

THE HOTELIERS COMMERCIAL OPTIMISATION SUMMIT

Smart Profit in the Age of AI & Sustainability



SEOUL 26 June 2026

고객을 알면 수익이 보인다

Know Your Guest, Grow Your Revenue



THE HOTELIERS COMMERCIAL OPTIMISATION SUMMIT

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Revinate

The race to own AI search

How three hotel giants are playing agentic commerce, AI

PUBLISHED FEBRUARY 16, 2026



Marriott Advances Technology Migration as AI Strategy Moves Into Deployment



The company is investing more than \$1 billion in 2026, with a substantial portion allocated to core technology migration, cloud-native platforms and AI-driven initiatives across its global portfolio.

INDUSTRY APPLICATIONS

travel

lms

ota

orchestration

OTAs Compete Over Which AI Travel Layer to Own

1 sources

April 14, 2026



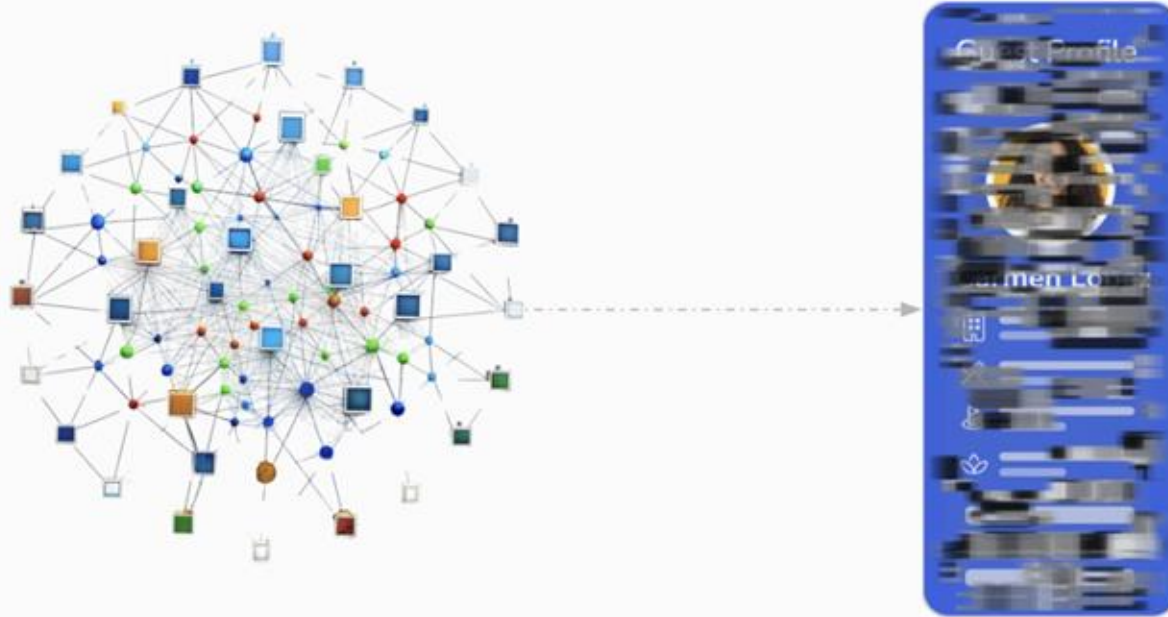
6.8

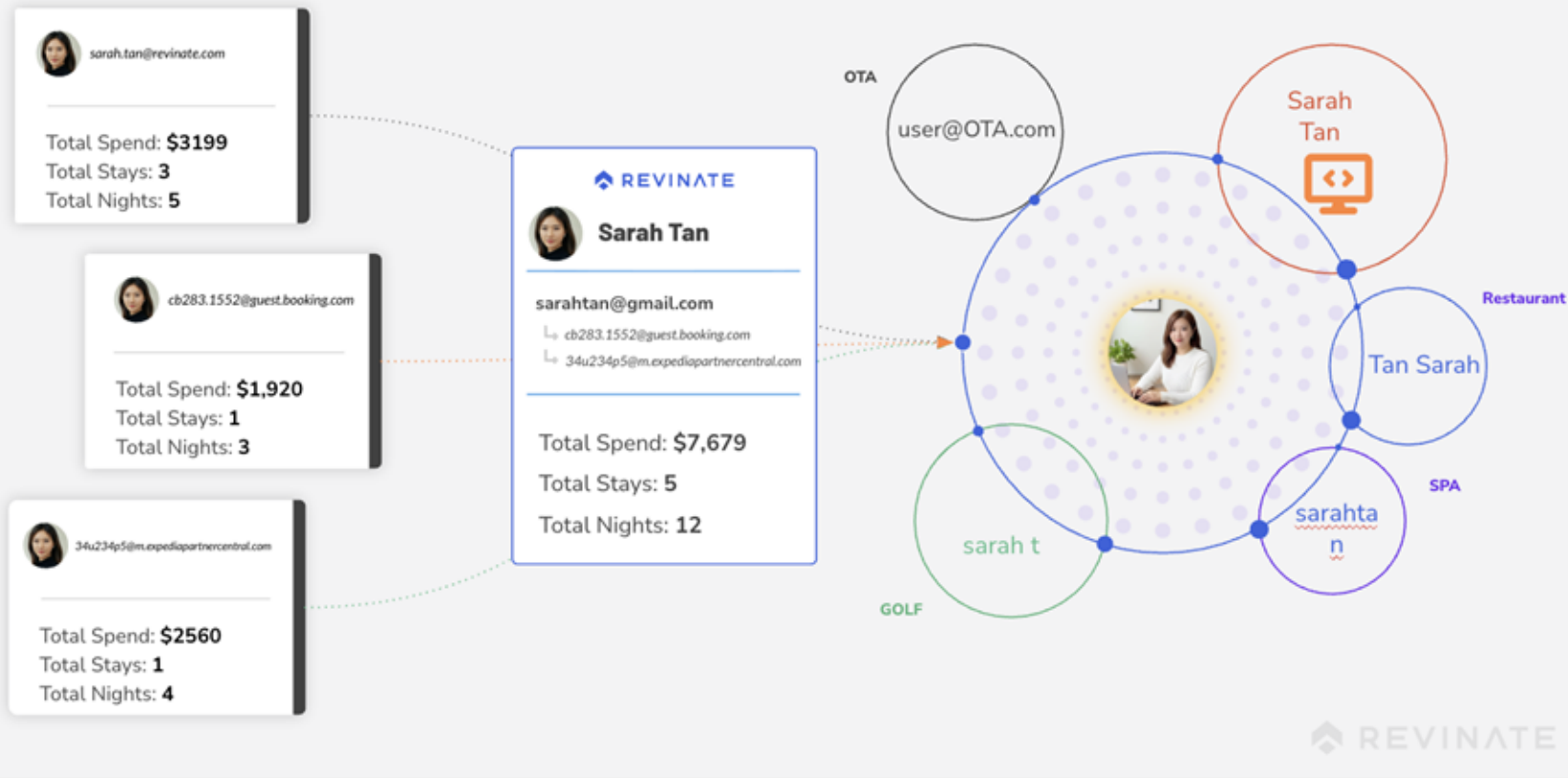
Relevance Score



From foundation to **activation**

Why data quality matters in an AI era



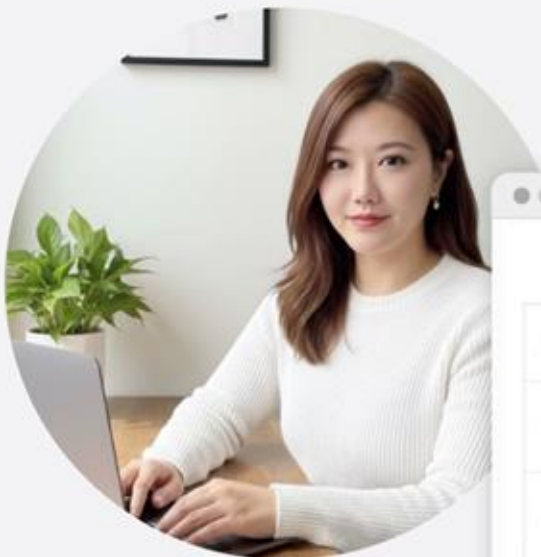


PMS DATA IS RARELY CONSISTENT OR “CLEAN”

