

WHITEPAPER · 2026 EDITION

Is your OPERA Cloud hotel ready for **AI**?

A practical readiness guide for hotel operators running Oracle's OPERA Cloud PMS: how to turn reservation data into faster service, higher ancillary revenue and AI-ready operations.

US\$9M

in AI upsell revenue across one hotel group's 5,000+ properties

US\$0

what the AI assistant now embedded in OPERA Cloud costs

15×

more guest questions answered by AI once it knows your hotel

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Who this guide is for

General managers, owners, rooms division directors, revenue leaders, IT directors and guest-experience leaders who manage hotels running on Oracle's OPERA Cloud property-management system (PMS).

Purpose

This whitepaper goes beyond high-level AI trends. It shows how OPERA Cloud hotels can turn PMS data into faster service, higher ancillary revenue and AI-ready operations. It offers a diagnostic scorecard, a concrete use-case library, implementation roadmaps and case studies from leading hotel groups.

How to read it

Skim Part 1 for the strategic picture, work through Part 2 domain by domain, mine Part 3 for proof points, then use Part 4 to score your property and plan the first 90 days. Key external claims are supported in the Sources section, referenced as ^{S1}, ^{S2} and so on.

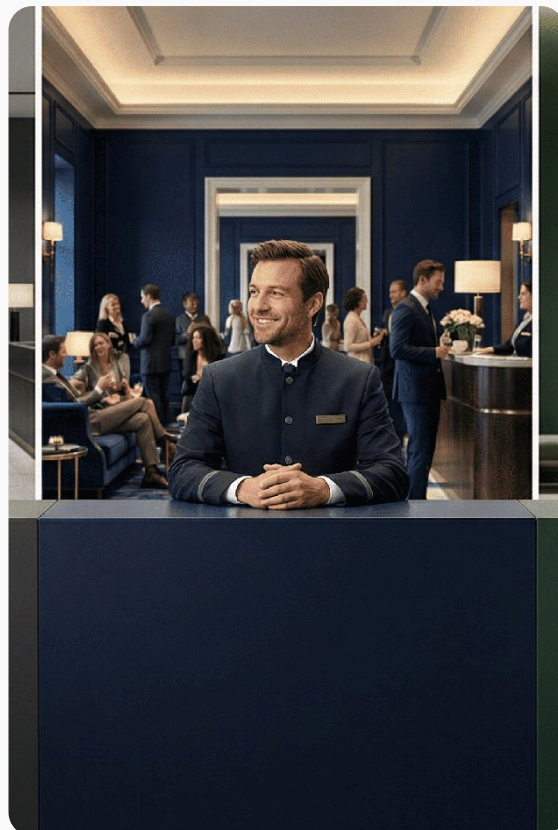
The third wave of hotel AI is operational

The hospitality sector is moving into its third wave of artificial intelligence. The first wave introduced simple FAQs and chatbots on hotel websites. The second added upselling algorithms that used historical booking data. The third, now beginning, brings AI into the heart of hotel operations.

In June 2026 Oracle announced OPERA Cloud Assistant, an embedded AI that helps front-desk agents assign rooms, draft rate descriptions and answer complex operational questions ^{S1}. This signals a shift from AI as a bolt-on feature to AI as an operational co-pilot.

Hotels using OPERA Cloud have an advantage because their PMS already contains the core context AI needs: reservation status, guest profile, stay dates, room type, rate plan, preferences, packages and historical notes. However, most hotels still lack readiness across data quality, integration, guest communication channels, service workflows, staff adoption and governance. Without addressing these foundations, deploying AI may simply automate bad processes.

This whitepaper argues that AI readiness is not about purchasing more technology. It is about making data, workflows and communication channels AI-usable. OPERA Cloud hotels create value by connecting the PMS context to guest-facing channels and internal workflows through open APIs such as the Oracle Hospitality Integration Platform (OHIP), cleaning and structuring data, and defining clear escalation rules and revenue logic.



Real-world examples, from Wyndham's adoption of AI messaging to Rotana's standardisation on OPERA Cloud, illustrate both the opportunities and the work required.

What the leaders are already measuring

12M

AI messaging engagements handled by the guest-engagement layer at Wyndham hotels ^{S5}

US\$9M

in AI-driven upsell revenue across more than 5,000 Wyndham hotels ^{S5}

79

Rotana hotels standardising on OPERA Cloud to personalise service for six million annual visitors ^{S6}

100+

Motel One properties migrated to OPERA Cloud in four months, 14 go-lives per week ^{S4}

By the end of this guide, you will be able to evaluate your own readiness, understand what OPERA Cloud already provides, identify gaps that require additional tools, and plan a roadmap toward AI-enabled operations.

Five key takeaways

1 • Act now, because AI is moving into the PMS

OPERA Cloud Assistant is built into front-desk, revenue and configuration screens and can assign rooms, write standardised rate descriptions and provide multilingual guidance across 230 countries, all at no additional cost ^{S2}. Major hotel groups, including Accor, Hyatt, Omni, Rotana and Motel One, are migrating to OPERA Cloud to centralise data and prepare for AI-driven operations ^{S3, S4}.

2 • The PMS is the context engine, not the guest-experience layer

While OPERA Cloud centralises data and offers open APIs, it does not deliver unified guest messaging, proactive upselling, omnichannel service recovery or revenue orchestration. Hotels will need a guest-facing AI layer that connects PMS data to WhatsApp, webchat, email, OTAs and social channels.

3 • AI readiness depends on operational maturity

This whitepaper introduces a six-level maturity model (from manual hotels to agentic hotels) and a readiness scorecard covering data quality, integration, channels, workflows, revenue, staff and governance. Most hotels are still at levels 1–3 and must invest in cleaning PMS data, integrating systems via OHIP and standardising workflows before expecting AI to perform.

4 • Real examples show the path forward

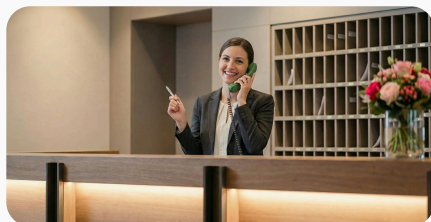
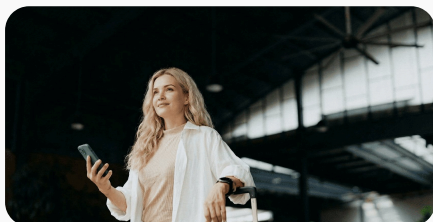
At Wyndham, an AI guest-engagement layer connected to centralised hotel data handled 12 million AI messaging engagements and generated US\$9 million in upsell revenue across more than 5,000 hotels ^{S5}. Rotana standardised 79 hotels on OPERA Cloud, gaining a comprehensive view of guest preferences ^{S6}. Motel One migrated over 100 properties in 13 countries within four months ^{S4}.

5 • The 90-day and 12-month roadmaps show how to start

In the first 30 days hotels should audit data quality, map guest channels and define escalation rules. The next two months focus on launching basic AI automation, connecting channels and adding revenue logic. The final month emphasises optimisation and expansion. A 12-month roadmap guides scaling to full AI orchestration.

The core argument in one sentence

Your PMS already holds the context AI needs. Readiness means connecting that context to the channels your guests actually use, and to the workflows your teams actually run.



AI is moving into hotel operations

2.1 From FAQs to operational co-pilots

WAVE 1

Website chatbots

Simple bots answered frequently asked questions like “What time is check-in?” or “Is breakfast included?” They saved staff time but rarely connected to booking data or service workflows.

WAVE 2

Upselling algorithms

Engines analysed historical booking patterns to recommend upgrades and add-ons. Nor1, Oracle’s automated upsell engine, delivered 133% higher incremental revenue year over year ^{S8}.

WAVE 3 · NOW

Operational co-pilots

AI embedded in the PMS itself, helping staff assign rooms, write rate text and answer procedural questions, and reaching guests on their own channels.

We are now entering a third wave where AI becomes an operational co-pilot. OPERA Cloud Assistant, unveiled in June 2026, is embedded directly into front-desk, revenue and configuration screens and uses natural-language AI to help hotel associates perform tasks. According to Oracle, the assistant can assign rooms, generate rate descriptions, answer operational questions, translate across 230 countries and territories, and help staff work more efficiently ^{S1}. The assistant is delivered at no extra cost and is designed to accelerate staff onboarding and standardise processes ^{S2}.

Industry coverage reported that the AI assistant is integrated into front-desk and revenue screens and can answer plain-language questions like “how do I check in a guest?” or “how do I run the night audit?”, assign rooms and recommend room upgrades while generating standardised rate text ^{S1}. This indicates that AI is moving beyond simple chat to become an operational support tool inside the PMS.

2.2 Why OPERA Cloud hotels have an advantage

OPERA Cloud centralises guest and reservation data, integrates with point-of-sale and other systems, and exposes open APIs via the Oracle Hospitality Integration Platform (OHIP). When a guest books a room, OPERA Cloud records their arrival and departure dates, room type, rate code, package details, preferences, loyalty status, notes and stay history. It also captures real-time housekeeping status and folio information. For AI to provide personalised recommendations or answer context-rich questions, it needs this operational context.

Large hotel groups recognise this advantage and are standardising on OPERA Cloud. **Hyatt** selected OPERA Cloud to standardise operations and data management across more than 1,000 hotels and all-inclusive properties; the platform provides a common user interface and processes, centralises data for holistic and property-level insights, and gives colleagues flexibility to help guests anywhere using mobile devices ^{S7}. **Accor** is migrating its global portfolio to OPERA Cloud to unify property management across over 110 countries and use unified data to enhance guest experiences and inform operational decisions ^{S3}.

AI is moving beyond simple chat to become an operational support tool inside the PMS.

Industry coverage of the OPERA Cloud Assistant launch, June 2026 ^{S1}

Rotana, with 79 hotels worldwide, is standardising on OPERA Cloud; 30 properties already benefit from the platform, and the remaining will be live by 2026. Rotana's staff now have a comprehensive view of each guest's preferences, including dining and loyalty information, enabling more personalised service for six million annual visitors ^{S6}.

