



FROM DATA TO DELIGHT:

## How AI Is Powering Experiential Travel Across APAC



# Executive Summary

Traveller expectations across APAC are evolving rapidly. Guests no longer evaluate a stay purely on comfort or price—they expect experiences that feel intuitive, relevant, and deeply personalised. With Gen Z and Millennials making up to 83% of hotel guests by 2030, hospitality is shifting from transactional service to experiential travel.<sup>1</sup>

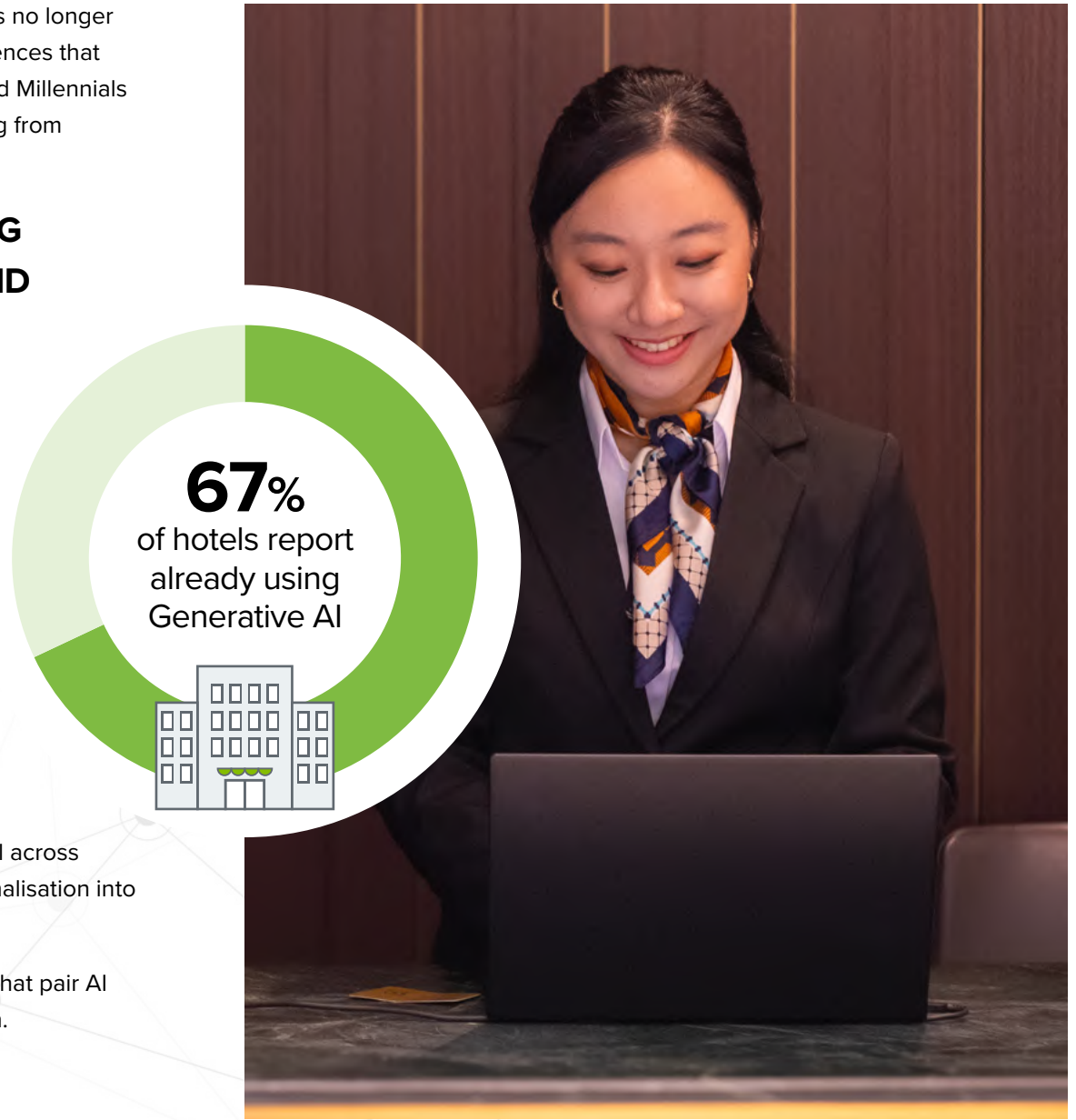
## THIS GENERATIONAL SHIFT IS REDEFINING HOW TRAVELLERS DISCOVER, BOOK, AND EXPERIENCE HOSPITALITY ACROSS THE REGION.

