



Commercial Strategy

CONFERENCE



The AI-First Guest: What Commercial Leaders Must Rethink in 2026



Anurag Jain

Executive Vice President APAC & MEA
Rategain



Commercial Strategy
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SINGAPORE

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The AI-first Guest:

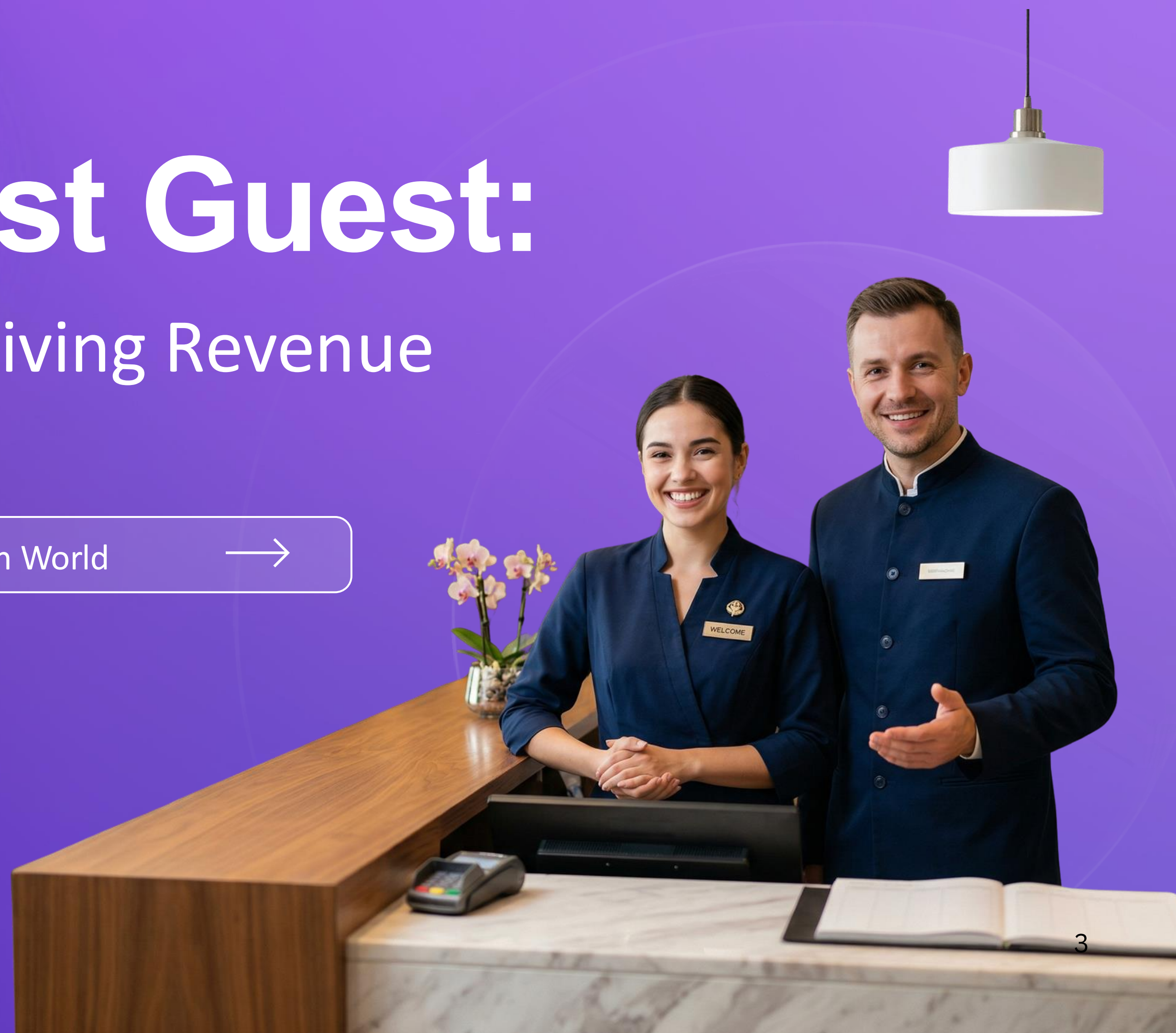
A Playbook For Driving Revenue Growth

Rethinking Hospitality in an AI-Driven World



Anurag Jain

Executive Vice President- APAC & MEA
RateGain





Quick Pulse
Check

**How many of
you use AI daily
in your work?**

The Traveler Has Already Moved