Smaller brands are also adopting OPERA Cloud to prepare for AI. **Motel One**, a European upscale design chain, migrated more than 100 properties in 13 countries to OPERA Cloud within four months, averaging 14 active go-lives per week. This migration included all operational and financial records, from guest and ledger balances to room and housekeeping status ^{S4}. **Omni Hotels & Resorts**, already using OPERA Cloud Central and Symphony Cloud POS, plans to add OPERA Cloud PMS to centralise data across systems, customise products and pricing for diverse markets and enhance guest experiences ^{S12}.

2.3 Why AI readiness matters now

While OPERA Cloud provides the underlying data, AI cannot create value without readiness across five domains:

Data quality

Duplicate guest profiles, inconsistent room descriptions, outdated rate codes and missing preference data lead to inaccurate AI responses. Rotana's comprehensive view of guest preferences, including on-site dining and loyalty data ^{S6}, is only possible because it invested in data centralisation and cleanliness.

Integration

AI must access PMS data through open interfaces. OHIP offers self-service, API-centric integration for OPERA Cloud, enabling vendors to build applications without extensive Oracle oversight ^{S9}. Motel One will use OHIP to access more than 1,000 pre-integrated business and customer services ^{S10}.

Guest communication channels

Guests communicate via WhatsApp, email, webchat, OTA messages, social media and phone. If AI lives only inside the PMS, it cannot reach guests on their preferred channels. At Wyndham hotels, an AI guest-engagement layer handled 12 million guest interactions across multiple channels ^{S5}.

Service workflows

AI must know when to answer automatically, when to route to a department and when to alert a human. Escalation rules and cross-department coordination ensure that AI improves service rather than creating frustration.

Staff and governance

Staff need to understand AI as a co-pilot, not a threat. They require training and clear guidance on when to step in. Governance frameworks covering GDPR, data security and brand voice are essential for safe deployment.



From curiosity to orchestration

Only by addressing these readiness factors can hotels move from AI curiosity to AI orchestration. The remainder of this whitepaper shows how: what the PMS already gives you, where the gaps are, and the concrete order of work to close them.

OPERA Cloud as the AI foundation

3.1 What OPERA Cloud does

OPERA Cloud is Oracle's next-generation property-management system. It unifies key hospitality functions, from reservations, front desk, housekeeping and maintenance to cashiering, billing, reporting and analytics, into a cloud-based platform accessible from any device. Oracle describes OPERA Cloud as a secure, mobile-enabled PMS that centralises data and makes information accessible to everyone, anywhere. The platform integrates with Symphony POS and other Oracle applications and supports open architecture to accelerate innovation.

In each reservation record, OPERA Cloud stores:

Stay context

Arrival and departure dates, length of stay, room type, rate code, package, booking source and segment.

Guest profile

Name, contact information, loyalty number, preferences (e.g. bed type, amenities), VIP status, notes and special requests.

Financial and housekeeping data

Folio transactions, payment method, credit limits, housekeeping status and engineering requests.

Group and block information

Associations with corporate accounts, tour groups or event blocks.

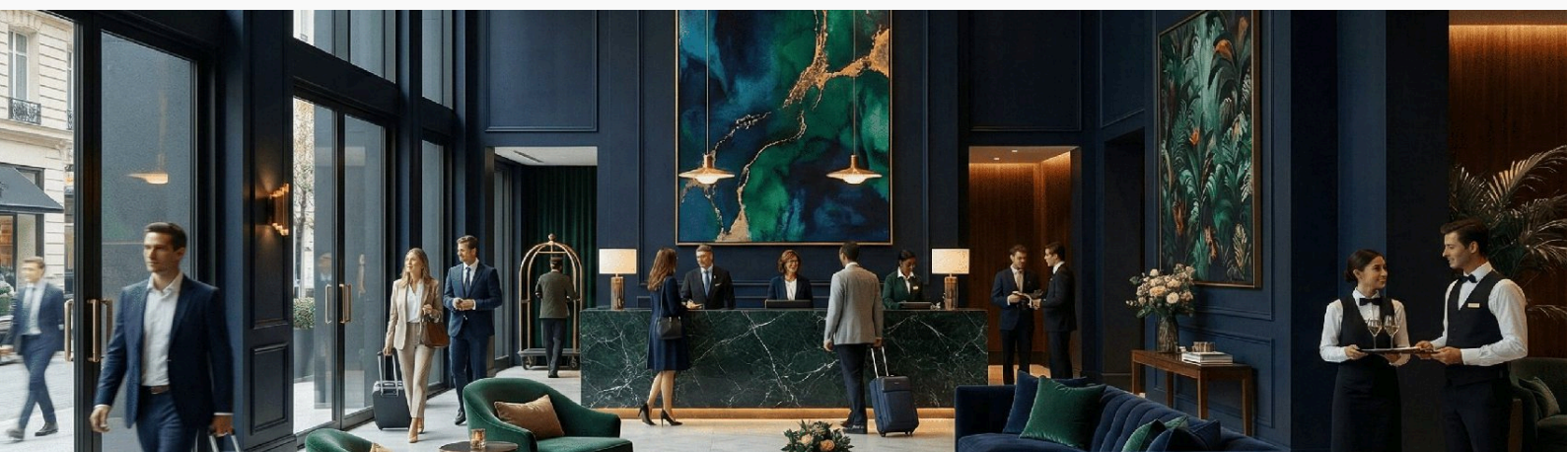
Because OPERA Cloud centralises this data, AI systems can access the full context of each guest or reservation. For example, when a guest messages "Is breakfast included?", an AI connected to OPERA Cloud can check the rate plan and package details; if breakfast is not included, it can offer an upsell. When a guest arrives early, AI can check real-time housekeeping status to see if a clean room is available and propose an early check-in fee.

The context test

Ask of any AI initiative: does it know who the guest is, when they arrive, what they booked and what they paid? If the answer is no, it is a wave-one chatbot, whatever the label says.

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Several thousand API operations via
OHIP **\$9**



3.2 Oracle Hospitality Integration Platform (OHIP)

OHIP is an API-centric, self-service integration layer designed for OPERA Cloud. Oracle describes it as a platform that centralises and streamlines interface capabilities into one solution, making it simpler, quicker and less expensive to integrate with Oracle Hospitality Cloud. Vendors can discover REST APIs, generate tokens and monitor usage without extensive Oracle oversight ^{S9}. OHIP exposes several thousand API operations covering reservations, profiles, housekeeping, rates and events, and a broad ecosystem of partner solutions is listed on the Oracle Hospitality Marketplace ^{S9}.

From an operator's perspective, OHIP matters because it turns the PMS from a closed system into a data platform. It enables:

- ✓ **Access to reservation and profile data** for guest messaging and service applications.
- ✓ **Triggers based on PMS events** (reservation creation, check-in, check-out) to launch automated workflows.
- ✓ **Write-back capabilities** to update guest profiles, notes or housekeeping status from external applications.
- ✓ **Integration with revenue and CRM tools** to share availability and rate information.

Hotels should view OHIP not as an IT expense but as a **commercial enabler**. It allows guest-facing AI to deliver context-aware messages and upsells; revenue-management systems to update rates in real time; and service applications to assign tasks based on PMS events.

3.3 What OPERA Cloud does not do

Despite its strengths, OPERA Cloud is not a complete guest-engagement platform. It does not natively consolidate guest communication channels or provide AI-driven concierge services. Hotel groups relying solely on OPERA Cloud may find that guests still call, email or message via OTAs, and staff must manually copy information into the PMS. The platform also does not orchestrate multi-channel upsells or handle complaint escalation across departments.

In practice, four gaps matter most for the guest experience:

No guest-facing AI concierge

No native AI that answers guests directly on their channels.

No proactive messaging

No outbound journeys across channels triggered by the stay.

No service-request routing

No routing of guest requests to the right department.

No omni-channel inbox

No single view of WhatsApp, email, webchat, OTA and social messages.

Hotels that want these capabilities connect a guest-engagement platform to OPERA Cloud via OHIP.

3.4 Why this foundation matters for AI

AI applications require context to provide relevant answers. Without knowledge of the guest's stay dates, room type and loyalty status, AI cannot personalise responses. OPERA Cloud's centralised data and OHIP's open APIs provide this context. However, if hotels have poor data quality or incomplete integrations, even the best AI will deliver generic information. The following sections explore how to prepare each operational area.

OHIP turns the PMS from a closed system into a data platform.

Integration readiness, section 8

OPERA Cloud Assistant and Nor1

4.1 OPERA Cloud Assistant

In June 2026, Oracle announced OPERA Cloud Assistant, a native AI embedded within the PMS. According to Oracle's announcement and industry coverage, the assistant can:

- ✓ **Provide natural-language operational guidance:** associates can ask questions like "how do I check in a guest?", "how do I run a night audit?" or "how do I assign a room?" The assistant responds with step-by-step instructions inside the OPERA Cloud interface ^{S1}.
- ✓ **Assign rooms and generate rate descriptions:** the assistant uses AI to recommend room assignments and to write consistent, descriptive rate text for distribution channels ^{S2}.
- ✓ **Support revenue management:** it helps revenue managers by generating price explanations and summarising rate changes.
- ✓ **Translate operational content:** integrated translation supports global operations across 230 countries and territories ^{S1}.
- ✓ **Accelerate staff onboarding:** by answering procedural questions and highlighting relevant documentation, the assistant reduces reliance on more experienced colleagues ^{S1}.

Notably, Oracle offers this assistant **free of charge** to OPERA Cloud customers, reflecting a strategic shift to embed AI into core workflows rather than selling it as an add-on ^{S2}. However, the assistant focuses on staff support rather than guest communication.

4.2 Nor1 and revenue AI

Oracle acquired Nor1 in 2020 and has integrated its machine-learning upsell engine into OPERA Cloud. According to industry analysis, Nor1 uses reservation data, guest profiles and real-time availability to generate targeted upgrade and add-on offers. Oracle reported that properties using Nor1 generated 133% higher incremental revenue year over year, with upgrade offers delivered before and at check-in ^{S8}.

Wyndham Hotels & Resorts, which runs more than 2,100 properties on OPERA Cloud ^{S1}, shows what happens when this native revenue AI is combined with a guest-engagement layer: 12 million guest interactions handled by AI messaging and US\$9 million in upsell revenue such as early check-ins and extended departures ^{S5}.