FIRST NAME	LAST NAME	EMAIL
	Caroline Brettell	SF, CA amazon 1(415).555.1212 cbrett@amazon.com
	Brettell, Caroline	San Francisco 415 555 1212 c_brettell@gmail.com
	C. brettell	San Francisco c_brettell01@gmail.com
	Jane Smith	Little Rock, AR janesmith@aol.com
	Caroline bretell	San Francisco c_brettell@gmail.com



The **Intelligent** Foundation



Sarah Tan

BIRTHDAY

June 11

PREFERENCES

Family-friendly

LOYALTY

5 stays, 15 nights

SURVEY RESPONSE

Promoter

PREFERRED
BOOKING CHANNEL

OTA

CAMPAIGNS

AUTOMATED 



'Happy Birthday!'



'Pack up the kids and visit'



'Exclusive VIP offer'



'Glad you enjoyed your stay'



'Book direct and save'

Lead form

NEXT

• RICH GUEST PROFILE: JONATHAN ARCHER

STAYS
12

LIFETIME SPEND
\$7,298

AVERAGE DAY RATE
\$247

AVERAGE # NIGHTS
3.1

LOYALTY LEVEL
Diamond

SURVEY SENTIMENT
PROMOTER

Last stay

-  9 months ago at Avertine Chicago
-  Booked via Expedia
-  King room

Lifetime details

-  10 years with Avertine Chicago
-  • Early Check-in
- Champagne
- Airport Limo

Other reservations

-  4 (\$21,750)
-  2 (\$800)
-  14 (\$3,472)