70%⁺

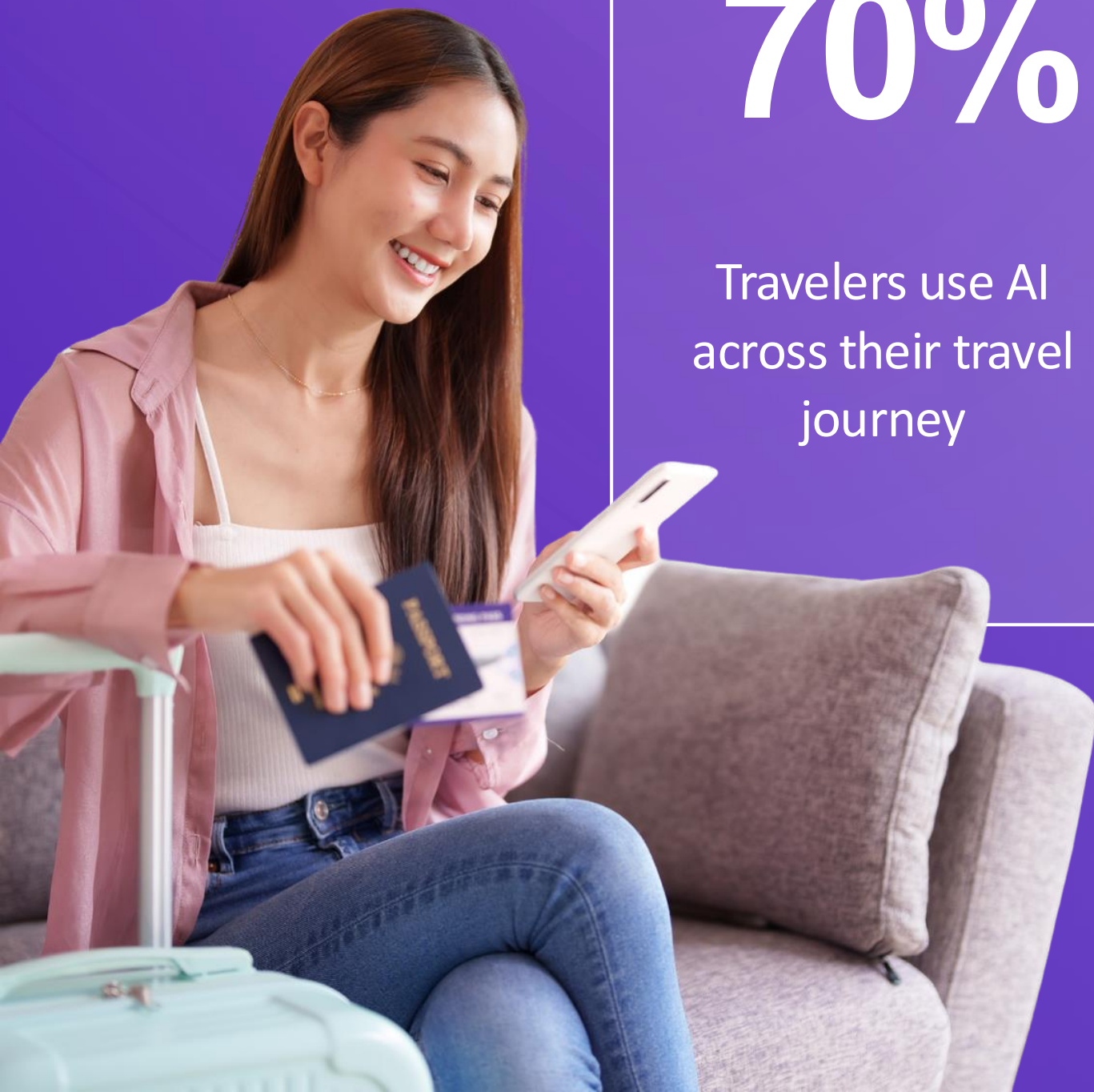
Travelers use AI
across their travel
journey

50%⁺

Expect personalized
experiences before
arrival

AI

Is influencing what
guests see, choose,
and remember



What Keeps Hoteliers Up at Night



REVENUE



80% of team is still spending 2 days a week on manual reports



DISTRIBUTION



50% of revenue opportunities are lost to manual decision-making



MARKETING



70% of marketers are still unable to understand reason for poor ROAS



EXPERIENCE



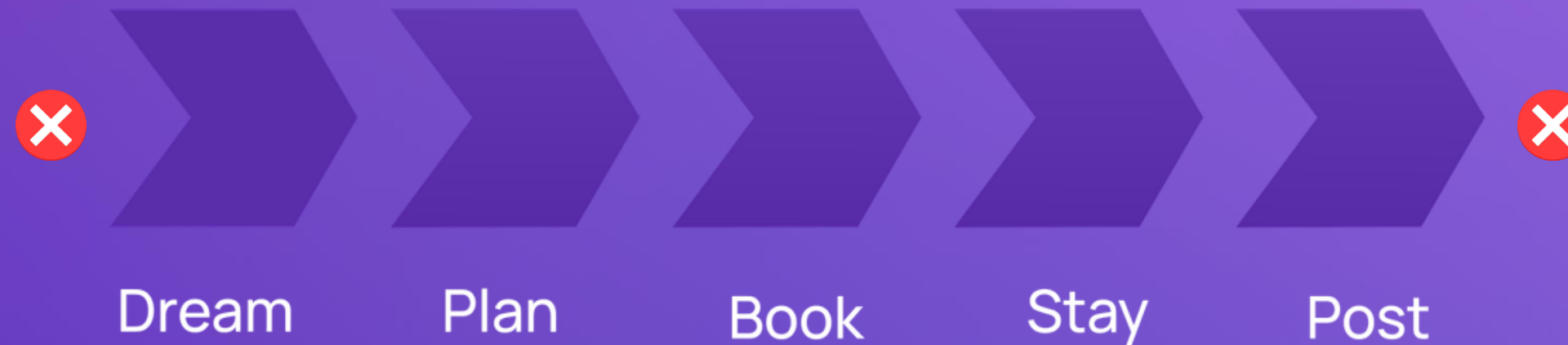
40% of hoteliers face staff shortages and skill gaps