Artificial intelligence is emerging as the mechanism to deliver this relevance at scale. By analysing booking behaviour, past stays, and on-property interactions, AI enables hotels to anticipate needs rather than react to them—powering personalised offers, seamless mobile journeys, and meaningful engagement before, during, and after the stay.

With that in mind, AI adoption is accelerating across the hospitality industry, with 67% of hotels reporting already using Generative AI.<sup>2</sup>

This whitepaper explores how AI is powering experiential travel across APAC and how revenue leaders can translate intelligent personalisation into measurable growth beyond the room.

Competitive advantage in this era will belong to organisations that pair AI ambition with strong data foundations and deliberate execution.



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# From Digital Divide to Intelligent Experience



## THE NEW TRAVEL STANDARD: SEAMLESS, PERSONALISED, EXPERIENCE-LED STAYS

Experiential travel reflects a growing shift in how travellers evaluate hospitality. Rather than focusing solely on accommodation, guests increasingly seek memorable experiences that connect them to the destination, the property, and the people around them. These experiences often extend beyond the room itself—spanning dining, wellness, activities and local exploration—making total guest engagement a critical driver of value. Guests no longer evaluate hotel stays purely through the lens of comfort or price. Increasingly, experience is defined by how well a property understands and responds to individual needs.

Ease, recognition and relevance have become defining measures of hospitality quality. Travellers expect hotels to remember their preferences, anticipate their needs, and remove friction from every interaction.

THESE EXPECTATIONS ARE PARTICULARLY PRONOUNCED AMONG MILLENNIALS AND GEN Z TRAVELLERS, WHOSE DIGITAL-FIRST LIFESTYLES SHAPE HOW THEY PLAN, BOOK, AND EXPERIENCE TRAVEL. **FOR THESE GUESTS, PERSONALISATION IS NO LONGER A NOVELTY BUT AN EXPECTATION.**



Personalisation has therefore moved from “nice-to-have” to commercial imperative.

## THE COMMERCIAL TENSION

Despite strong satisfaction levels across hospitality, loyalty remains inconsistent. Only 37% of guests currently rebook the same hotel, yet 73% say they would return if their experience felt tailored to their preferences.<sup>1</sup>

This disconnect reflects a broader operational challenge. While guest expectations have evolved rapidly, many hotel systems have not.

Data availability is not the problem. Hotel organisations now generate vast volumes of operational and guest data across reservation platforms, point-of-sale systems, loyalty programmes and mobile applications. Yet turning that information into actionable insight remains difficult.

Only 15% of hoteliers report strong confidence in the accuracy and timeliness of their property data.<sup>3</sup> Without trusted data, organisations struggle to use

insights to drive meaningful guest engagement. Meanwhile, 61% describe their data as useful but fragmented, meaning information exists but is distributed across disconnected systems.<sup>3</sup> Fragmented data environments prevent hotels from activating real-time personalisation at scale.

At the same time, operators increasingly recognise the importance of AI-driven capabilities. 80% rank real-time personalisation as the most important AI capability, while 80% also prioritise predictive demand forecasting.<sup>2</sup> This alignment suggests that hospitality leaders increasingly view personalisation and revenue optimisation as complementary objectives.

## WHY AI IS THE MISSING LINK BETWEEN GUEST DATA AND COMMERCIAL OUTCOMES

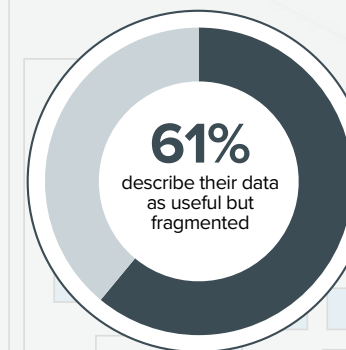
Artificial intelligence represents the bridge between data collection and actionable intelligence.

Where traditional analytics required manual segmentation and retrospective reporting, AI enables hotels to analyse behavioural patterns in real time.

For revenue teams, the key advantage lies in scalability. Personalisation at scale cannot be achieved through manual processes alone. AI allows organisations to transform data signals—browsing behaviour, booking patterns and on-property activity—into timely, relevant guest interactions.

In doing so, AI helps hotels close the gap between potential revenue and realised revenue.

### THE HOTEL DATA CONFIDENCE



# The AI-Powered Guest Journey

Part One of this whitepaper series explored why guest expectations are changing, then the next step is understanding how hotels can operationalise those expectations across the entire guest journey.

## PRE-ARRIVAL: CONVERTING INTENT INTO ANTICIPATION

### Guest Expectations

For modern travellers, the guest journey begins long before arrival. Guests expect the booking process to feel intuitive, personalised, and seamless. Younger travellers increasingly expect hotels to recognise their preferences and recommend experiences aligned with their interests.