133%

higher incremental revenue year over year for properties using Nor1 ^{S8}

12M

guest interactions handled by AI messaging at Wyndham hotels ^{S5}

2,000

additional Wyndham hotels rolling out OPERA Cloud ^{S5}

4.3 Limitations of native AI

While OPERA Cloud Assistant and Nor1 demonstrate Oracle's commitment to AI, they primarily address internal operations and revenue merchandising. They do not automatically handle guest enquiries across channels, do not route service requests to departments, and do not perform sentiment analysis or escalation. Hotels seeking a holistic AI experience will need to integrate third-party guest-engagement platforms via OHIP.

The AI readiness gap: what OPERA Cloud does **not** solve

Having OPERA Cloud and its native AI does not guarantee that a hotel is ready to automate guest journeys. The PMS holds the data, but it provides no AI concierge, no proactive messaging, no service-request routing, no omni-channel inbox and no immediate service-recovery mechanism.

In practice, this means:

Guests use multiple channels

Most guests communicate via WhatsApp, email, webchat, OTA messages or social media. OPERA Cloud does not natively unify these channels. IMLAUER Hotels, for example, struggled with fragmented communication across email, webchat, WhatsApp and OTA messages; staff had to switch between platforms and conversations could become invisible between shifts ^{S11}.

AI cannot respond without integration

Without a guest-engagement platform connected via OHIP, AI cannot answer questions based on stay context or upsell relevant services. When IMLAUER Hotels replaced its previous AI chatbot with chatlyn and connected a hospitality-specific knowledge base, AI resolution improved 15-fold, from 6% to 93% of enquiries ^{S11}.

Service workflows are manual

If a guest requests extra towels via WhatsApp, staff often have to re-enter the request into a task management system or call housekeeping. Without routing rules and departmental dashboards, AI cannot close the loop.

Escalation and sentiment analysis are missing

OPERA Cloud does not automatically detect negative sentiment or urgent requests. Hotels need tools that can identify complaints, trigger escalations and provide managers with a summary of guest history.

Upselling is limited to the booking path

Nor1 targets upsells at booking and check-in, but not proactively during the stay or post-booking. Hotels need to design revenue journeys that extend through the guest lifecycle.

The architectural answer

Because of these gaps, hotels often adopt a guest-engagement platform that sits between OPERA Cloud and the guest. The platform unifies channels, applies AI to respond and route requests, and feeds updates back to OPERA Cloud via OHIP. The case studies later in this guide illustrate how this works in practice.

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PMS: the context engine



 **chatlyn**

Guest-engagement layer



The AI readiness **maturity model** for OPERA Cloud hotels

AI deployment is not binary. Hotels progress through distinct stages as they digitise operations and integrate AI. The following six-level maturity model helps operators diagnose where they are and what they need next. Each level builds upon the previous one. Hotels may find themselves spanning multiple levels across different departments.

LEVEL 1

Manual hotel

- **PMS:** OPERA or another PMS is used mainly as a system of record. Guest profiles may be incomplete; room types and rate codes are inconsistent.
- **Communication:** guests interact via phone and email; there is no centralised messaging.
- **Workflows:** service requests and upsell offers are handled manually; there is no automation.

LEVEL 2

Digitally connected hotel

- **PMS:** OPERA Cloud has been implemented; data is centralised but not necessarily clean.
- **Integration:** basic interfaces to POS or channel manager exist. OHIP or other APIs are not yet used.
- **Communication:** digital messaging channels such as webchat or email exist but are siloed.
- **Automation:** some automated emails (confirmation, cancellation) and basic upselling occur.

LEVEL 3

PMS-aware communication

- **Integration:** OHIP or partner integrations allow guest messages to be enriched with stay context.
- **Communication:** a unified inbox consolidates WhatsApp, email, webchat and OTA messages. Agents can see stay details next to each message and respond accordingly.
- **Upselling:** pre-arrival and in-stay messages trigger upsell offers based on room type, stay length and preferences.
- **Reporting:** basic KPIs such as response times and resolution rates are tracked.

Where most hotels are today: most hotels fall between levels 2 and 3. Achieving higher levels requires systematic improvements across data, integration, channels, workflows, staff readiness and governance, as detailed in sections 7 to 13.

LEVEL
4

AI-assisted operation

- **Native AI:** OPERA Cloud Assistant and Nor1 are used daily by front-desk and revenue staff. Staff ask the assistant for help with procedures, room assignments and rate descriptions.
- **Guest-facing AI:** a guest-engagement platform uses AI to answer FAQs, provide PMS-aware information and route requests.
- **Data:** guest profiles and preferences are structured and cleaned.
- **Workflow:** automation handles repetitive requests; staff intervene for complex issues.
- **Measurement:** KPIs expand to include upsell conversion and AI resolution rate.

LEVEL
5

AI-orchestrated guest journey

- **Orchestration:** AI handles significant portions of the guest journey across channels. It can answer, recommend, sell, route, summarise and measure outcomes.
- **Revenue:** dynamic upsell logic offers room upgrades, early check-in, spa and F&B packages at the right time.
- **Service:** AI detects sentiment, escalates complaints and provides managers with guest summaries.
- **Operations:** departments collaborate through a centralised task platform; AI assigns tasks and notifies staff.
- **Governance:** brand voice, escalation rules and data permissions are codified.

LEVEL
6

Agentic hotel operation

- **Autonomous workflows:** AI can execute tasks across systems (book a room, modify a reservation, assign housekeeping tasks) within defined permissions.
- **Predictive:** AI anticipates requests, for example proposing late checkout when flight delays are detected.
- **Cross-property intelligence:** multi-property operators share data to personalise experiences across brands.
- **Continuous learning:** feedback loops improve AI recommendations and the knowledge base.
- **Human oversight:** staff supervise AI decisions, intervene when necessary and refine rules.



Diagnose before you deploy

Use the readiness scorecard in section 19 to place your property on this ladder, then use sections 7 to 13 to plan the climb, one domain at a time.

A hotel that skips levels usually automates its existing chaos. A hotel that climbs deliberately compounds each investment.

Data readiness: a clean and structured foundation

Data is the lifeblood of AI. If reservation and guest information is inaccurate or incomplete, AI cannot deliver personalised service or upsell effectively. Many hotels struggle with duplicate profiles, inconsistent room and rate data, missing preferences, unstructured notes and outdated policies. Rotana emphasised that OPERA Cloud gives staff a comprehensive view of each guest's preferences, including on-site dining and loyalty program data ^{S6}; this is only possible because Rotana has invested in data centralisation and cleanliness.

7.1 Audit guest profiles

- **De-duplicate profiles:** use OPERA Cloud's merge functions or third-party tools to identify duplicates. Duplicates lead to mis-credited loyalty points and inconsistent preferences.
- **Complete contact information:** ensure email, phone and messaging preferences are filled. Without a mobile number or WhatsApp opt-in, AI cannot send messages.
- **Capture preferences:** document bed type, pillow type, allergies, dietary requirements and favourite amenities. Structure these fields rather than storing them in free-text notes.

7.2 Standardise room types and rate codes

Room types and rate codes often vary across properties. Standardised naming conventions and descriptions are essential for AI to recommend upgrades correctly. Include attributes such as view, size, bed configuration, and access to lounges or amenities. Standardise rate codes with clear inclusions (e.g. "B&B" includes breakfast) so AI can determine whether breakfast is part of the stay.

7.3 Clean packages and amenities

List all available packages (romance, wellness, family, business) with price and components. Similarly, standardise amenity names: avoid both "pool cabana" and "cabana rental"; choose one. With structured packages and amenities, AI can propose relevant offers during pre-arrival or in-stay conversations.

7.4 Maintain policies and property information

PMS notes about check-in time, pet policy, parking fees, smoking policy and facility hours should be up-to-date and structured. IMLAUER Hotels improved AI resolution from 6% to 93% after connecting a hospitality-specific knowledge base ^{S11}. Keeping knowledge articles current prevents AI from giving incorrect information.

7.5 Structure housekeeping and maintenance data

Ensure housekeeping status (clean, dirty, in progress) and maintenance requests are updated in real time. AI cannot offer early check-in or late checkout without accurate room status. Integrate housekeeping applications with OPERA Cloud via OHIP to keep data synchronised.

7.6 Integrate folio and transaction data

AI can recommend a spa package or restaurant reservation only if it knows the guest's previous spend patterns. Ensure folio data flows into analytics platforms and AI logic. Use OHIP to retrieve folio summaries for upsell calculations.

By auditing and structuring data **before** deploying AI, hotels avoid "garbage in, garbage out." A comprehensive data-readiness checklist appears in the scorecard in section 19.

Integration readiness: opening the PMS via OHIP

The Oracle Hospitality Integration Platform (OHIP) enables hotels to connect OPERA Cloud data to external applications. As noted earlier, OHIP offers a self-service API portal with several thousand API operations and a broad partner ecosystem^{s9}. For operators, integration readiness involves more than opening APIs: it requires a clear strategy and technical governance.

1

Map integrations

Identify which systems must exchange data with OPERA Cloud: guest messaging platforms, revenue-management systems, CRM, marketing automation, task management, keyless entry, payment gateways and loyalty programs. Prioritise integrations that deliver immediate AI value, such as guest messaging and revenue management.

2

Secure API access

Work with IT teams to create OHIP credentials and manage OAuth authentication. Document which API endpoints are used, who has access and which systems can write back to the PMS. Use environment-specific credentials (test vs. production) to prevent accidental data corruption.

3

Define event triggers

Configure webhooks or polling to detect PMS events (reservation created, modified, cancelled; guest checked in or out; room status changed). These triggers allow AI or automation platforms to send appropriate messages or assign tasks. For example, when a reservation is created, the system can send a WhatsApp confirmation; when a guest checks in, it can send a welcome message and promote upgrades.

4

Implement write-back logic

Decide which data should be updated by external systems. When a guest confirms a room upgrade via WhatsApp, the guest messaging platform should update the reservation in OPERA Cloud with the new room type and additional charge. When housekeeping completes a request, the task platform should update the PMS accordingly. Governance is essential to avoid conflicting updates.

5

Monitor and optimise

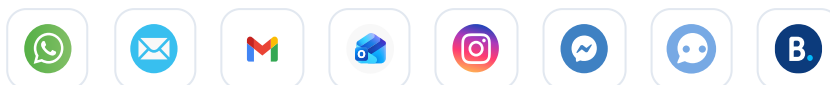
Use OHIP's monitoring tools to track API usage, latency and errors. Identify failed calls and resolve issues promptly. If third-party vendors exceed rate limits, coordinate with Oracle to request increases. Implement caching or queueing strategies to handle spikes.