a personal story
**Koh
Samui**

The Broken Guest Journey



The Broken Guest Journey



Dream



Plan



Book



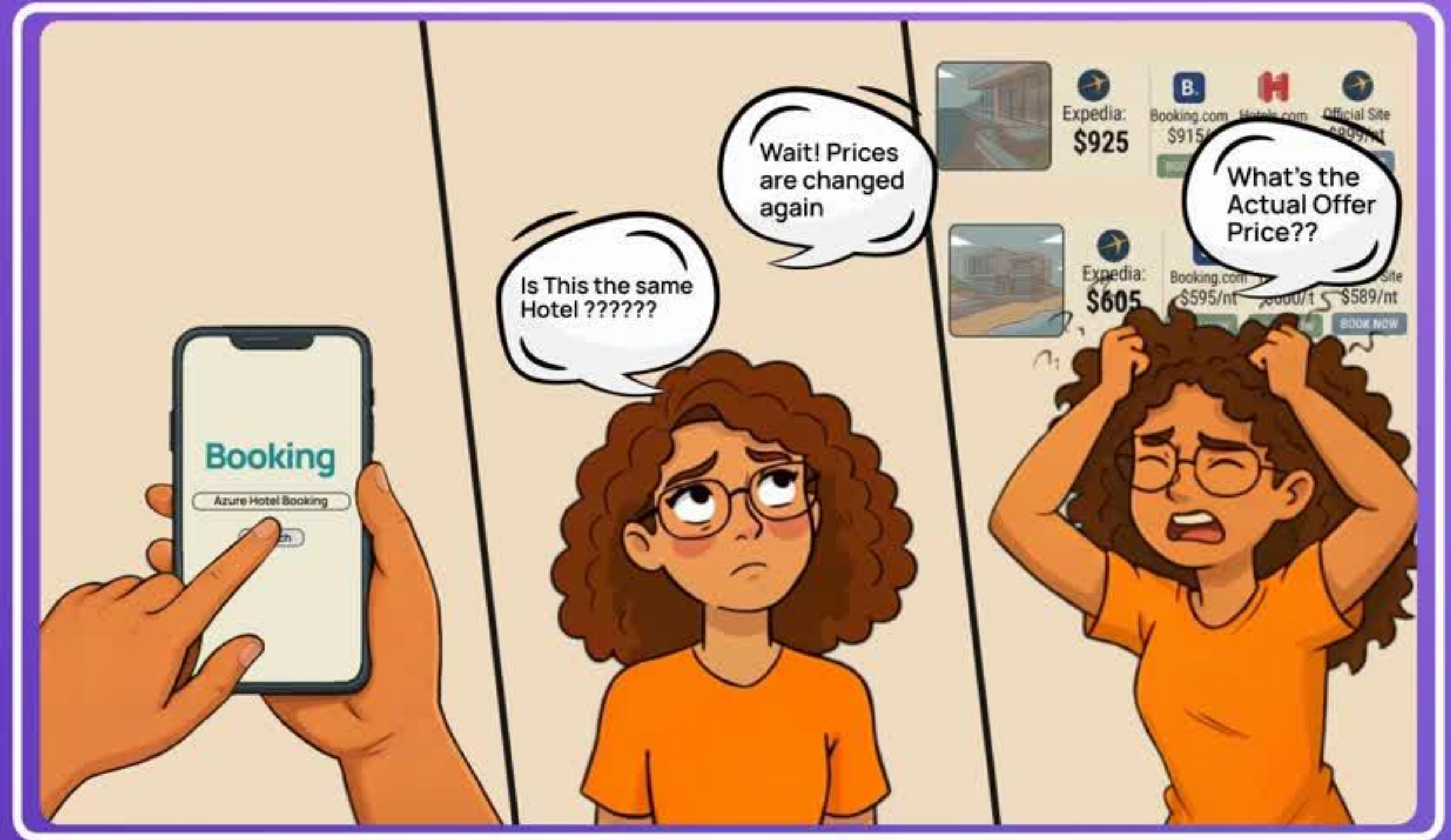
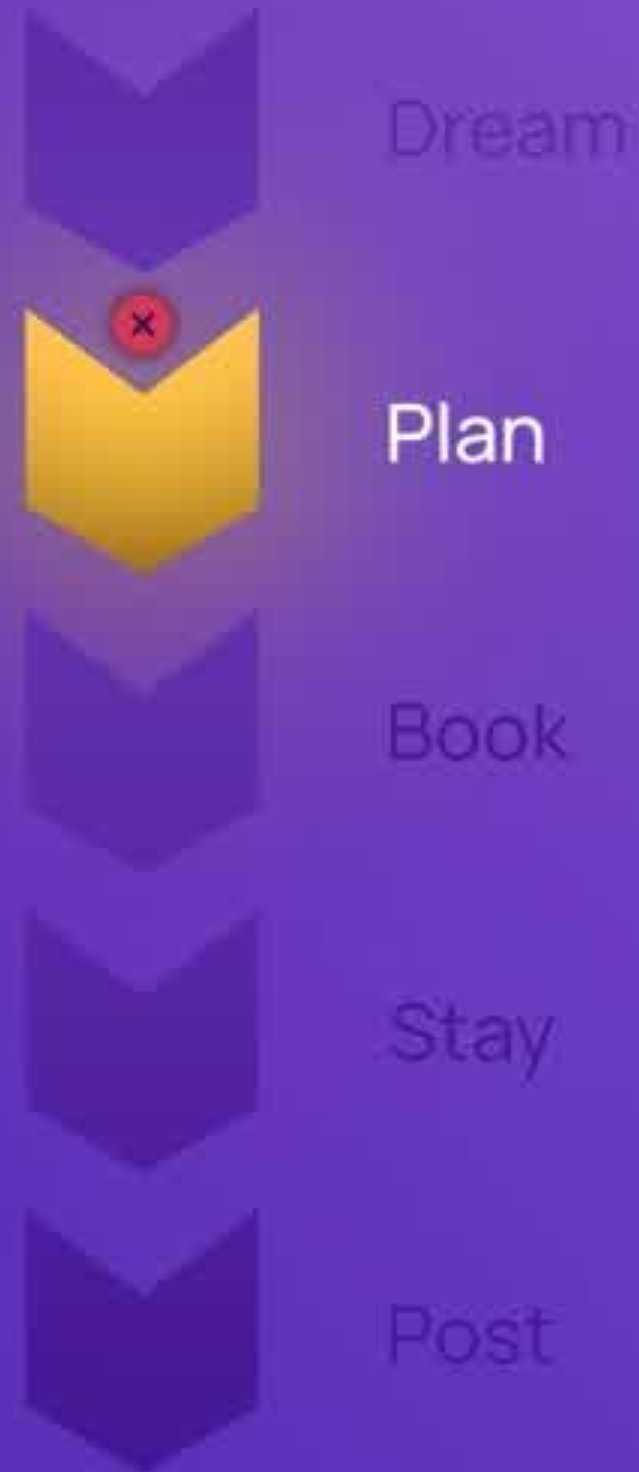
Stay



