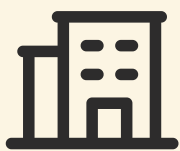


The Hotel AI ✨ Readiness Guide

A practical guide with simple steps to help hotels prepare for AI-driven discovery, booking, and guest experiences.



Why AI Readiness Matters

Guests are changing how they discover hotels. Is your hotel ready?

Not long ago, planning a trip meant jumping between multiple websites, reviews, maps, and Online Travel Agencies (OTAs) before making a booking. Today, AI is simplifying that process.

Instead of searching multiple websites, travelers are increasingly asking AI assistants questions like:

66

Find me a pet-friendly boutique hotel in Charleston for under \$300 per night, with free parking, fast Wi-Fi, and a rooftop bar.

99



Instead of returning a list of links, AI delivers recommendations, answers follow-up questions, and guides booking decisions in a single conversation. **This is one of the biggest shifts in hotel distribution since OTAs.**

Hoteliers don't need to become AI experts; they need to ensure AI can accurately understand and represent their property.

Today, AI collects information about your hotel from sources like your website, OTAs, search engines, and reviews. While you can't control every third-party source, keeping your website information accurate and up to date helps AI better understand and represent your property.

What's Changing?

Before:



Search websites, reviews, maps and OTAs → Compare → Book

Now:



State intent → AI searches & reasons → Validate → Book

What this means for hotels:

Hotels that prepare now will be better positioned to:

- Be prepared for AI-powered travel discovery
- Increase confidence in how their hotel is represented
- Support more direct booking opportunities
- Deliver faster, more personalized guest experiences

The goal isn't to chase every new AI trend; it's to build a strong foundation that prepares your hotel for the next wave of AI-powered discovery and distribution.

Key Takeaway:

AI is changing how guests discover hotels. Your job is to ensure that AI understands your property accurately.

Six Questions Every Hotel Should Ask Themselves at the Start of the Journey

Use these core questions to evaluate whether your hotel's data, content, and systems are AI-ready.

1

Can AI accurately describe our hotel today?

Would it know your amenities, rooms, policies, and differentiators? AI can only recommend what it understands about your hotel.

2

Is our information complete and current?

Outdated or missing data leads to inaccurate recommendations and missed opportunities.

3

Is it easy to book directly?

A seamless booking journey helps convert guest interest into bookings.

4

Does our data tell a compelling story?

Rich, specific content helps AI better match your hotel to guest needs and preferences.

5

Who owns our data?

Clear ownership helps ensure information stays accurate, consistent, and up to date.

6

Do we understand where AI could impact our guest experience?

Understanding how and where AI is changing travel helps your hotel prepare and improve guest interactions before, during, and after the stay.

Key Takeaway:

Successful AI adoption starts with accurate data and clear ownership.



Building an AI-Ready Hotel

AI relies on the data it can access, it doesn't inherently "know" your hotel. That's why accurate, trusted hotel data is becoming one of your most valuable business assets.

Think of it this way:

"Does this hotel allow dogs?" ?

AI needs:

- Pet policy
- Restrictions
- Fees
- Room eligibility

"Is breakfast included?" ?

AI needs:

- Rate plan details
- Package inclusions

"Can I park at the hotel?" ?

AI needs:

- Parking type
- Cost
- Availability

"Is this hotel good for families?" ?

AI needs:

- Room types
- Amenities
- Nearby attractions

Why this matters

Incomplete, outdated, or inaccurate hotel information can lead to:

- Missed visibility
- Incorrect recommendations
- Lower guest trust
- Booking friction

Where to start

Your CRS should act as the source of truth. Data should be:

- Accurate
- Complete
- Current
- Consistent

Even small information gaps (e.g. location errors) can affect how accurately AI understands and represents your hotel.

Having accurate data is only part of the equation. For AI to accurately represent your hotel, it needs both reliable data and a reliable way to retrieve it.