By approaching integration readiness methodically, hotels create a **stable foundation** for AI to access and update PMS data reliably.

Channel readiness: unifying guest communication

Guests do not think in terms of systems; they expect to communicate with the hotel through their preferred channel and receive a consistent response. OPERA Cloud does not consolidate guest messages across channels. Fragmented channels lead to missed enquiries, slow response times and inconsistent service. Wyndham's AI platform processed 12 million guest interactions across channels, showing how scale and efficiency improve when communications are unified ^{\$5}.

THE CHANNELS GUESTS ACTUALLY USE



9.1 Identify all guest touchpoints

List every channel your guests use: website chat, WhatsApp, email, Facebook Messenger, Instagram, WeChat (for Chinese guests), OTAs like Booking.com or Expedia, telephone and in-person. For each channel, determine who currently monitors it and how messages are logged.

9.2 Choose a unified inbox

Select a platform, preferably integrated with OPERA Cloud via OHIP, that consolidates messages from all channels. The system should display the guest's stay context (room number, arrival date, departure date, VIP status) next to each message. This ensures that agents respond quickly and accurately.

9.3 Enable automation per channel

For channels such as WhatsApp or webchat, deploy AI to handle common questions (check-in time, parking, breakfast hours) and to propose upgrades and add-ons. On channels like email or OTA messaging, AI can draft personalised responses for staff to review. For phone calls, integrate AI voice solutions that can handle basic requests or gather information before routing to staff.

9.4 Maintain brand voice

Ensure AI responses are consistent with your brand's tone. Provide style guides and approved phrasing for promotions, apologies, confirmations and upsells. One hotel may prefer a formal tone ("Dear Mr. Smith, we are delighted to inform you...") while another uses a casual style ("Hi John! We can't wait to see you..."). This is solved at the top of the market: Hotel Sacher lets AI handle most routine enquiries in its own brand voice, escalating complex requests to staff ^{\$15}.

9.5 Track channel performance

Measure response times, resolution rates, conversion rates for upsells and customer satisfaction per channel. If WhatsApp shows high engagement but low upsell conversion, refine the timing or content of offers. Use these metrics to prioritise training and optimisation.



12M

guest interactions unified across channels on Wyndham's AI platform ^{\$5}

IMLAUER Hotels: from 6% to 93% AI resolution



15x

improvement in AI query resolution after consolidating channels and connecting a hospitality-specific knowledge base ^{S11}

IMLAUER Hotels, an Austrian group with four properties in Salzburg, Vienna and Styria, unified guest communication by implementing chatlyn. Before the project, staff juggled email, webchat, WhatsApp and OTA messages, causing missed responses and duplication.

The 6% is the most important number in this whitepaper: it is the resolution rate of the AI chatbot IMLAUER used before. Same hotels, same guests, same questions. After switching to an AI trained on the group's own knowledge base and consolidating channels, resolution reached 93% of enquiries ^{S11}. The AI concierge answered FAQs in multiple languages, understood typos and the group's own terminology, and escalated complex requests to staff, who could focus on personalised guest interactions.

6% → 93%

of enquiries resolved by AI without staff involvement ^{S11}

4 properties

in Salzburg, Vienna and Styria on one unified inbox

Multilingual

FAQs answered in the guest's language, with typo tolerance and house terminology

Why it worked

If the chatbots you have seen so far disappointed, this case is the explanation: the gap between AI products is wider than the gap between AI and no AI. What changed was not the guests or the questions, but an AI grounded in the group's own knowledge, on consolidated channels, with a clear handover to staff.



Workflow readiness: orchestrating service and escalation

AI should not attempt to answer every request. A well-designed workflow defines when AI should respond, when to route to the appropriate department and when to alert management. A complaint about room cleanliness requires human intervention; a request for extra towels can be routed to housekeeping; a question about breakfast hours can be answered automatically. Workflow readiness ensures that AI enhances service rather than creating friction.

10.1 Categorise requests

FAQs

General information (check-in/out times, parking, Wi-Fi, facility hours, directions) that AI can answer automatically using structured knowledge.

Simple service

Requests for extra amenities (towels, pillows, toiletries) that AI can capture and route to housekeeping via a task management system.

Revenue opportunities

Queries about upgrades, early check-in, late checkout, spa, F&B and activities that AI can convert into upsell offers. Nor1's success shows the potential ^{S8}.

Complaints

Reports of noise, cleanliness, service delays or billing errors that should trigger immediate escalation to a manager or guest relations team.

VIP and special requests

Enquiries from high-value guests or loyalty members that may require personalised handling or manual approval.

Safety and legal

Requests involving health, safety or legal matters that must be handled by trained staff.

10.2 Define routing rules

For each category, define the default action:

Category	Default action
FAQs	AI responds automatically and logs the conversation. If the guest expresses dissatisfaction or asks a follow-up that falls into another category, the system escalates.
Simple service	AI captures the request, identifies the room and guest via OPERA Cloud, and creates a task in the housekeeping or maintenance system. It acknowledges to the guest with an estimated resolution time.
Revenue	AI presents relevant offers based on the guest's stay context, captures the acceptance and routes it to the front desk or revenue team for confirmation, after which the reservation is updated in the PMS.
Complaints	AI acknowledges the complaint, apologises using brand voice and immediately flags the issue to guest relations with conversation transcripts and guest context.

10.3 Ensure cross-department visibility

Once a request is routed, ensure that relevant staff (front desk, housekeeping, engineering, concierge) can see it in their task management system. Provide dashboards summarising open tasks, response times and escalations. OPERA Cloud itself has housekeeping modules, and external task platforms can integrate via OHIP to update room status and tasks.

10.4 Implement escalation logic

Escalation triggers include negative sentiment (e.g. "I'm very disappointed"), repeated requests, VIP status and certain keywords (e.g. "refund", "dirty", "unsafe"). When triggered, AI should hand off to a human and provide a summary of the guest's profile, stay and previous interactions. Escalation with full guest context is what turns automation into service rather than deflection: the staff member picks up the conversation already knowing who the guest is and what has happened.

Escalation triggers to codify

- Negative sentiment detected in the message
- Repeated or unresolved requests
- VIP or high loyalty-tier status
- Keywords: refund, dirty, unsafe and similar

100%

of escalations should reach staff with the conversation history and guest context attached

10.5 Provide staff with decision support

Staff should see AI recommendations and accept or override them. For example, if AI suggests comping a late checkout fee for a VIP guest with a high lifetime value, the front desk agent can decide whether to apply it. AI should provide reasoning and options, not take unilateral actions at this stage.

10.6 Review and refine

Regularly review escalations and outcomes with department heads. Identify patterns in requests, adjust knowledge bases and refine routing rules. Provide feedback to AI vendors to improve models. Engage staff in refining responses and capturing new FAQs.



Close the loop, every time

The measure of workflow readiness is simple: when a guest asks for something on WhatsApp, does the right department see it, act on it, and does the guest hear back, without anyone re-typing the request into another system?

Staff readiness: empowering humans with AI

AI adoption fails when staff view it as a threat or a black box. Instead, AI should be positioned as a co-pilot that reduces repetitive work, accelerates training and frees time for genuine hospitality.

11.1 Position AI as a tool, not a replacement

Communicate to staff that AI handles repetitive questions, provides operational guidance and offers suggestions, but does not replace personal interactions. In Wyndham's case, front-desk staff used AI to upsell, speed check-ins and track departures and room readiness. The general manager explicitly said he would not replace front-desk agents with kiosks ^{S5}.

The choice of where AI sits in the guest relationship belongs to the hotel. **The St. Regis Le Morne** in Mauritius connected its 30 butlers to guests through a single WhatsApp workflow and deliberately kept every reply human; with routing and handover tools in place, the butler team responds in under five minutes on average ^{S14}. Properties that let AI answer first, such as Hotel Sacher or IMLAUER, see AI response times of around three seconds. Both are valid operating models on the same foundation.

"chatlyn redefines communication by weaving intuitive technology into the timeless craftsmanship of the Butler Service at The St. Regis Le Morne Resort, Mauritius."



Christophe Lai Wai

Director of Quality & Projects, The St. Regis Le Morne ^{S14}



11.2 Train staff on AI workflows

Provide training sessions and playbooks explaining how AI interacts with OPERA Cloud, how to review AI-generated messages and offers, how to interpret AI suggestions and when to intervene. Show staff where to find conversation logs, guest profiles and escalation notes.

11.3 Create feedback loops

Allow staff to flag incorrect AI responses, outdated information or missed upsell opportunities. Regularly update knowledge bases and training data accordingly. When staff see their feedback implemented, they trust the system more.

11.4 Use AI to onboard new employees

OPERA Cloud Assistant can help new front-desk agents learn procedures by answering "how do I?" questions and providing step-by-step instructions ^{S1}. This reduces reliance on senior staff and speeds up training.

11.5 Promote cross-department collaboration

AI workflows often span departments. A late checkout request involves front desk, housekeeping and revenue management. Use cross-functional training and meetings to ensure everyone understands how AI handoffs work.

11.6 Measure staff adoption

Track how often staff interact with AI tools, the percentage of AI-generated responses accepted or edited and feedback frequency. Use this data to tailor additional training.

Revenue readiness: turning context into commerce

AI must generate tangible financial returns, not just save labour. Revenue readiness means having structured inventory, pricing logic and upsell workflows that AI can draw on.

12.1 Define upsell inventory

Create a list of upsellable items: room upgrades, early check-in, late checkout, breakfast packages, spa treatments, airport transfers, parking, F&B packages, experiences (wine tasting, city tours), gift vouchers and memberships. Provide price ranges, availability rules and blackout dates. Standardise names and descriptions.

12.2 Establish pricing and eligibility rules

Set dynamic pricing rules based on occupancy, length of stay, segment and loyalty status. Late checkout might cost €25 when occupancy is below 80%, but €50 at high occupancy. Early check-in might be free for loyalty elites. Clarify which room types can upgrade into which higher categories.

12.3 Integrate upsell logic with OPERA Cloud

Use OHIP so that accepted offers are reflected in the reservation. Norl's results demonstrate that integrated upsells at check-in deliver significant incremental revenue ^{S8}. Extend this logic to pre-arrival and in-stay phases via messaging channels: a WhatsApp offer for a spa treatment the day before arrival, or a late checkout offer on the last morning.