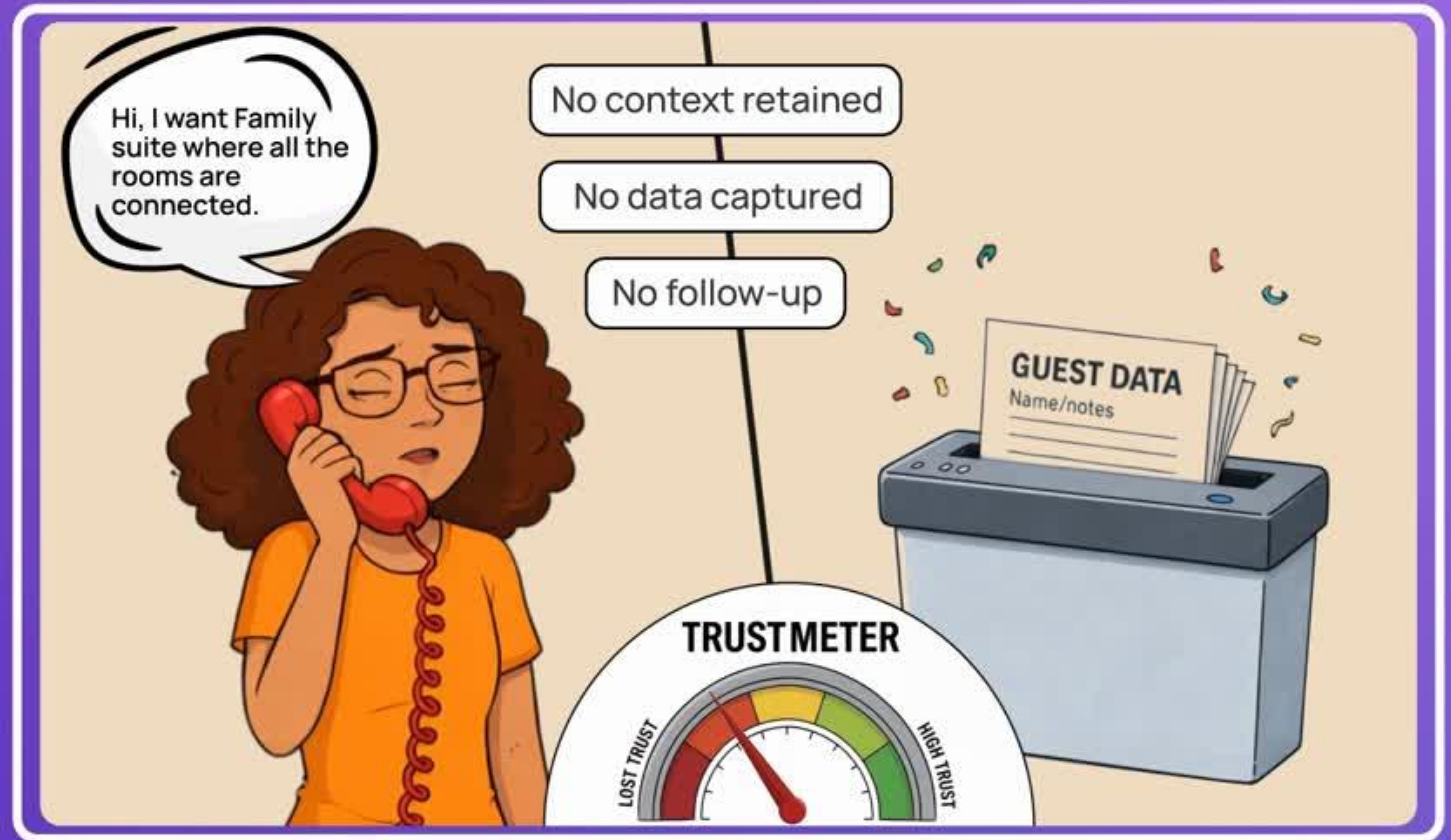
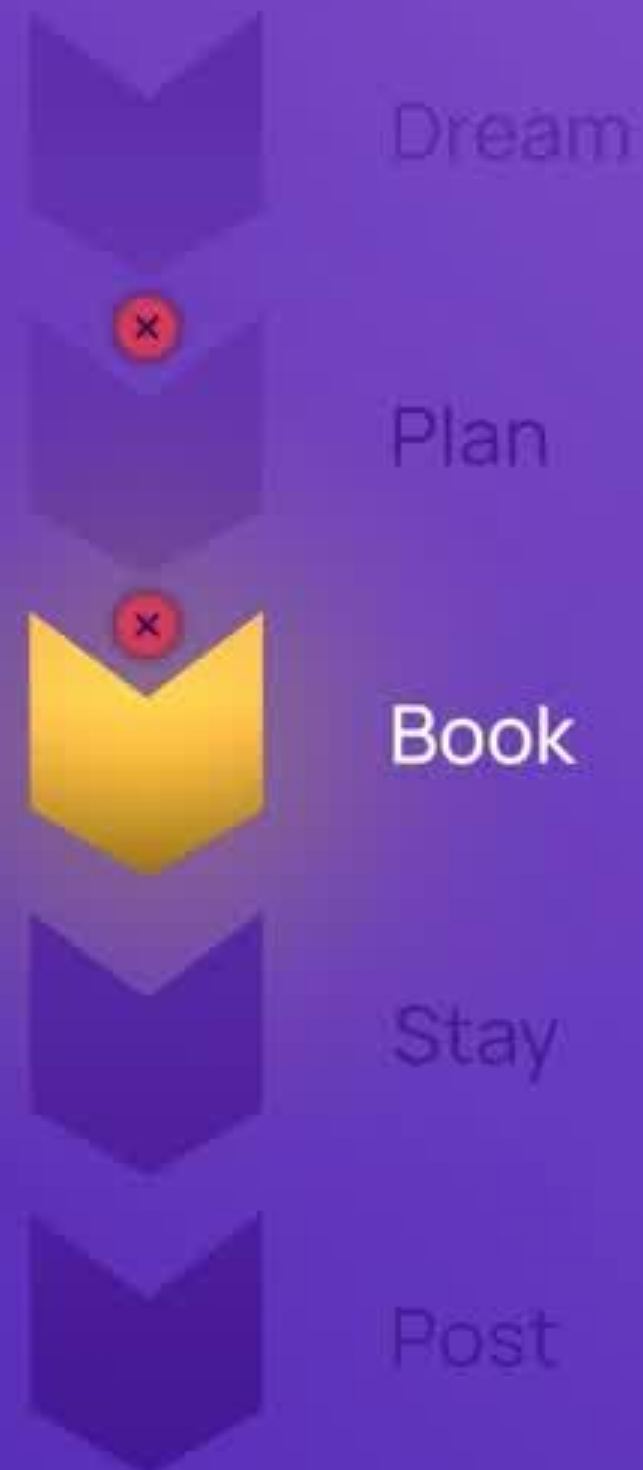
Post