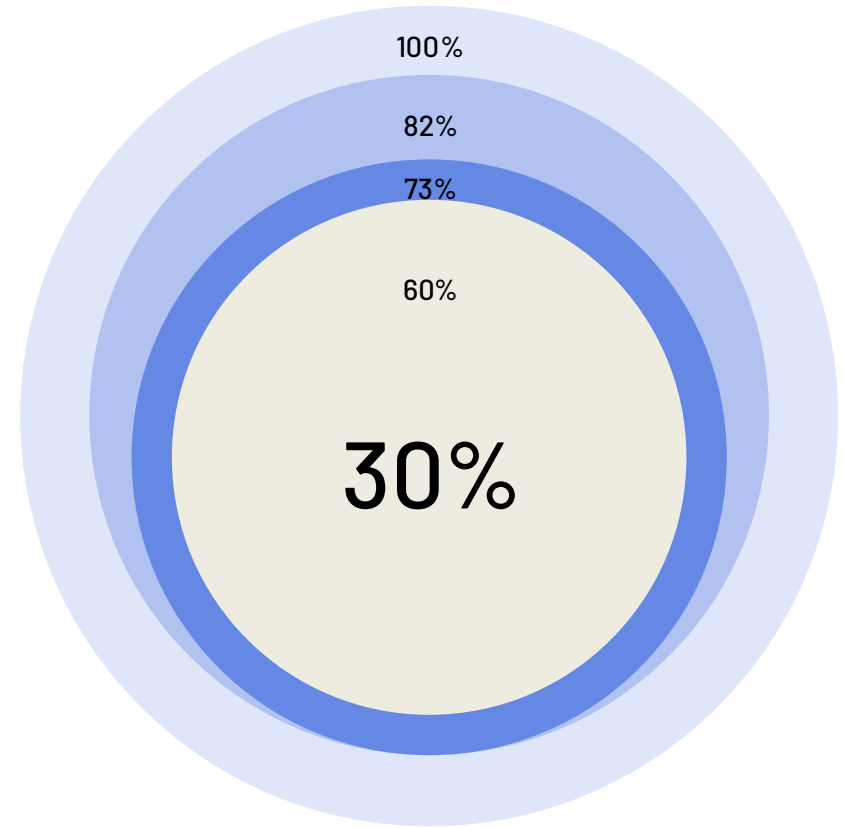
Profile notes

- 5/12/2025 AVERTINE SAN CHICAGO
Prefers softer pillows, extra blankets and towels.
- 9/24/2022 AVERTINE MIAMI 
Preference - higher floors and away from elevators.

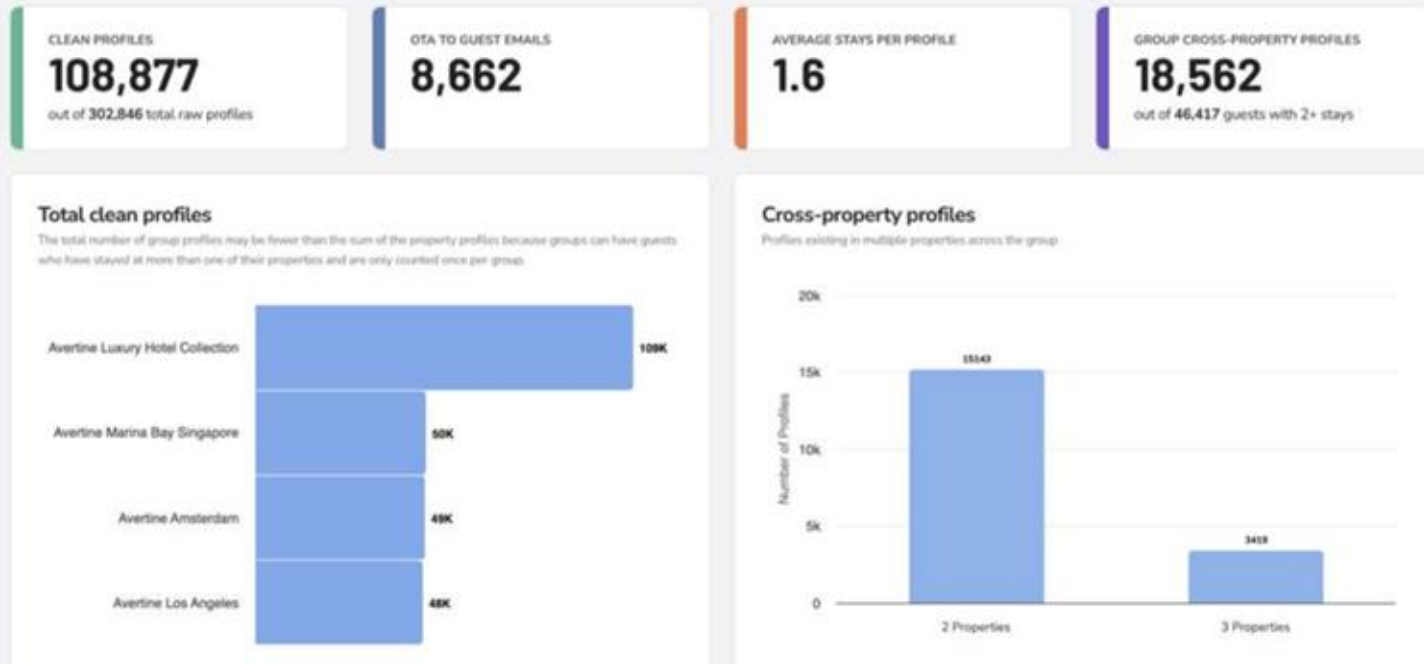
What is the value of customer insights? Unlocking this value

73% of customers are willing to pay 30% more for a post booking upgrade.