Emerging frameworks such as **Model Context Protocol (MCP)** are making it easier for AI systems to connect with approved hotel data from trusted sources, like a **Central Reservation System (CRS)**. This may include property content, policies, room details, offers, and booking-related information such as rates, availability, and inventory where supported. It helps AI retrieve clearer, more accurate hotel data instead of relying only on scraped, outdated, or incomplete information.

MCP does not replace your CRS, booking engine, or content strategy. It does not guarantee rankings, visibility, or bookings. It helps make approved hotel data easier for AI systems to understand and use. While technology will continue to evolve, the principle remains the same: the better your source data, the better AI can understand and represent your hotel.

Bottom line: Better data = better AI representation.



Technology & Integration Readiness

AI readiness also depends on how well your hotel systems work together.

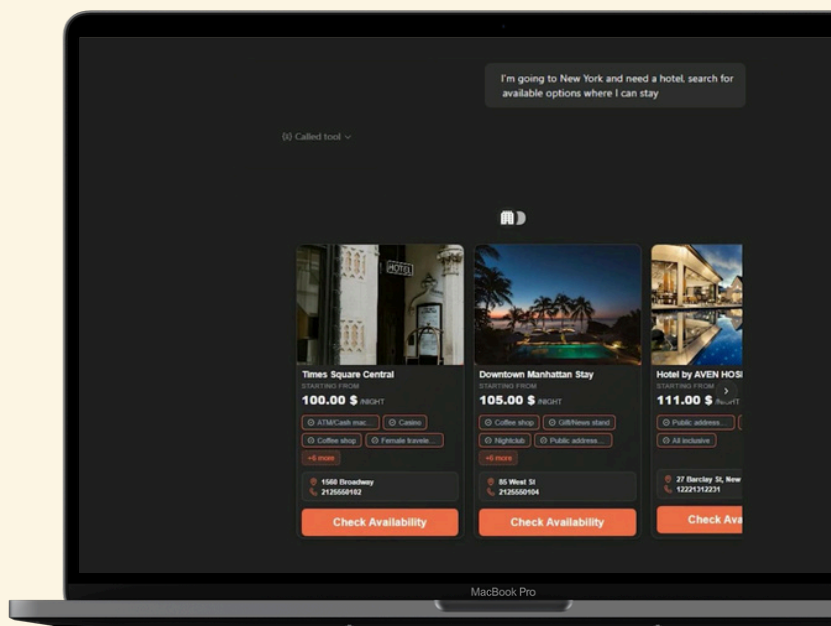
Core systems such as the **Central Reservation System (CRS)**, **Property Management System (PMS)**, **Customer Relationship Management (CRM)**, **booking engine**, and **loyalty platform** should be connected where needed to avoid data silos. Hotels should also define a clear system of record for key data areas such as rates, inventory, guest profiles, room content, policies, packages, and offers.

Hotels should also review whether their website content is accessible, structured, and easy for reputable search and AI discovery systems to understand.

Where legacy systems create gaps or limitations, hotels should have a modernization plan. The goal is to make trusted hotel information easier to access, organize, govern, and use across direct booking, guest communication, and emerging AI-led discovery experiences.

Key Takeaway:

Connected systems create the foundation for future-ready hotel operations



Hotel AI Readiness Checklist

Use this checklist to evaluate your hotel's readiness.

Guest Experience



- ☐ Guests can easily find information about our hotel
- ☐ Our direct booking experience is simple
- ☐ Common guest questions are documented
- ☐ Our brand voice is consistent across guest communications

Data Governance



- ☐ We know who owns our hotel data
- ☐ Our CRS serves as a trusted source of truth
- ☐ Website information matches our CRS
- ☐ OTA listings are consistent
- ☐ Hotel content is reviewed at least quarterly

Technology Modernization



- ☐ We have integrated our core systems (CRS, CRM, PMS, loyalty systems, and others) to avoid data silos
- ☐ We have a clear system of record for each data domain such as rates, inventory and more
- ☐ We have a plan to modernize our legacy technology
- ☐ We are prioritizing structured data implementation that is optimized for generative search