The Broken Guest Journey



The Broken Guest Journey



The Broken Guest Journey



Dream

Plan

Book

Stay

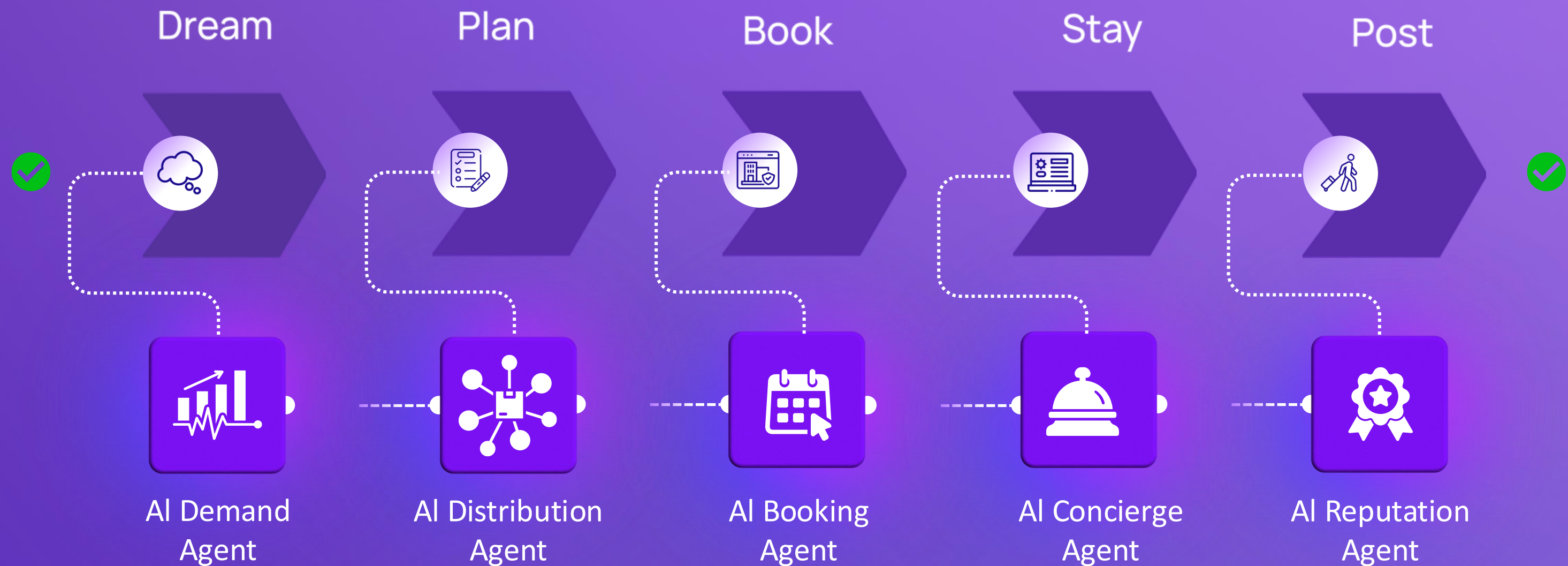
Post



The Broken Guest Journey



The AI-powered Guest Journey



The hotels that win won't have more tools. They'll have smarter systems.

The AI-powered Guest Journey



Dream



Plan



Book



Stay



Post



AI Enabled



The AI-powered Guest Journey



Dream

Plan

Book

Stay

Post

Pricing is aligned.

Positioning is clear.

