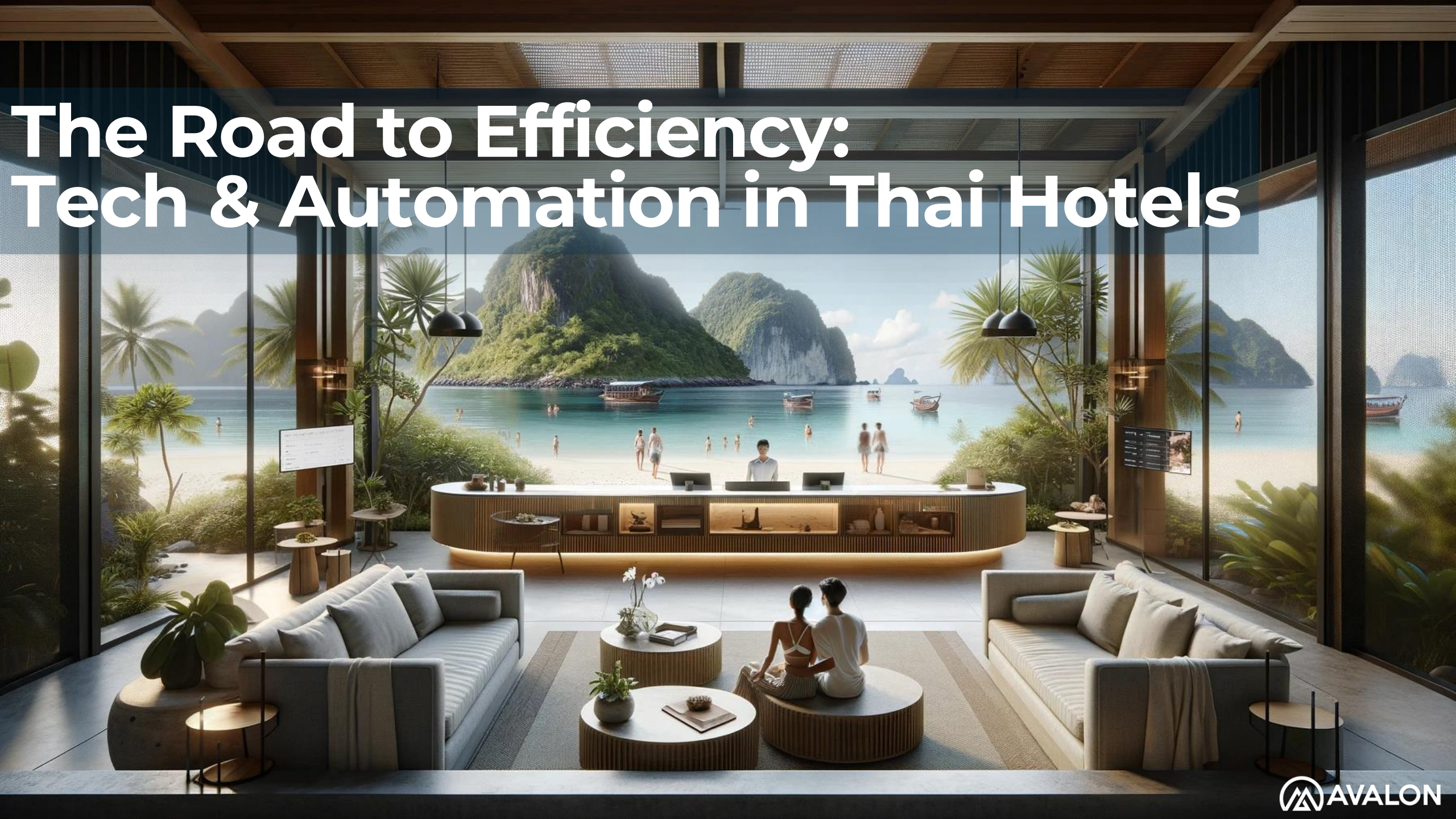# The Road to Efficiency: Tech & Automation in Thai Hotels
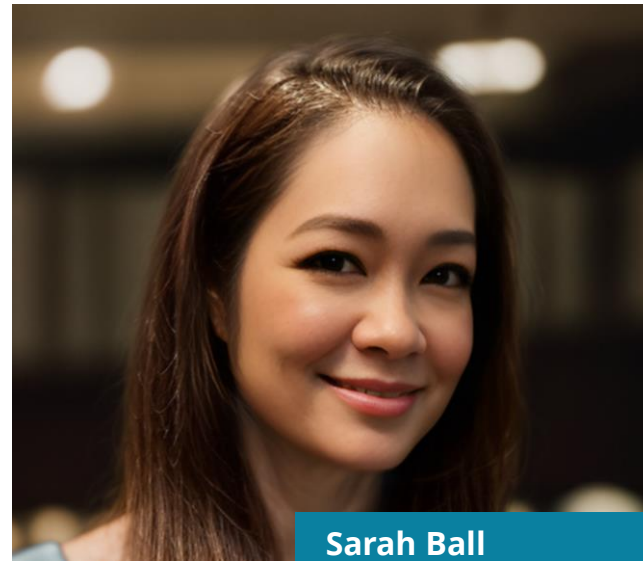
AVALON