### Hotelier Actions


AI-driven preference learning during booking allows hotels to analyse historical guest behaviour and tailor offers accordingly. For example, a guest who previously booked spa treatments during past stays may automatically receive curated wellness packages when reserving their next visit. Similarly, a traveller who frequently dines on property may receive pre-arrival restaurant recommendations or priority reservations.

Personalised packaging further enhances this process. Instead of presenting generic add-ons, AI can combine relevant experiences—such as spa access, breakfast packages and late checkout—into curated bundles that reflect guest preferences and travel purpose.

Anticipatory communication builds momentum ahead of arrival. Guests may receive personalised messages suggesting activity bookings, spa availability or dining reservations based on their previous behaviour or similar traveller profiles.

60% of hotels already use generative AI for marketing, while 53% use AI for customer service chatbots.<sup>2</sup> These early use cases show how AI is beginning to support personalised communication at scale.

This adoption reflects growing recognition that the booking window represents a powerful opportunity to shape the guest experience before arrival.



### Revenue Focus

Effective pre-arrival engagement increases conversion rates, encourages advance bookings for on-property experiences and strengthens ancillary revenue before the guest arrives.

## IN-STAY: REAL-TIME RELEVANCE

### Guest Expectations

Once on property, guests expect seamless service and context-aware recommendations. Context-aware recommendations use real-time signals—such as time of day, guest preferences, location on property or previous purchases—to suggest relevant experiences at the right moment. For example, a guest returning to their room after an afternoon by the pool might receive a prompt for a refreshing beverage or light snack, while a couple booking a spa appointment may receive suggestions for nearby dining options before or after their treatment. These timely suggestions help hotels recognise guests across multiple touchpoints while making the experience feel intuitive rather than transactional.



### Hotelier Actions


Context-aware recommendations allow hotels to respond dynamically to guest behaviour during their stay. For example, a guest attending a conference may receive personalised dining recommendations once meetings conclude, when relaxation and social interaction become a natural priority. Timely suggestions for a signature restaurant, wine pairing experience, or late-evening lounge menu can encourage guests to extend their time on property while enhancing both the dining experience and overall guest satisfaction.

Mobile ordering and messaging platforms enable guests to request services, order food or book activities without needing to visit the front desk. These digital touchpoints mirror the convenience guests experience in everyday consumer apps.

Behaviour-based upselling builds on these insights. Families travelling with children might receive recommendations for recreational activities or poolside services, while leisure travellers could receive curated suggestions for local experiences aligned with their interests.

47% of hotels exploring agentic AI are using it for predictive maintenance, and another 47% for real-time operational decision-making.<sup>2</sup> These applications demonstrate how AI is extending beyond analytics into operational execution.

However, 50% cite integration with legacy systems as the top challenge in implementing AI, highlighting the importance of unified infrastructure.<sup>2</sup>



### Revenue Focus

When executed effectively, real-time personalisation increases per-guest spend while improving satisfaction. Timely recommendations feel helpful rather than promotional, strengthening the relationship between experience and revenue.

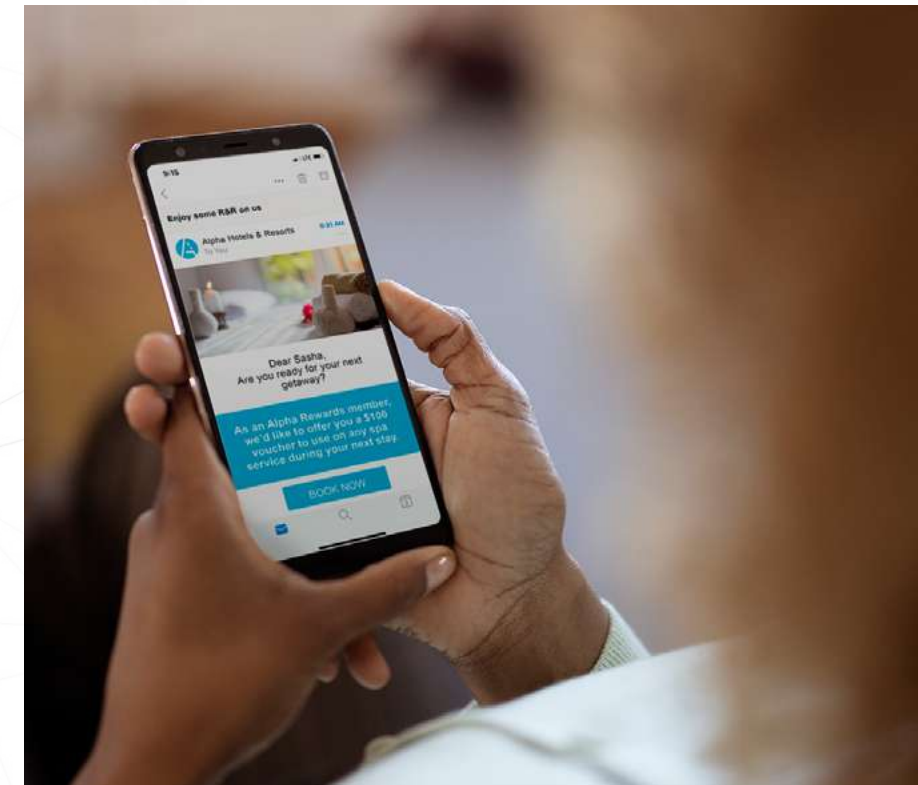
# The Foundation: Unified Data and Intelligent Guest Profiles