No More Guesswork!! finally

Azure Hotel Booking

Sort By: Select By

Filters

Map View

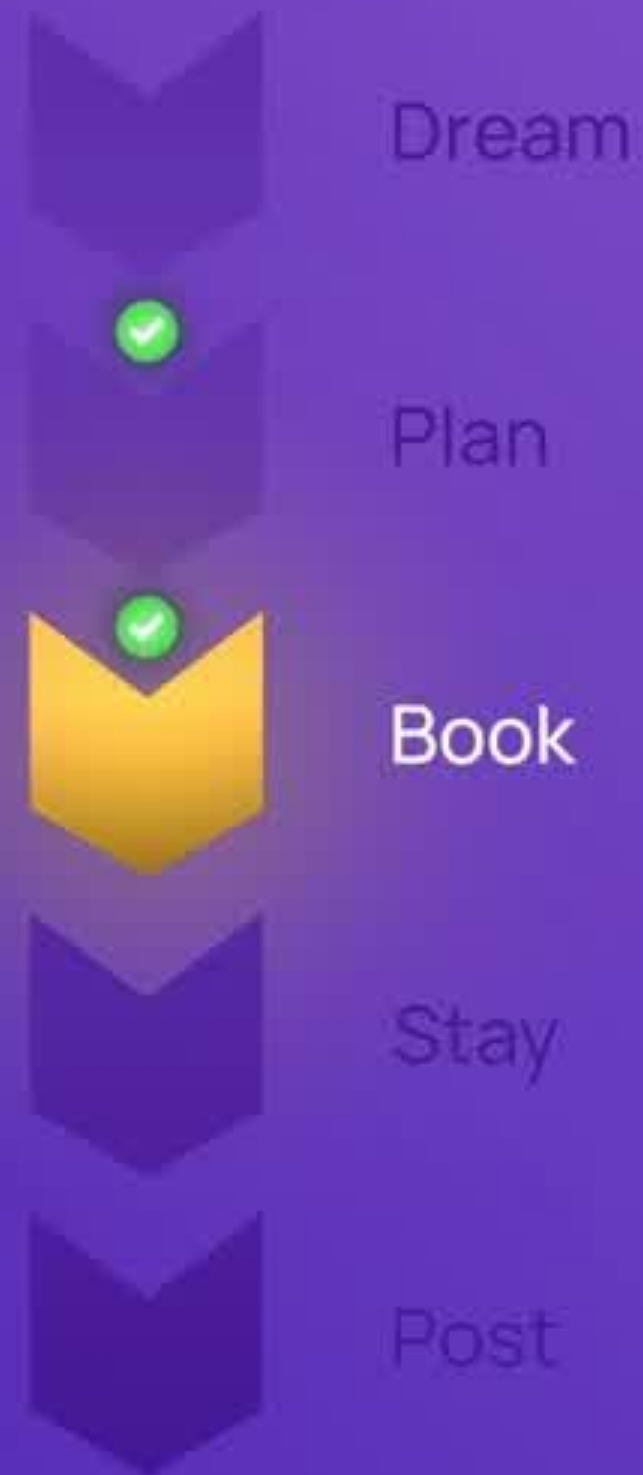
User Account

Price Comparison Dashboard

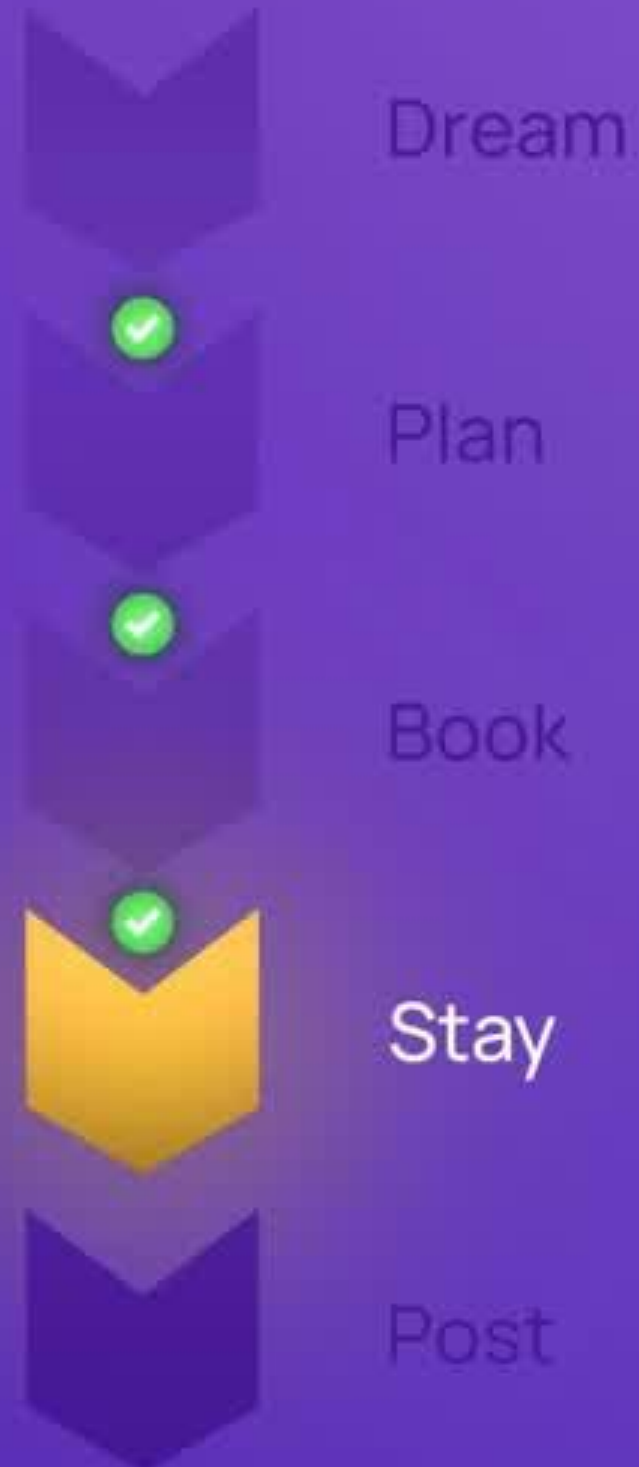
Expedia	Booking.com	Hotel.com	Official
\$399	\$399	\$399	\$399

AI Enabled

The AI-powered Guest Journey



The AI-powered Guest Journey



The AI-powered Guest Journey



Dream

Plan

Book

Stay

Post

4.6
Average Rating

★ ★ ★ ★ ☆

260 REVIEWS

AI Enabled

AI is Not a Feature. It's Your Revenue Growth Engine.