12.4 Track conversion and revenue per reservation

Measure upsell offers sent vs. accepted, average upsell revenue per reservation, revenue uplift by segment and ROI of targeted offers. Wyndham's AI programme generated US\$9 million in upsell revenue across 5,000 hotels ^{S5}; tracking such metrics helps justify ongoing AI investment.

12.5 Protect the guest experience

Avoid over-selling. If a guest declines an upgrade, do not repeatedly push offers. Use AI to gauge sentiment and adjust frequency. Provide value by highlighting benefits (view, lounge access) rather than just price.

12.6 Integrate with loyalty programs

When integrated with OPERA Cloud, upsell engines can consider loyalty tier, points balance and redemption opportunities. A guest with enough points might be offered a complimentary breakfast in exchange for points, increasing engagement.



The upsell window is the whole stay

Booking and check-in are two moments. Pre-arrival, in-stay and departure morning are dozens more. Revenue readiness means your offers, prices and eligibility rules are structured so AI can serve the right one at each moment.

Governance readiness: safety and compliance

AI initiatives must comply with data protection laws and brand standards. Mishandling guest data or delivering off-brand responses can erode trust.

13.1 Data privacy and GDPR

European hotels must comply with the General Data Protection Regulation (GDPR). Ensure that AI vendors sign data-processing agreements, specify data retention periods and provide mechanisms for data deletion upon request. Guests should be informed about AI involvement and given opt-out options for marketing messages.

13.2 Security

Use encryption for data in transit and at rest. Implement role-based access controls; only authorised systems should read or write to OPERA Cloud. Monitor for unauthorised access attempts. Use audit logs to track who accessed or modified data.

13.3 Brand voice and tone

Provide AI vendors with guidelines on tone, vocabulary and style. Approve standard replies for different scenarios (complaint, promotion, apology). Include language-specific variations to respect cultural nuances.

13.4 Sensitive content handling

Ensure AI systems avoid making decisions based on sensitive personal data (health, religion, race) and do not disclose such data inadvertently. For example, do not mention a guest's disability unless they have explicitly requested assistance.

13.5 Human oversight and accountability

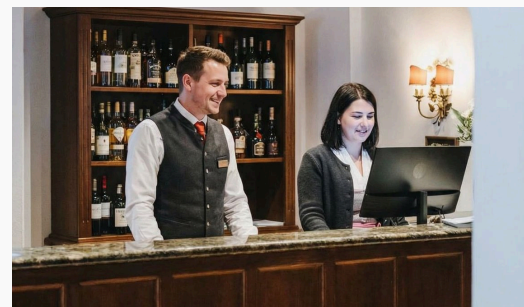
Define escalation thresholds and assign accountability to specific roles (front-office manager, guest relations manager). Document who reviews AI performance, handles escalations and approves major changes. Provide guests with a clear path to reach a human.

13.6 Continuous compliance audit

Schedule periodic audits to ensure AI processes remain compliant as regulations evolve. Update privacy policies and training materials accordingly.

Governance is a feature, not a brake

Codified escalation thresholds, documented data permissions and an approved brand voice are exactly what let a hotel expand AI confidently. The properties in the case studies that scaled fastest are the ones whose legal, IT and guest-experience teams agreed the rules before the first message was sent.



Case studies: leading hotels on the AI-ready journey

Real examples show how operators apply OPERA Cloud, OHIP and AI, and the pattern holds at every size: from a global franchisor to a four-property family group.

14.1 Wyndham Hotels & Resorts: what an AI guest-engagement layer delivers at scale

Wyndham, the world's largest hotel franchising company, runs more than 2,100 properties on OPERA Cloud ^{S1}. Having spent US\$450 million on technology since 2018, it had the scale to assemble its own AI guest-engagement layer on top of its centralised reservation data ^{S5}. Across more than 5,000 participating hotels it delivered 12 million AI messaging engagements, US\$9 million in upsell revenue and 4.6 million mobile check-ins; hotels that added its AI voice feature saw a 300-basis-point lift in direct bookings ^{S5}.

5,000+

hotels on the platform

US\$9M

upsell revenue

12M

AI messaging engagements

+300bps

direct bookings (AI voice hotels)

The lesson is architectural, not brand-specific: the value came from connecting centralised reservation and profile data to AI on the channels guests use. Wyndham had the buying power to build that layer itself; most hotels and groups get the same architecture by connecting a hospitality guest-engagement platform to their PMS. Wyndham also emphasises that AI supplements staff: the general manager of an AmericInn property uses it to upsell and speed check-ins but states that he will not replace front desk agents with kiosks ^{S5}.

14.2 Accor: standardising data across 110 countries

Accor is migrating its global hotel operations to OPERA Cloud to unify property management across more than 110 countries ^{S3}. Channellife reports that the move will optimise performance and offer consistent standards across budget and luxury brands. Accor plans to integrate Oracle's cloud-based sales and event management solutions to simplify bookings for rooms, event spaces and catering ^{S3}. Jean Noel Lau Keng Lun, Accor's chief distribution officer, said that implementing a global cloud-based PMS allows Accor to deliver a consistent experience and optimise operations ^{S3}. Oracle's Alex Alt added that OPERA Cloud's API-rich suite will help Accor adapt quickly to new opportunities and set standards for guest and staff experiences ^{S3}.

The lesson: standardisation and unified data matter for multi-brand portfolios. By unifying operations, Accor can implement AI and analytics consistently across properties.



14.3 Hyatt: centralising data for personalisation

Hyatt selected OPERA Cloud as the PMS for more than 1,000 hotels and all-inclusive properties to standardise operations and data management ^{S7}. The migration provides a common user interface and processes for colleagues and centralises data for holistic and property-level insights. Hyatt emphasises that OPERA Cloud will allow colleagues to help guests from anywhere using mobile devices and will give them a better view into guest preferences across properties to deliver more personalised touchpoints over time ^{S7}. Oracle notes that the platform will help Hyatt scale its portfolio while providing operators the tools they need to deliver exceptional guest experiences ^{S7}.

The lesson: AI readiness begins with data centralisation. With unified data, Hyatt can later introduce AI across guest communication and revenue management.

14.4 Rotana: comprehensive guest preferences and mobility

Rotana, a major hospitality operator based in the UAE, is standardising its 79 hotels on OPERA Cloud. Hospitality Upgrade reports that 30 properties are already benefiting and the rest will be live by 2026 ^{S6}. Rotana's chief information officer, Dominic Carr, said the company chose OPERA Cloud to enable centralised support and consistency across properties ^{S6}. Staff now have a comprehensive view of each guest's preferences, including dining and loyalty programme information, enabling them to offer more personalised service to six million annual visitors ^{S6}. Rotana plans to use OHIP to integrate internal and third-party applications for rapid innovation ^{S6}.

The lesson: data centralisation and open APIs drive personalisation. By centralising guest preferences and loyalty data, Rotana can feed AI systems with rich context.

14.5 Motel One: large-scale migration and unified operations

The Motel One Group migrated more than 100 properties in 13 countries to OPERA Cloud, averaging 14 active go-lives per week ^{S4}. The migration included operational and financial records (guest and ledger balances, room and housekeeping status) and was completed within four months ^{S4}. After migration, Motel One gained a unified cloud platform that streamlines staff workflows and provides deeper operational and guest insights ^{S4}. The company plans to use OHIP to access more than 1,000 pre-integrated business and customer services ^{S10}.

The lesson: strong project management and cross-department cooperation are essential in large migrations. Migrating quickly ensures that data is consistent across properties, which is critical for AI deployment.

100+

properties in 13 countries

14/week

active go-lives during migration

4 months

to complete the full migration



14.6 IMLAUER Hotels: AI concierge and channel unification



IMLAUER, a group of upscale hotels in Austria, unified guest communication and introduced an AI concierge. Before the project, communication was fragmented across email, webchat, WhatsApp and OTA messages, leading to delays and duplication ^{S11}. After replacing its previous AI chatbot with chatlyn, IMLAUER improved AI resolution 15-fold, from 6% to 93% of enquiries ^{S11}. The AI concierge answered FAQs in multiple languages, understood typos and the group's own terminology, and escalated complex requests to staff, who could focus on personalised guest interactions.

The lesson: combining PMS data with a guest-engagement platform can transform service and efficiency. See the full case on page 16.

14.7 Spa Resort Geinberg: PMS-triggered guest journeys and upselling



Spa Resort Geinberg, a four-star-superior thermal resort in Upper Austria, faced a pattern familiar to many leisure properties: the phone rang all day with repetitive questions about opening hours, prices and parking, social inboxes overflowed, and the team had little time left for upselling. The resort deployed chatlyn and automated the guest journey. Days before arrival, each guest receives an automatic WhatsApp message triggered by the reservation, with stay dates, check-in time and quick-reply buttons for breakfast, treatments and parking. On the morning of arrival, a second automatic message delivers WiFi credentials and practical information before the guest needs to ask.

95%

WhatsApp campaign open rate, vs. roughly 20% for email ^{S13}

86%

of enquiries answered by AI without staff involvement ^{S13}

10,000+

guests reached per year via WhatsApp, around the clock, in multiple languages ^{S13}

“With chatlyn, we turned guest communication into a revenue driver in our Spa.”



Bernhard Sängner

Director of Operations, Spa Resort Geinberg ^{S13}

The lesson: this case shows the revenue-readiness chapter in production: structured offers, PMS-triggered timing and measurable conversion.

What the guest sees

The automated pre-arrival message, live at Geinberg: stay details, quick replies, and the guest engaging before arrival.



Would you like to make your arrival even more special? 10:02

- Enjoy arrival breakfast
- Massages & treatments
- Arrival & parking

I'd love to book a couples massage for Friday afternoon. 10:15 ✓✓

14.8 Omni Hotels & Resorts: centralising distribution and personalisation

Omni Hotels & Resorts announced plans to update its business operations by adding OPERA Cloud PMS to its existing OPERA Cloud Central and Symphony Cloud POS. The integrated platform will centralise data across systems to better engage and serve guests and add distribution channels to drive revenue for group and leisure segments ^{S12}. Omni's CIO, Gustaaf Schrijs, said that OPERA Cloud Central migration has streamlined direct and indirect distribution channels, creating a frictionless booking process that maximises revenue and enhances guest experiences ^{S12}. He emphasised that connecting PMS with distribution channels allows Omni to customise products and pricing for diverse market needs ^{S12}. Oracle's David Meltzer noted that OPERA Cloud reduces the complexity of Omni's digital footprint, streamlines operations and improves efficiency with real-time data-driven decision-making ^{S12}.