## POST-STAY: TURNING MEMORY INTO RETURN

### Guest Expectations

The guest journey doesn't just end at checkout. Travellers increasingly expect brands to remain relevant after their stay.

Generic marketing messages rarely inspire loyalty, but personalised follow-up communications can reinforce emotional connection.



### Hotelier Actions

AI-driven engagement allows hotels to analyse guest behaviour and trigger targeted communications after departure. A business traveller who frequently visits the same city may receive rebooking prompts aligned with their travel schedule.

Guests who previously participated in spa or culinary experiences might receive early invitations for similar offerings during future stays.

Predictive rebooking nudges take this further by identifying guests most likely to return and presenting tailored incentives such as upgrades or exclusive promotions.

67% of hotels already use generative AI in some capacity.<sup>2</sup> This widespread adoption suggests that many organisations already have the foundational tools required to extend personalisation into post-stay engagement.



### Revenue Focus

With only 37% of guests rebooking the same hotel, predictive re-engagement represents a powerful opportunity to increase lifetime guest value.<sup>1</sup>

Delivering this level of personalised engagement, however, depends on one critical capability: unified guest data.

## FROM FRAGMENTED SYSTEMS TO A SINGLE GUEST VIEW



**AI amplifies what is connected and exposes what is siloed.**

56% of hospitality executives report that their organisations lack the integrated infrastructure needed to fully leverage guest data.<sup>1</sup> Without unified infrastructure, even the most advanced AI tools cannot access the information required to generate meaningful insights.

Industry integration progress therefore remains uneven. While some organisations are building unified data environments, many properties still operate with disconnected systems that limit their ability to deliver consistent personalisation.

Only 11% of hoteliers report their technology stack is fully integrated.<sup>3</sup> This limited integration means many organisations must still reconcile information manually before acting on insights.

Operational complexity reinforces the problem. 27% of hotel organisations rely on more than seven platforms to manage operations, while 91% report some level of manual reporting even within automated processes.<sup>3</sup> These fragmented environments slow decision-making and reduce operational efficiency.

## THE INTELLIGENT GUEST PROFILE AS A REVENUE ASSET

A unified guest profile brings together data from reservations, dining, spa usage and loyalty programmes into a single view.

By consolidating these signals, hotels can identify behavioural patterns that inform both service delivery and revenue strategy. Over time, the guest profile evolves from a simple CRM record into a predictive intelligence platform capable of shaping the entire guest journey.

Once guest data becomes unified and actionable, hotels can begin translating insight into measurable revenue outcomes.



# AI and the RevPAG Advantage

## BEYOND REVPAR

Traditional hospitality metrics focus on room revenue. Yet modern travellers increasingly spend across a broader ecosystem of experiences.

Dining, wellness, entertainment and local activities now represent significant revenue opportunities, particularly among younger travellers who prioritise experiential spending.

In this environment, total guest spend becomes the true growth lever. Hotels that understand guest behaviour across multiple touchpoints can activate revenue opportunities throughout the stay.

AI enables this shift by identifying the moments when guests are most likely to engage with additional experiences.



## WHERE AI DRIVES MEASURABLE RETURNS

### Personalised upsell timing

AI identifies moments of high purchase intent throughout the guest journey. For instance, a guest arriving after a long international flight may receive a targeted spa promotion designed to encourage relaxation after travel.

Similarly, a guest dining on property might receive wine pairings or dessert recommendations based on previous orders. Aligning upsell opportunities with the guest's immediate context increases the likelihood of conversion.

### Dynamic ancillary bundling

AI can combine dining, spa, activity, and accommodation offerings into tailored experience bundles.