Add AI



Augment
Journey

The Connected AI Agent Stack Across the Guest Journey

This is Already Happening



100%+ increase in demand through AI-led intent marketing



2X higher direct conversion via AI-powered website & booking engine



30% revenue uplift through AI-driven pricing decisions



Up to 300% uplift in ancillary revenue via AI concierge



2X growth in direct bookings with a connected, AI-powered stack

The New Commercial Playbook



Be Visible

Show up at the right moments
with the right message



Be Optimized

Maximize total guest
value—not just room
revenue.

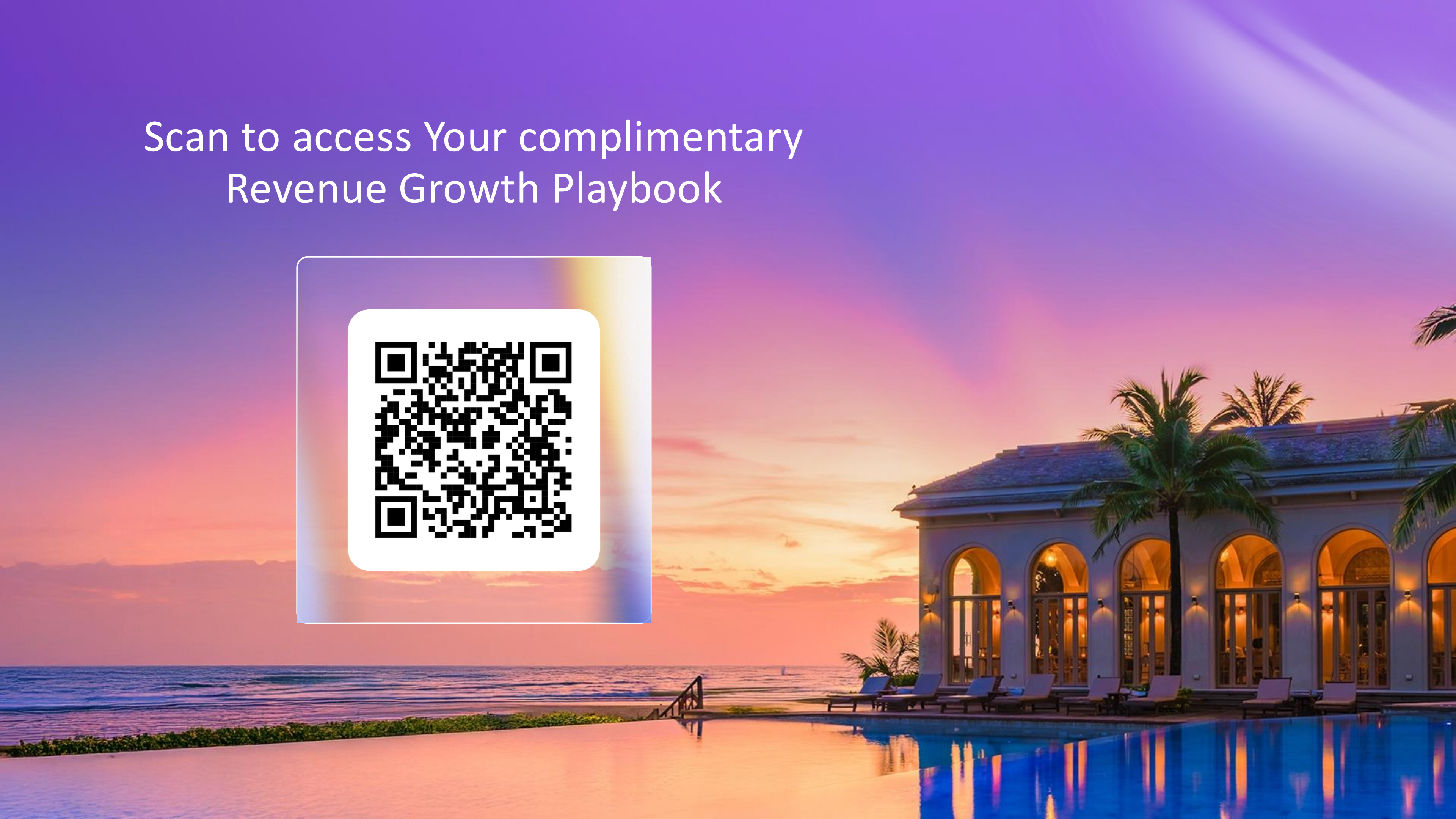


Be Personal

Personalize every moment
across the guest journey.



Scan to access Your complimentary
Revenue Growth Playbook





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