The lesson: AI readiness includes aligning PMS data with distribution and pricing systems.

What the eight cases have in common

- 1. Data first.** Every group centralised and cleaned PMS data before layering AI on top.
- 2. Open APIs.** OHIP is the common bridge between OPERA Cloud and the guest-facing layer.
- 3. Unified channels.** The measurable wins appear where guest messages converge in one place.
- 4. Staff kept in charge.** AI answers or drafts; humans decide where judgement is needed.



From evidence to action

The next section translates these results into 20 concrete use cases you can prioritise, each mapped to the data it needs, the PMS role, the AI layer, the risks and the KPIs to track.

20 practical AI scenarios • Service

For each scenario, we describe the problem, the required data, the PMS role, the AI layer, risks and KPIs.

1 • FAQ automation

Problem: guests repeatedly ask the same questions (check-in/out times, parking, Wi-Fi, spa hours).

Data: property policies, facility hours, directions. **PMS role:** store property information and policies.

AI layer: instant answers on WhatsApp, webchat and email; responses updated when policies change.

Risks: outdated information; update the knowledge base regularly.

KPIs: AI resolution rate; guest satisfaction; reduction in staff queries.

2 • Multilingual guest messaging

Problem: guests speak different languages; staff may not.

Data: PMS language preference; translated knowledge base.

PMS role: store preferred language; provide stay context.

AI layer: translate messages; maintain tone and brand style; route to staff when nuance is needed.

Risks: cultural nuances; translation errors.

KPIs: response time per language; translation accuracy; guest satisfaction.

3 • Pre-arrival information

Problem: guests contact the hotel before arrival about parking, check-in and amenities.

Data: reservation details, property policies, facility hours.

PMS role: provide arrival date, room type and package details.

AI layer: send tailored information and upsell offers at the right time.

Risks: sending information too early or too late; spamming guests.

KPIs: open rates; conversion of early check-in or pre-booked services.

4 • In-stay request routing

Problem: guests request extra towels or maintenance; front desk manually calls departments.

Data: room number, guest identity, housekeeping status. **PMS role:** provide real-time room and guest information.

AI layer: capture the request, create a task in housekeeping or maintenance, update the PMS and notify the guest.

Risks: misrouting; delays due to system errors.

KPIs: task resolution time; tasks automated; guest satisfaction.

5 • Service recovery escalation

Problem: negative reviews and complaints damage reputation.

Data: conversation transcripts, guest history, VIP status. **PMS role:** provide guest profile and stay context.

AI layer: detect negative sentiment and trigger escalation to guest relations; summarise context for staff.

Risks: false positives/negatives; over-escalation.

KPIs: complaint response time; resolution rate; guest satisfaction.

6 • VIP arrival brief

Problem: high-value guests expect personalised service; staff may not know details.

Data: loyalty tier, preferences, past stay notes, special occasions. **PMS role:** store and retrieve VIP data.

AI layer: summarise key points for front desk and housekeeping; suggest personalised touches (e.g. favourite drink).

Risks: privacy concerns; misidentification.

KPIs: VIP satisfaction; repeat visits; cross-sell success.

7 • Staff handover summary

Problem: shift changes lead to information gaps.

Data: open tasks, guest requests, arrival/departure list. **PMS role:** provide daily reports.

AI layer: generate a digest for the next shift highlighting outstanding tasks and high-priority guests.

Risks: incomplete data; reliance on AI summarisation.

KPIs: number of missed requests; handover efficiency.

8 • Housekeeping request routing

Problem: guests call the front desk for housekeeping; requests are lost or delayed.

Data: room number, guest identity, housekeeping status. **PMS role:** provide real-time room status.

AI layer: route to the housekeeping system; update the PMS when done.

Risks: system integration issues; delays in updating status.

KPIs: housekeeping response time; tasks automated.

20 practical AI scenarios · Revenue

9 · Room upgrade offers

Problem: guests may pay for a better room, but staff cannot manually check availability for every reservation.

Data: room inventory, rate difference, guest segment, preferences. **PMS role:** provide availability and calculate the price difference.

AI layer: offer the upgrade via messaging or check-in kiosk; capture the acceptance and route it for confirmation, with the reservation updated in the PMS.

Risks: overselling; dissatisfaction if the upgrade cannot be delivered.

KPIs: upgrade acceptance rate; incremental revenue; guest satisfaction.

10 · Early check-in

Problem: guests arriving early would pay for immediate access if available.

Data: housekeeping status, occupancy forecast. **PMS role:** provide real-time room availability.

AI layer: offer early check-in for a fee or loyalty redemption; capture the request and hand it to the front desk, which confirms once room status allows.

Risks: housekeeping delays; conflicts with group arrivals.

KPIs: early check-in uptake; additional revenue; housekeeping efficiency.

11 · Late checkout

Problem: guests want to depart later; the front desk often extends as a courtesy without charging.

Data: occupancy forecast, housekeeping schedule, guest tier. **PMS role:** provide availability and eligibility.

AI layer: offer late checkout for a fee or points; route the confirmed request to housekeeping and revenue.

Risks: late turnarounds; conflicting reservations.

KPIs: late checkout uptake; incremental revenue; room readiness for the next arrival.

12 · Spa upsell

Problem: spa utilisation is low outside peak hours.

Data: spa schedule, guest preferences, stay length, special occasions. **PMS role:** provide guest context and contact information.

AI layer: recommend specific treatments (e.g. a couples massage for an anniversary) and capture the booking request for the spa team.

Risks: overbooking; misalignment with guest interests.

KPIs: spa revenue; booking lead time; upsell conversion.

13 · F&B reservation

Problem: restaurants remain under-utilised or overbooked because guests are not prompted to reserve.

Data: restaurant availability, guest preferences, meal plan.

PMS role: provide dining packages and guest info.

AI layer: suggest reservations pre-arrival or during the stay; capture the reservation request and dietary notes for the restaurant team.

Risks: double bookings; special diet errors.

KPIs: restaurant occupancy; revenue; guest satisfaction.

14 · Transfer booking

Problem: guests need airport or train transfers; staff coordinate manually.

Data: arrival/departure times, number of guests, luggage.

PMS role: provide flight or train details (if recorded).

AI layer: offer transfer options, capture the guest's choice and route the booking to the concierge team.

Risks: no-shows; delays; vendor quality.

KPIs: transfer booking rate; revenue; on-time pickup.

15 · Direct booking conversion

Problem: website visitors browse but book via OTAs.

Data: inventory, rates, loyalty offers. **PMS role:** provide real-time availability and pricing.

AI layer: chatbot or voice assistant engages visitors, answers questions and directs them to book direct.

Risks: misquoting rates; complexity of booking flows.

KPIs: direct booking rate; abandonment rate; cost of acquisition.

16 · Abandoned enquiry recovery

Problem: guests start an enquiry (via chat or email) but do not complete a booking.

Data: contact details, enquiry details, inventory. **PMS role:** provide available rooms and rates.

AI layer: follow up with personalised offers and reminders, emphasising availability and the benefits of booking direct.

Risks: spamming; regulatory compliance.

KPIs: conversion rate; time to conversion; revenue regained.

20 practical AI scenarios · Operations

17 · Room assignment support

Problem: staff manually assign rooms, risking errors and inefficiencies.

Data: room inventory, guest preferences, maintenance status. **PMS role:** provide real-time status and preferences.

AI layer: suggest optimal room assignment based on preferences and operational constraints; staff approves.

Risks: preferences misinterpreted; over-automatisation.

KPIs: assignment accuracy; staff time saved; guest satisfaction.

18 · Rate description generation

Problem: revenue teams spend time writing or editing rate descriptions; inconsistent quality across channels.

Data: rate codes, inclusions, restrictions. **PMS role:** provide rate details.

AI layer: generate standardised, brand-compliant descriptions for distribution.

Risks: inaccurate inclusions; translation issues.

KPIs: time saved; accuracy; distribution quality.

19 · Night audit and reporting guidance

Problem: night auditors must remember numerous steps; new staff make mistakes.

Data: audit procedures, reports, shift logs. **PMS role:** provide reporting functions.

AI layer: guide night auditors through tasks, answer questions and flag anomalies.

Risks: over-reliance; outdated procedures.

KPIs: audit accuracy; error rates; training time.

20 · Staff onboarding assistant

Problem: training new hires takes time; knowledge resides with experienced staff.

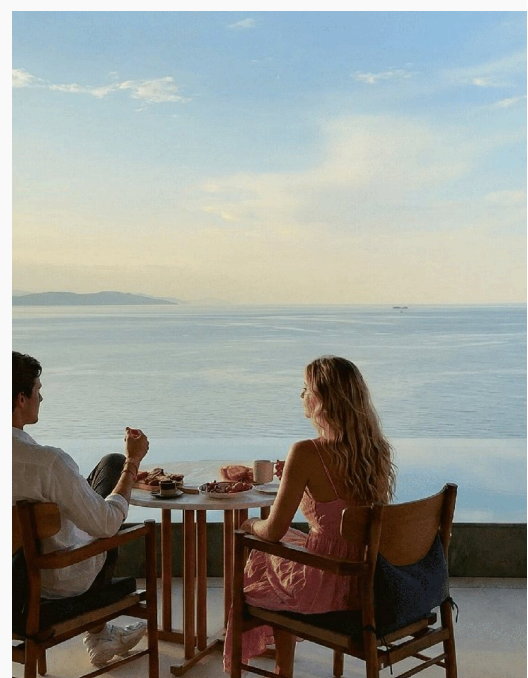
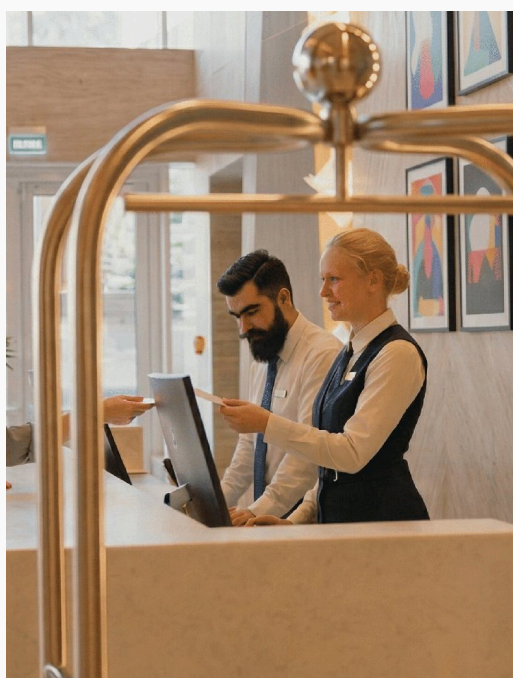
Data: SOPs, training materials, operational processes. **PMS role:** provide access to procedures via OPERA Cloud Assistant.