Speakers

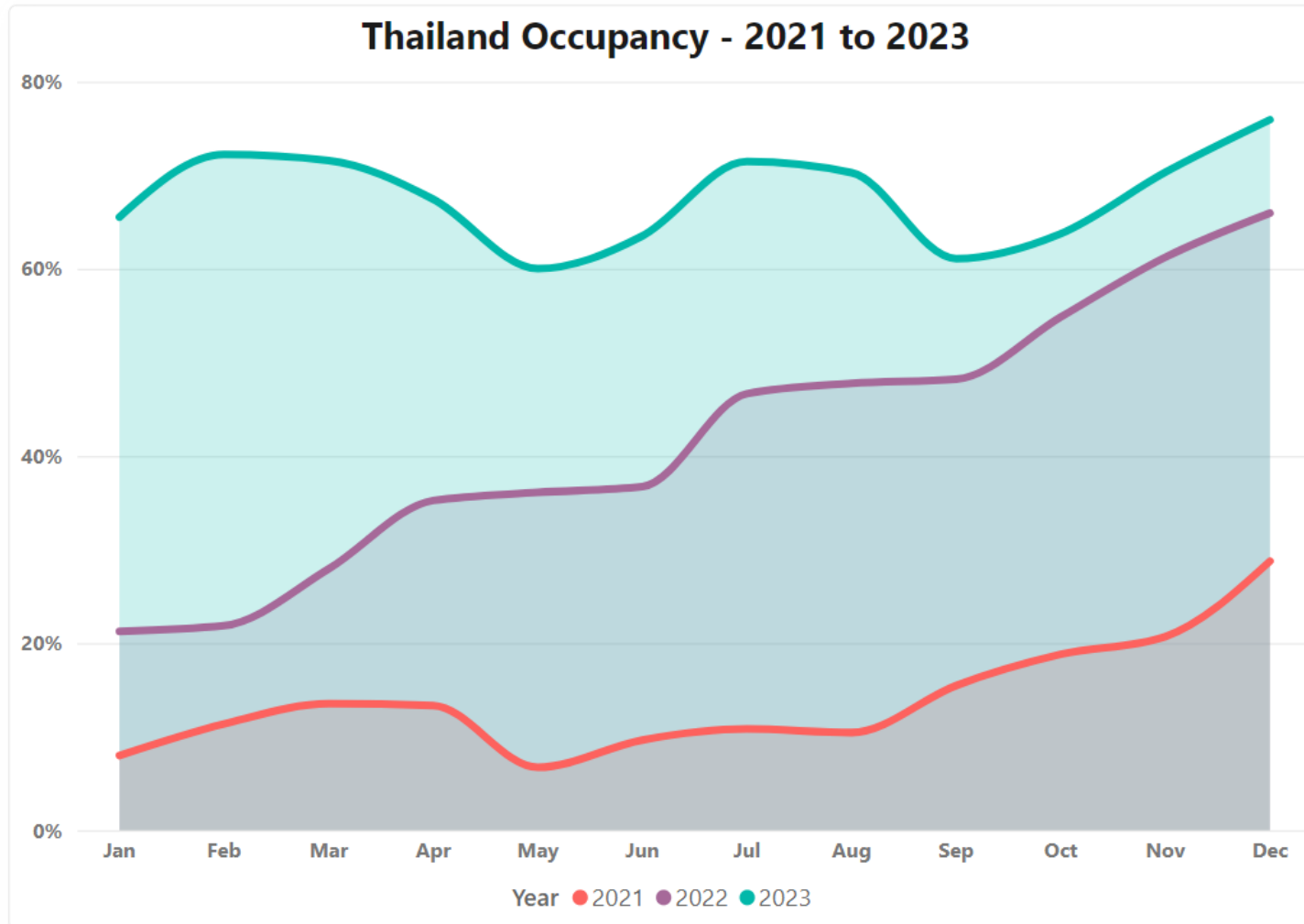**Pierre-Yves Lefebvre**
Co-Founder
Avalon Analytics

Sarah Ball
Head of Partnerships
Avalon Analytics

Resurgence of Tourism

Thailand Occupancy - 2021 to 2023

- **Occupancy Levels**: 68% in 2023, Almost back to 2019

- **Evolving Guest Expectations**: Demand for More

- **Staffing Challenges**: Industry Faces Post-COVID Shortages

Source: Avalon Analytics

Guest satisfaction declines as guest expectations rise

AVALON

Guest Satisfaction Solutions

Reservation Customization
Tailor your booking with preferred room features and amenities using AI-powered digital platforms.

Personalized Hotel Experience
Enjoy curated activities and efficient digital check-in and check-out processes during your stay.

Room Personalization
Control room environment and access bespoke dining and sleep comfort options right from your room.

Language Barrier Solutions
Control room environment and access bespoke dining and sleep comfort options right from your room.