For example, a leisure traveller booking a weekend stay may receive a curated wellness package including spa access and breakfast. Families travelling during school holidays may receive bundled activity packages designed to simplify planning while increasing revenue.

### Event-driven demand monetisation

AI also enables hotels to respond dynamically to external demand signals.

When major concerts, sporting events or festivals occur nearby, AI systems can tailor packages for guests attending those events. Offers might include transportation, pre-event dining reservations or post-event late-night service options.

### Loyalty lift via behavioural insight

Behavioural analytics can identify guests most likely to return based on previous travel patterns. AI systems can then trigger targeted incentives such as personalised upgrades, early access to promotions or exclusive loyalty benefits.

These predictive engagement strategies strengthen brand relationships while increasing repeat bookings.



**YET EVEN THE MOST ADVANCED TECHNOLOGY SUCCEEDS ONLY WHEN IT SUPPORTS—RATHER THAN REPLACES—THE HUMAN ESSENCE OF HOSPITALITY.**

# Human-Centred AI: Enhancing, Not Replacing



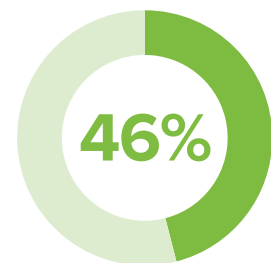
## AMPLIFYING SERVICE THROUGH INTELLIGENCE

Hospitality remains fundamentally human. 46% of guests say they value staff going the extra mile to improve their experience.<sup>1</sup> This finding reinforces the enduring importance of personalised human service within the industry.

AI supports these interactions by reducing operational friction. Automated workflows and predictive insights allow staff to focus less on administrative processes and more on meaningful guest engagement.

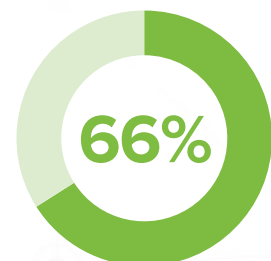
66% of hoteliers expect AI adoption to shift staff toward higher-value work rather than eliminate roles.<sup>3</sup> This perspective highlights how technology can empower employees rather than replace them.

### GOING ABOVE & BEYOND



**of guests value the exceptional service that staff provide to enhance their stay**

### AI EMPOWERMENT



**of hoteliers anticipate AI shifting roles to more meaningful tasks rather than reducing headcount**

## OPERATIONAL REALITY

Labour remains one of the most significant operational challenges facing hospitality organisations.

Intelligent automation helps address these pressures by handling repetitive administrative tasks such as reporting, scheduling and service coordination.

By reducing operational friction behind the scenes, hotels enable staff to focus more time on personalised guest interactions—the moments that ultimately define memorable hospitality experiences.

# A Practical Roadmap for Revenue Leaders

## CONCLUSION: EXPERIENTIAL TRAVEL AT SCALE

Part One of this whitepaper series defined the generational shift reshaping guest expectations. Part Two focuses on the operational mechanisms that allow hotels to respond.

AI enables hotels to anticipate guest needs, personalise interactions and unlock revenue opportunities across the entire guest journey.

Yet competitive advantage will not be determined by technology alone. Integration, data confidence and thoughtful implementation will determine which organisations succeed.

The future of APAC hospitality lies not in choosing between high-tech and high-touch, but in using intelligence to deliver higher-touch experiences at scale—consistently, profitably and memorably.



# Methodology and Sources

## METHODOLOGY

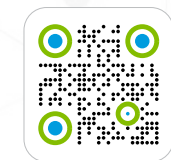
This report is based on a survey of 1,014 travellers from Australia, Hong Kong, New Zealand, and Singapore who have frequently stayed in luxury and boutique hotels over the last 12 months (April 2023 – April 2024) and was conducted in April 2024. Respondents were asked about their travel preferences, spending habits, and factors influencing their hotel experiences.

## SOURCES

<sup>1</sup>The Digital Divide: How Generational Tech Adoption is Reshaping APAC Hospitality

<sup>2</sup>2026 AI Impact Study: Turning AI Insights into Operational Advantage

<sup>3</sup>The 2026 Hotel Operations Index



**The Digital Divide: How Generational Tech Adoption is Reshaping APAC Hospitality**

[info.agilysys.com/TheDigitalDivide2025](https://info.agilysys.com/TheDigitalDivide2025)



**2026 AI Impact Study: Turning AI Insights into Operational Advantage**

[info.agilysys.com/AllImpactStudy2026](https://info.agilysys.com/AllImpactStudy2026)



**The 2026 Hotel Operations Index**

[info.agilysys.com/HotelOperationsIndex2026](https://info.agilysys.com/HotelOperationsIndex2026)

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