AI layer: answer "how do I" questions, provide step-by-step guidance, link to documentation ^{S1}.

Risks: outdated procedures; incomplete training.

KPIs: training time; new hire error rate; reliance on senior staff.

These scenarios illustrate how AI, when connected to OPERA Cloud and other systems via OHIP, can deliver practical value across guest service, revenue and operations. Start with two or three that map to your biggest pain, prove the KPIs, then expand.



KPIs and measurement framework

To evaluate AI readiness and performance, hotels should track the following categories of key performance indicators:

16.1 Service KPIs

- **Response time:** average time to respond to guest messages per channel.
- **Resolution rate:** percentage of enquiries resolved by AI without human intervention. IMLAUER achieved 93% AI resolution after unifying channels ^{\$11}.
- **Escalation volume:** number and percentage of escalated cases; should decrease as AI accuracy improves.
- **Guest satisfaction (CSAT/NPS):** post-interaction surveys measuring satisfaction.

16.2 Revenue KPIs

- **Upsell conversion:** upsell offers accepted divided by offers sent.
- **Upsell revenue per reservation:** incremental revenue generated by AI upsells. Wyndham generated US\$9 million across its AI platform ^{\$5}.
- **Direct booking conversion:** percentage of website or messaging enquiries that convert to direct bookings; Wyndham reported a 300-basis-point lift at hotels using its AI voice feature ^{\$5}.
- **Average spend per guest:** total spend (room + ancillary) divided by guest count.

16.3 Operational KPIs

- **AI adoption:** percentage of messages answered by AI; percentage of rate descriptions generated by AI.
- **Employee time saved:** reduction in manual tasks (time spent on check-in, upsell calls, housekeeping coordination).
- **Training time:** time to onboard new staff; OPERA Cloud Assistant reduces training time by answering operational questions ^{\$1}.
- **Housekeeping turnaround time:** average time to prepare rooms after check-out; early check-in offers rely on fast turnaround.

16.4 Data and integration KPIs

- **Data completeness:** percentage of guest profiles with full contact and preference details.
- **Duplicate rate:** number of duplicate profiles identified and merged.
- **API performance:** API call success rate, average response time and error rate.
- **Integration coverage:** percentage of critical systems integrated via OHIP.

16.5 Governance KPIs

- **Compliance incidents:** number of data-privacy violations or policy breaches.
- **Content quality:** frequency of brand-compliance issues in AI responses.
- **Escalation compliance:** percentage of urgent cases escalated within defined time frames.

By regularly measuring these KPIs, hotels can assess progress along the maturity model, identify bottlenecks and justify investments in AI and integration.

90-day AI readiness roadmap

The following roadmap outlines how hotels can move from assessment to action within 90 days. It assumes the hotel already has OPERA Cloud implemented but has not yet deployed AI across guest communications.

Days 1–30

Diagnose and prepare

- ✓ **Data audit:** use the data readiness checklist to assess guest profiles, rate codes, room types, packages, amenities, policies and housekeeping data. De-duplicate profiles and standardise descriptions.
- ✓ **Integration audit:** identify existing interfaces and gaps. Obtain OHIP credentials and document available endpoints.
- ✓ **Channel audit:** list all guest communication channels. Identify missing channels (e.g. WhatsApp) and fragmentation.
- ✓ **Workflow mapping:** categorise the top 50 repetitive questions, simple service requests and high-value upsell scenarios. Define which should be automated, routed or escalated.
- ✓ **Goal setting:** define three KPIs (e.g. response time, upsell revenue per reservation, AI resolution rate) and baseline metrics.

Days 31–60

Activate and pilot

- ✓ **Select a guest-engagement platform** integrated with OPERA Cloud via OHIP. Ensure it supports multiple channels, AI responses, routing and reporting.
- ✓ **Implement FAQ automation** for high-volume queries. Connect PMS data so AI can personalise responses (e.g. confirm breakfast inclusion).
- ✓ **Launch one revenue journey** (e.g. pre-arrival room upgrade offers) targeting a pilot segment. Monitor acceptance and revenue.
- ✓ **Train staff** on using AI tools, reviewing AI messages and handling escalations. Gather feedback.
- ✓ **Set up escalation rules** for complaints and VIP requests. Define response times and responsibilities.

Days 61–90

Optimise and expand

- ✓ **Add multilingual support** and translation for core languages.
- ✓ **Extend upsell journeys** to early check-in, late checkout, spa and F&B offers. Optimise timing and segmentation.
- ✓ **Implement service-request routing** for housekeeping and maintenance. Integrate the task management system with the PMS.
- ✓ **Deploy sentiment analysis** to detect negative feedback and trigger proactive recovery.
- ✓ **Review KPIs weekly.** Adjust AI responses, segmentation and escalation rules based on performance. Plan additional integrations (CRM, loyalty, marketing automation) for long-term scalability.

By following this roadmap, hotels can achieve tangible AI readiness within three months while laying the groundwork for more advanced capabilities.

12-month roadmap: scaling AI across the enterprise

QUARTER 1

Foundation

- ✓ Complete data and integration clean-up across all properties.
- ✓ Consolidate guest communication channels and implement a unified inbox.
- ✓ Launch basic AI automation for FAQs and one revenue journey.
- ✓ Document workflows, escalation rules and governance policies.

QUARTER 2

Revenue expansion

- ✓ Add dynamic pricing and segmentation for upsells.
- ✓ Integrate CRM and loyalty systems via OHIP.
- ✓ Expand AI-driven upselling to spa, F&B, transfers and experiences.
- ✓ Implement direct booking capture via AI chat and voice on the website.

QUARTER 3

Operational integration

- ✓ Implement AI-assisted room assignment and rate description generation.
- ✓ Introduce AI night audit guidance.
- ✓ Integrate task management across departments; automate housekeeping and maintenance routing.
- ✓ Enhance sentiment analysis and service recovery workflows.

QUARTER 4

Orchestration and intelligence

- ✓ Deploy conversational upselling and cross-selling during the stay.
- ✓ Implement agentic workflows that can modify reservations, assign rooms and schedule tasks within defined permissions.
- ✓ Integrate predictive analytics (flight delays, weather) to trigger offers.
- ✓ Roll out cross-property intelligence and benchmarking for multi-property groups.
- ✓ Introduce executive dashboards tracking KPIs across properties.



Sequence matters

Each quarter builds on the previous one. Revenue expansion needs the Q1 data foundation; agentic workflows in Q4 need the escalation rules and task integration proven in Q2 and Q3.

AI readiness scorecard

The following checklist helps hotels assess their readiness across six domains. Score each question from 1 (not at all) to 5 (fully achieved) and sum the totals. Repeat the assessment quarterly to measure progress.

19.1 PMS and data	Score 1–5
Guest profiles are complete with contact information and preferences.	☐ ☐ ☐ ☐ ☐
Duplicate profiles are regularly merged.	☐ ☐ ☐ ☐ ☐
Room types and rate codes are standardised.	☐ ☐ ☐ ☐ ☐
Packages and amenities are structured and current.	☐ ☐ ☐ ☐ ☐
Policies and property information are accurate and up-to-date.	☐ ☐ ☐ ☐ ☐
Housekeeping status and maintenance requests are updated in real time.	☐ ☐ ☐ ☐ ☐
Folio and transaction data are accessible for analytics and upselling.	☐ ☐ ☐ ☐ ☐

19.2 Integration	Score 1–5
OPERA Cloud is live and functioning as the PMS across properties.	☐ ☐ ☐ ☐ ☐
OHIP credentials are available and API endpoints are documented.	☐ ☐ ☐ ☐ ☐
Guest messaging and task management platforms are integrated via OHIP.	☐ ☐ ☐ ☐ ☐
Revenue-management and CRM systems are integrated.	☐ ☐ ☐ ☐ ☐
PMS events trigger automated workflows.	☐ ☐ ☐ ☐ ☐
External systems can write back to the PMS with proper permissions.	☐ ☐ ☐ ☐ ☐

19.3 Channels	Score 1–5
All guest communication channels (WhatsApp, webchat, email, OTAs, social) are identified.	☐ ☐ ☐ ☐ ☐
A unified inbox consolidates messages across channels.	☐ ☐ ☐ ☐ ☐
AI responses are consistent across channels and reflect brand voice.	☐ ☐ ☐ ☐ ☐
Channel performance is measured and optimised.	☐ ☐ ☐ ☐ ☐
Guests can opt in and out of communication preferences easily.	☐ ☐ ☐ ☐ ☐

How to run the assessment

Score each line with the department head who owns it, then compare notes in one sitting. Where two departments score the same line differently, that gap is itself a finding.