**Personalisation drives revenue:
Guests are ready to pay 40% more for preferred rooms and 20% more on F&B.**



8% of past guests booked using OTA-masked emails you couldn't identify and 38% actually stayed across your portfolio as a repeat guest



Turn sensitive guest information into **actionable, anonymized insights**

The screenshot displays the Revinate Data Anonymization dashboard. At the top, the navigation bar includes 'REVINATE', 'GUESTS', 'DASHBOARD', 'GUESTS' (highlighted), 'SEGMENTS', and 'LOYALTY TIERS'. The user is logged in as 'Avertine Enterprise'. The main heading is 'Data Anonymization', with a 'NEW ANONYMIZATION RULE' button in the top right. Below the heading is a dropdown menu set to 'Avertine Luxury Group' and a search bar labeled 'Search by segment name'. A warning message states: 'You are defining anonymization rules to identify profiles for deletion or reduction. This critical action is processed daily and is irreversible.' Two rule cards are shown:

- Global Data Privacy: 10-Year Mandatory Purge**
Last modified by Ella Walker on 10/10/2021
Anonymized Profiles: 1,245,892
Profiles to Anonymize: 2,410
From all properties:
 - Check-out Date (Room) is before January 01, 2016AND
 - Total Outstanding Balance (Transactions) is 0Do not include guests with future Room Reservations.
- Luxury Tier: Non-Converter Purge**
Last modified by Ella Walker on 11/10/2025
Anonymized Profiles: 890,122
Profiles to Anonymize: 12,150
From Avertine Los Angeles:
 - Profile Source (Profile) is External Marketing LeadAND
 - Engagement Date (Engagement) is before Jan 01, 2024AND
 - Total Lifetime Spend (Transactions) is 0EXCLUDE:
 - Do not include guests with future Room Reservations

2026 Hospitality Benchmark Report

The 2026 Hospitality Benchmark Report features data from January 2025 through December 2025 consisting of over 2.4 billion emails, 23 million text messages, 24 million guest reviews, and 5.9 million calls from hotels worldwide.



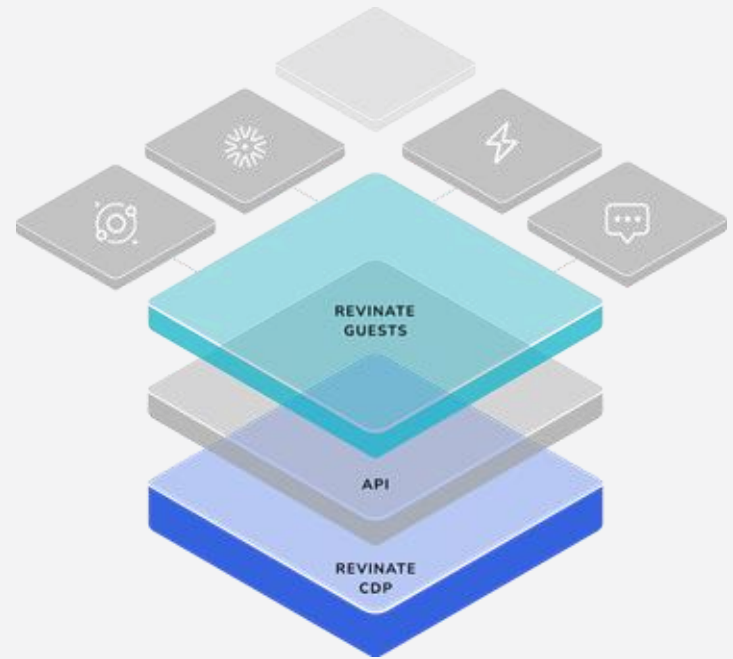
[Access the report now](#)

You don't need a
billion-dollar budget
to compete with
big travel brands.

Your guest data is your superpower

AI is only as effective as
its source data.

With the Revinate CDP,
you're already ahead.



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