Employee satisfaction declines as guest expectations increase

AVALON

Staff Satisfaction Solutions

Automation of Tasks

AI-driven scheduling, Inventory Management, Maintenance can reduce the repetitive tasks. This not only boosts productivity but also promotes a less stressful work environment.

Staff Training Platform

Develop interactive and regularly updated online training modules for staff. New technologies such as VR can make the training more engaging and effective.

Recruitment

Utilizing AI can help cut down time the recruitment by sorting the applicants and automatically selecting the best profiles, down to the interview scheduling part.
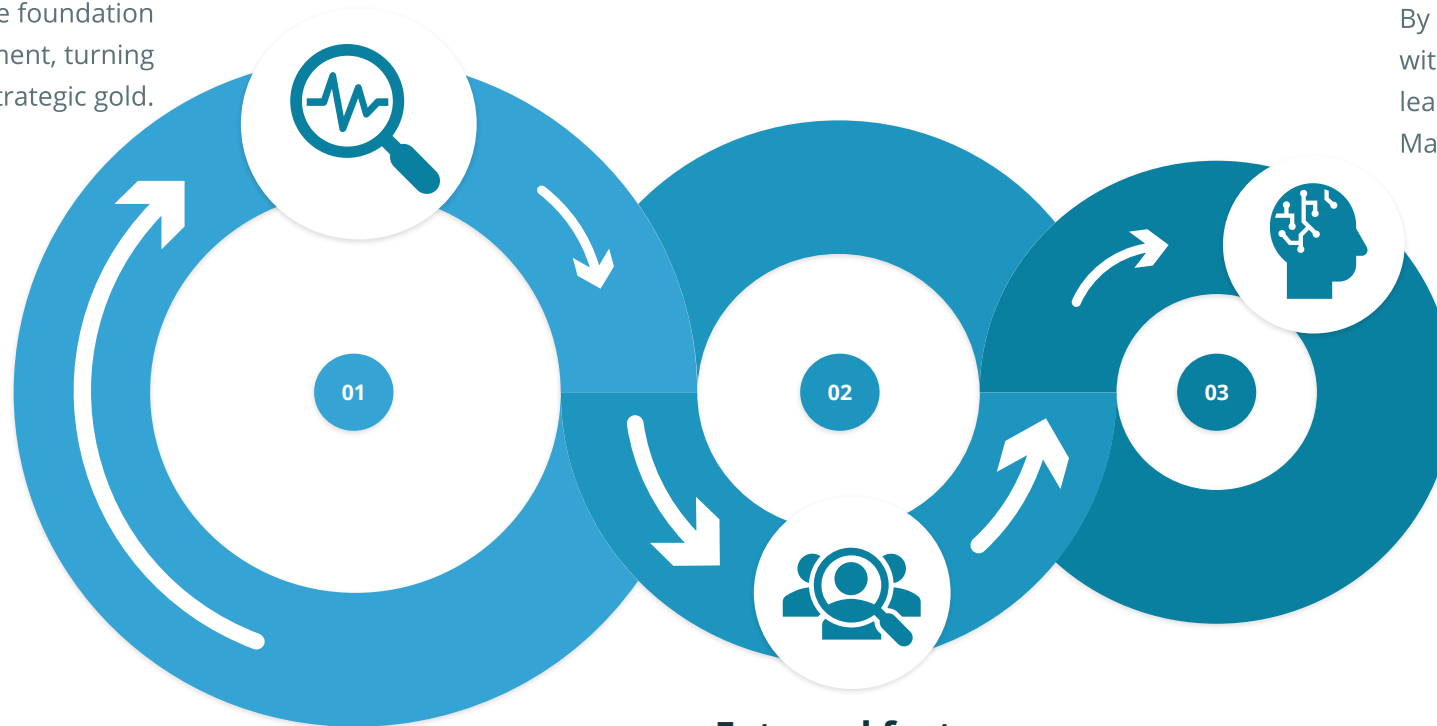
Revenue Managers face an **overwhelming amount of data**

AVALON

Revenue Management
Solutions

Business Intelligence

Business Intelligence forms the foundation of insightful revenue management, turning raw hotel data into strategic gold.

Recommendations

By integrating Business Intelligence insights with external market dynamics, machine learning algorithms can assist Revenue Managers in making data-driven decisions

01

02

03

External factors

Understanding external factors is crucial, shaping a hotel's revenue strategy with a keen eye on the industry's pulse.

Mismanagement of events lead to losses and bad rep

AVALON

Events Management
Solutions

Event Management Software

Software can automate tasks like scheduling, attendee tracking, and resource allocation.

RFID Technology

This can streamline the check-in process, track attendance and control access to different event zones.

Data Driven Analytics

Business intelligence can assist to understand event patterns and meeting room allocations.

Conclusion

Tech is here to help

It is crucial to **balance the use of technologies with a human touch**, especially in the hospitality industry where personal service is highly valued.

Understand your goals

With so many different technologies available, **hoteliers need to define what are the priorities** to go in the right direction to achieve their vision.

Don't fall behind

With new tech coming up, soon, **these solutions will not be the exception** but the standard for hotels.

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Thank you!

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