19.4 Operations and workflows	Score 1–5
Request categories (FAQs, simple service, revenue, complaints, VIP, safety) are defined.	☐ ☐ ☐ ☐ ☐
Routing rules and escalation thresholds are documented.	☐ ☐ ☐ ☐ ☐
Task management is integrated across departments.	☐ ☐ ☐ ☐ ☐
Escalation triggers (negative sentiment, VIP, repeated requests) are implemented.	☐ ☐ ☐ ☐ ☐
Staff can see AI recommendations and decision rationale.	☐ ☐ ☐ ☐ ☐
Feedback loops exist to improve AI responses.	☐ ☐ ☐ ☐ ☐
Night audit and reporting guidance is available via AI.	☐ ☐ ☐ ☐ ☐
19.5 Revenue	Score 1–5
Upsell inventory and pricing rules are defined and structured.	☐ ☐ ☐ ☐ ☐
Upsell offers are personalised based on guest context.	☐ ☐ ☐ ☐ ☐
Upsell conversion and revenue are tracked and optimised.	☐ ☐ ☐ ☐ ☐
Direct booking conversion is measured and improved through AI.	☐ ☐ ☐ ☐ ☐
Loyalty integration informs offers and redemptions.	☐ ☐ ☐ ☐ ☐
19.6 Staff and governance	Score 1–5
Staff understand AI as a co-pilot and receive training.	☐ ☐ ☐ ☐ ☐
A style guide and brand voice guidelines are provided to AI vendors.	☐ ☐ ☐ ☐ ☐
Data privacy policies and GDPR compliance are documented.	☐ ☐ ☐ ☐ ☐
Security protocols and role-based access controls are in place.	☐ ☐ ☐ ☐ ☐
Human oversight processes are defined for escalations and sensitive decisions.	☐ ☐ ☐ ☐ ☐
Compliance audits are scheduled and performed regularly.	☐ ☐ ☐ ☐ ☐

19.7 Interpretation

Add up your scores from each category (maximum 180). A low score is a map of where to start, not a reason to wait: the case-study hotels in section 14 began with fragmented channels and imperfect data too.

0–60 AI curiosity stage Focus on OPERA Cloud implementation, data clean-up and basic integrations.	61–110 Automation-ready Consolidate channels and deploy FAQ automation and simple upsells.	111–150 PMS-aware AI ready You have the data and integrations to deploy guest-facing AI at scale. Focus on revenue journeys and service orchestration.	151–180 AI operating layer ready You can implement agentic AI across operations, revenue and guest experience.
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Department scorecards

Different departments will use AI differently. The following scorecards help department heads plan their actions. By aligning departmental goals with the overall AI strategy, hotels ensure cross-functional collaboration and accountability.

20.1 General manager (GM)

VISION

Set the AI strategy; prioritise guest experience, revenue and staff efficiency.

METRICS

AI readiness score, NPS, GOP (gross operating profit), RevPAR and upsell revenue.

ACTIONS

Approve investments in data cleaning, integration and guest messaging; champion staff adoption; ensure compliance.

20.2 Rooms division director

VISION

Improve room assignment, check-in efficiency, housekeeping and guest satisfaction.

METRICS

Average check-in time, room assignment accuracy, housekeeping response time, early/late check-in uptake.

ACTIONS

Implement AI-assisted room assignment; deploy early/late check-in upsells; ensure housekeeping data is updated.

20.3 Revenue leader

VISION

Maximise ancillary revenue and direct booking conversion.

METRICS

Upsell revenue per reservation, conversion rate by offer type, direct booking ratio, rate accuracy.

ACTIONS

Define upsell inventory and pricing rules; integrate CRM and loyalty data; monitor upsell performance.

20.4 IT director

VISION

Ensure secure, scalable integration and data governance.

METRICS

API performance, downtime, security incidents, integration coverage.

ACTIONS

Obtain OHIP credentials; document endpoints; manage credentials; monitor API usage; coordinate with vendors.

20.5 Guest-experience leader

VISION

Deliver consistent, personalised service across channels.

METRICS

Response time, AI resolution rate, guest satisfaction, number of escalations.

ACTIONS

Train agents on AI tools; define the knowledge base; oversee brand voice; refine routing rules.

Common mistakes and how to avoid them

1

Treating AI as a bolt-on solution

Some hotels purchase a chatbot without cleaning data or integrating with the PMS. The result is generic answers and poor adoption. **Instead:** start with data readiness and integration.

2

Over-automating

Attempting to automate all guest interactions leads to frustration. **Instead:** define clear boundaries and allow easy access to human staff. Use escalation triggers and provide a human-like fallback.

3

Neglecting staff adoption

AI fails when staff are not trained or fear replacement. **Instead:** communicate AI's purpose, provide training and create feedback mechanisms. Recognise time savings and improved guest feedback.

4

Ignoring privacy and compliance

Collecting personal data without consent or using it for targeted marketing without disclosure can lead to fines. **Instead:** consult legal counsel and implement GDPR-compliant policies.

5

Forgetting to measure

Without KPIs, there is no way to prove ROI or identify issues. **Instead:** define metrics before launching AI initiatives and track them regularly.

The pattern behind all five

Every failure mode above is a readiness gap, not a technology gap. The scorecard in section 19 exists precisely so these problems surface on paper before they surface in front of a guest.



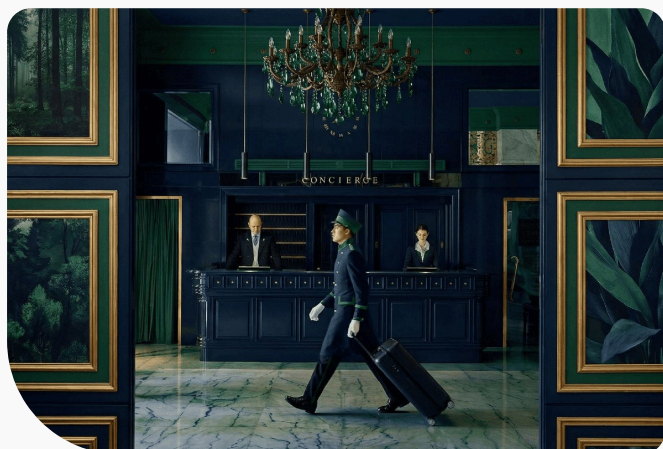
Vendor selection guide

When evaluating AI and guest-engagement vendors, ask the following questions. Selecting a vendor that aligns with your existing technology stack and business objectives reduces integration risk and accelerates ROI.

Area	Questions to ask
OPERA Cloud integration	Do you have a certified OHIP integration? Which API endpoints do you use? Can you write back to the PMS?
Channel coverage	Which channels are supported (WhatsApp, email, webchat, OTA messages, voice)? How do you handle language translation?
AI capabilities	Is the AI model trained on hospitality data? Does it understand OPERA Cloud data structures? How is the knowledge base maintained?
Routing and workflows	How do you route requests to departments? Can we configure escalation rules and VIP handling?
Upsell engine	How do you generate and price offers? Can we define business rules and connect to Nor1 or other revenue systems?
Reporting	What KPIs and dashboards are available? Can we export data to our BI tools?
Security and compliance	How do you handle data privacy? Are you compliant with GDPR and PCI DSS? Do you offer role-based access controls?
Support and roadmap	What is your implementation timeline? How do you handle feature requests and updates? What is your long-term vision for AI in hospitality?
References	Can you provide case studies or references from hotels similar to ours?

A note on proof

Ask every vendor for the same three numbers from a reference property: AI resolution rate, upsell conversion and response time. Vendors serious about hospitality will have them; the case studies in section 14 show what good looks like.



Conclusion and next steps

Artificial intelligence is not a distant future in hospitality: it is already embedded in the PMS and guest-facing platforms.

Oracle's OPERA Cloud Assistant and Nor1 upsell engine illustrate how AI can enhance operations and revenue when integrated with the PMS. Major hotel groups, including Wyndham, Accor, Hyatt, Rotana, Motel One and Omni, are migrating to OPERA Cloud to prepare for AI-driven operations ^{S4, S3}. Their experiences show that data centralisation, open APIs and unified communication channels are prerequisites for AI success.

Yet technology alone is not enough. AI readiness demands a systematic approach: clean and structured data, secure integrations, unified guest communication, well-designed service workflows, empowered staff and sound governance. Hotels must move through the maturity levels, manual to agentic, by addressing these foundations. The readiness scorecard and roadmaps provided in this whitepaper offer actionable guidance.

The question "Is your OPERA Cloud hotel ready for AI?" requires honest self-assessment. By following the diagnostic checklists, implementing the 90-day and 12-month roadmaps and learning from the case studies of leading operators, hotels can turn their PMS data into personalised service, higher ancillary revenue and AI-ready operations.

Call to action

- ✓ Use the readiness scorecard to evaluate your current position and share the results with your leadership team.
- ✓ Prioritise the first three actions from the 90-day roadmap.
- ✓ Engage your IT and guest-experience teams to design an AI pilot that connects OPERA Cloud to guest channels.
- ✓ When you are ready, partner with vendors that specialise in hospitality and can demonstrate real results; the closing section describes how chatlyn approaches this for OPERA Cloud hotels.

The hotels that act now, cleaning data, unifying communication and designing workflows, will define the AI-powered hospitality of the future.

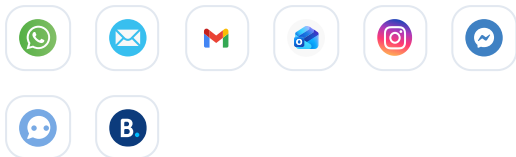


About chatlyn: connecting OPERA Cloud to your guests

The checklists and roadmaps in this whitepaper pay off whichever guest-engagement platform a hotel chooses. For OPERA Cloud hotels evaluating that layer, chatlyn is a guest-communication platform built for hospitality, and it connects to OPERA Cloud through OHIP with real-time reservation events.

One inbox for every guest channel

WhatsApp, email, webchat, Instagram and Facebook Messenger, and Booking.com arrive in a single view, with the guest's stay context beside each conversation.



An AI assistant trained on your property

It answers guest questions on WhatsApp and webchat in around three seconds, in the guest's language, using your own knowledge base, and hands complex or sensitive requests to staff.

Guest journey automations triggered by PMS events

A pre-arrival message with upsell buttons days before arrival, arrival-day information with WiFi credentials, in-stay offers and post-stay follow-up, each sent at the moment the reservation data indicates.

Templates, languages and reporting

WhatsApp template management with Meta approval handling, multilingual replies, and reports on response times, resolution rates and campaign performance.

PROPERTIES RUNNING CHATLYN INCLUDE



ST REGIS



Club Med



Hotel Sacher, The St. Regis Le Morne, the IMLAUER Group and Spa Resort Geinberg all appear in this guide [S11](#) , [S13](#) , [S14](#) .

If your score in the section 19 scorecard places you at level 2 or 3 of the maturity model, the fastest visible win is usually the one IMLAUER and Geinberg started with: consolidate your channels, connect the PMS and let AI answer the repetitive majority.

See how this looks with your own OPERA Cloud data

Dedicated onboarding team · Live in weeks, not months · GDPR compliant

Talk to us

[Watch 15min demo](#)

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