS WILL RELY ON



GEETIKA BAHRI J

Director of Distribution Services
Radisson Hotel Group

NEW DELHI

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For Commercial Hoteliers



REVENUE GAME IS CHANGING



Switch to AI to

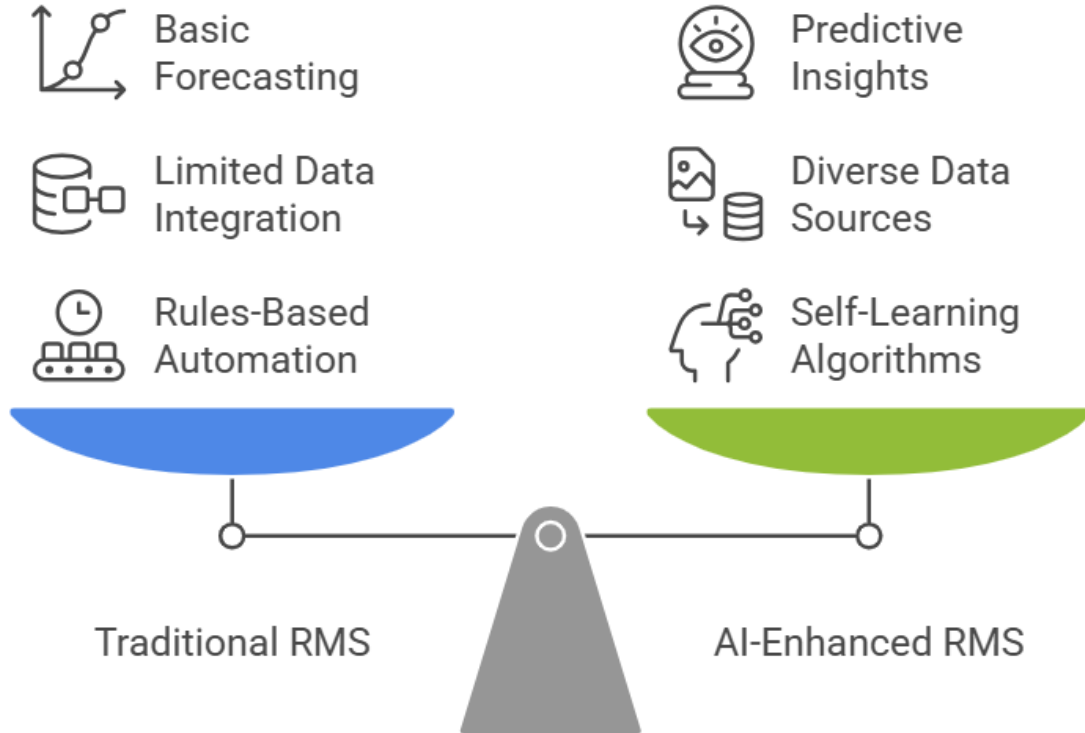


Continue

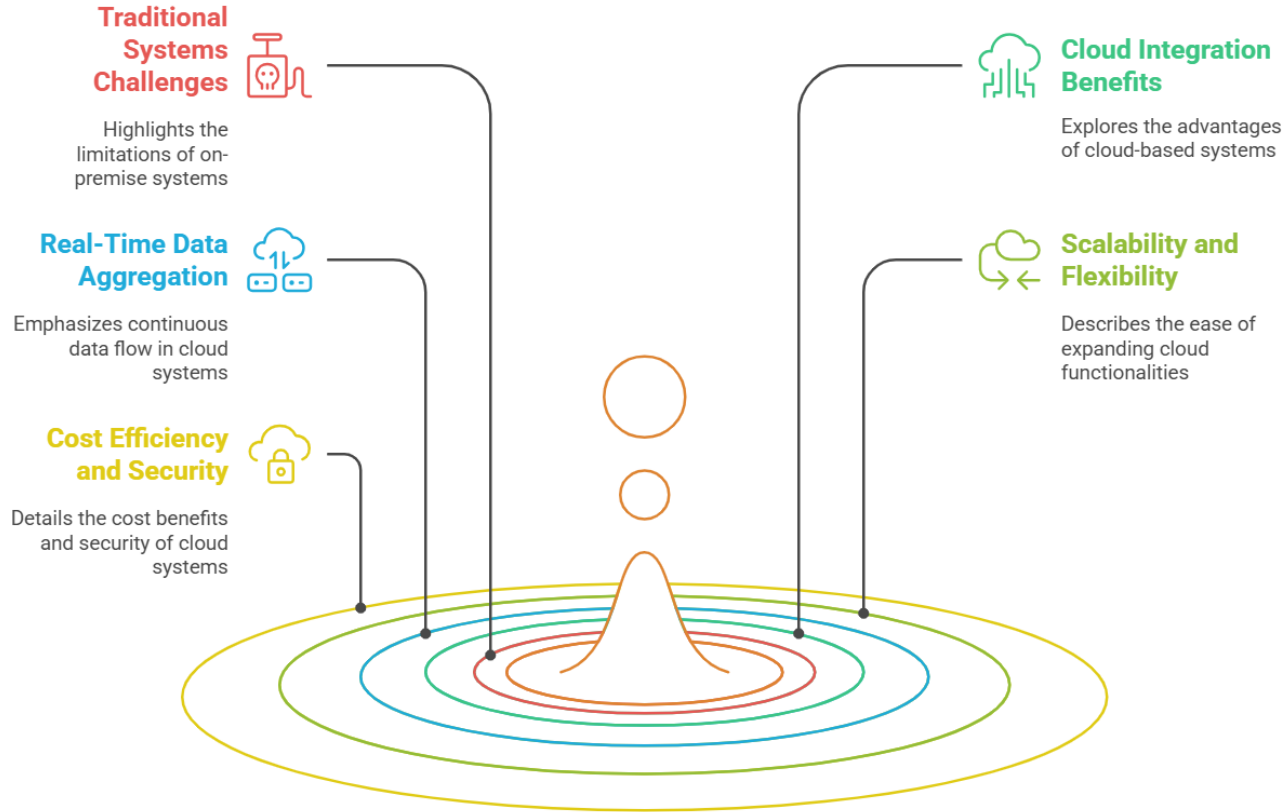
THE BIG SHIFT IN 2025



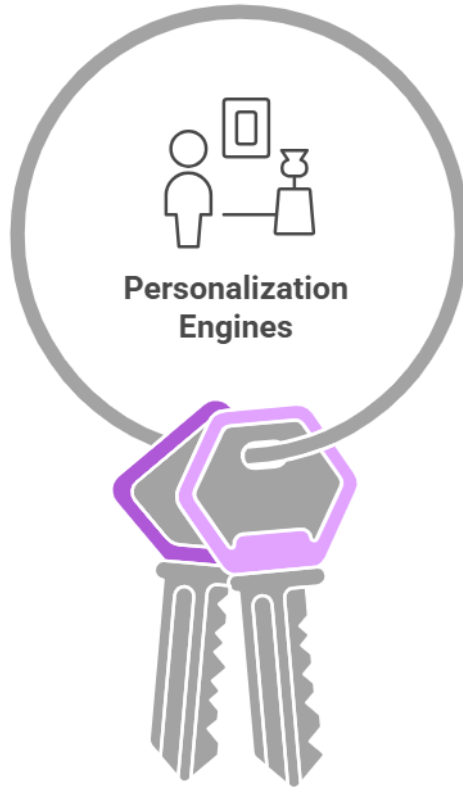
THE NEW REVENUE TECH STACK #1: AI-DRIVEN RMS



THE NEW REVENUE TECH STACK #2: CLOUD BASED SYSTEMS



THE NEW REVENUE TECH STACK #3: PERSONALIZATION ENGINES



Current Practices

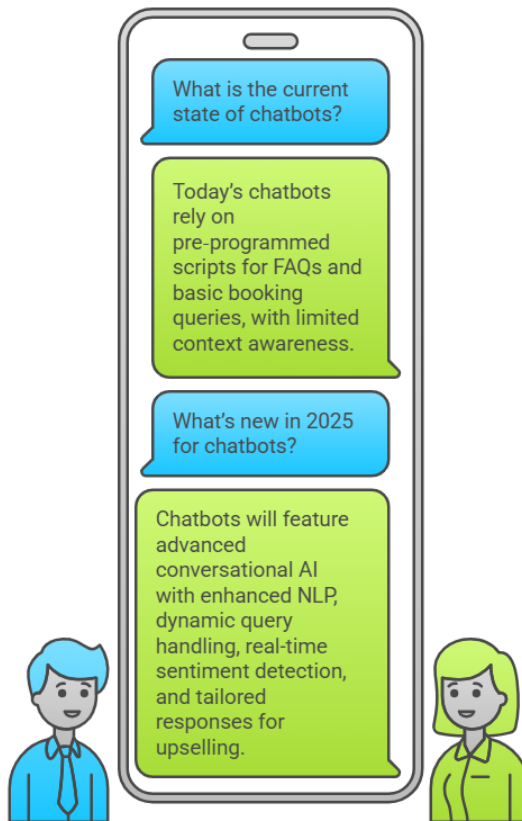
Methods like dynamic pricing and targeted marketing to enhance guest experiences.



Future Innovations

Use of real-time data and context-aware customization for hyper-personalized services.

THE NEW REVENUE TECH STACK #4: AI-POWERED CHATBOTS



THE NEW REVENUE TECH STACK #5: AI PRO MANAGERS

C. O. R. E.



Context

Provide background information for better understanding.



Objective

Clearly define the goal or what you expect from the response.



Requirements

Specify details like format, style, length, or constraints.



Example

Include an example or reference for clarity.

THE NEW REVENUE TECH STACK #5: AI PRO MANAGERS

C. O. R. E.

Example Prompt Using C.O.R.E. Framework For An Offer To Cover Low Occupancy Over Weekend

I am a revenue manager at a 100-room, 5-star deluxe business hotel in Central Delhi. My hotel faces low occupancy on weekends, as my primary demand comes from corporate travelers during weekdays. My direct competitor, a big-brand hotel next door, poses a challenge. My ARR is ₹30,000.

I need to increase weekend occupancy without significantly lowering my rates.

Can you suggest a strategic offer or package that attracts high-spending weekend guests (leisure or bleisure travelers) while maintaining my brand positioning and ARR?

The offer should be competitive yet unique, leveraging value-added benefits instead of deep discounts.

Please provide:

- 1.A strong value proposition for the target audience.
- 2.A pricing and bundling strategy.
- 3.Distribution and marketing channels for maximum reach.
- 4.A way to differentiate from my competitor next door.



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