Hotel Content and Data

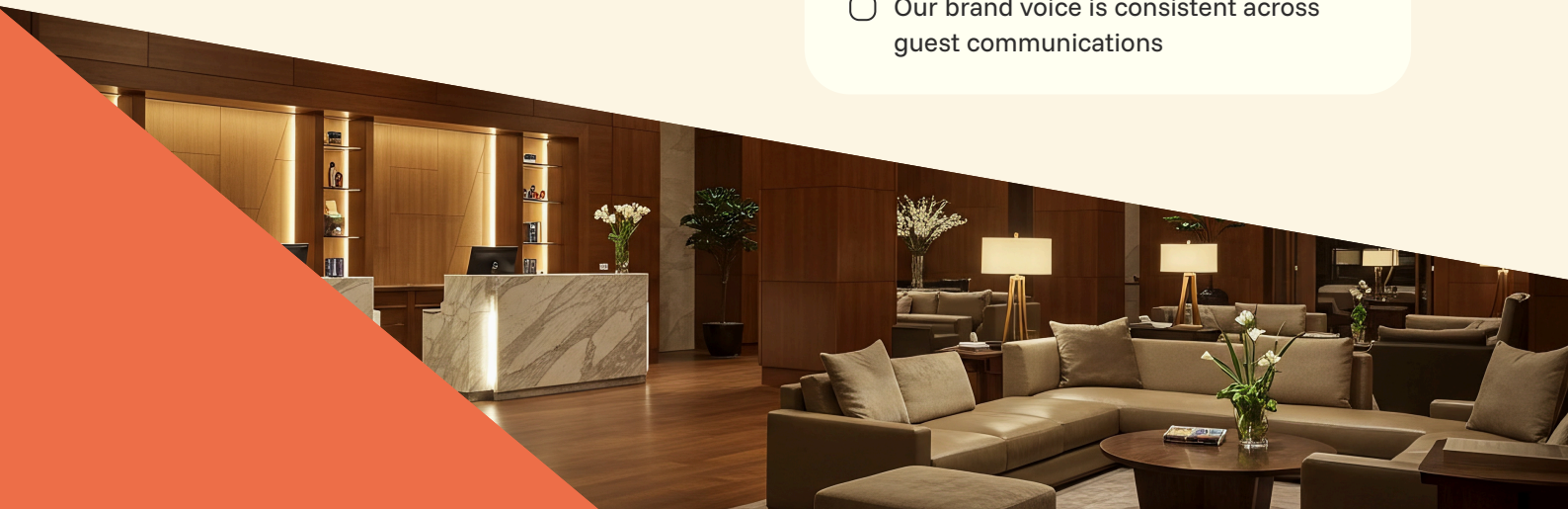


- ☐ Hotel description is current
- ☐ Room types and descriptions are complete
- ☐ Room size or dimensions are included where available
- ☐ Bed types, extra bed, child, and extra adult policies are clear
- ☐ Amenities are specific and accurate
- ☐ Photos reflect today's guest experience
- ☐ Website content is accessible, structured and current
- ☐ Pet policy is complete
- ☐ Parking details are current
- ☐ Breakfast and dining information is accurate
- ☐ Accessibility information is included
- ☐ Check-in and check-out information is accurate
- ☐ Fees, taxes, and mandatory charges are clearly explained
- ☐ Accepted payment methods are listed
- ☐ Rate plans and packages are up to date
- ☐ Cancellation, deposit, and guarantee policies are accurate
- ☐ Location details and nearby attractions are included

AI Readiness



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Your Next Step

Start by reviewing your data:

Audit it

Update it

Align it across systems

You don't need to transform your hotel overnight.

The hotels best positioned for the future won't necessarily adopt every new AI tool first, they'll be the ones with the strongest foundation.

From there, you'll be better prepared for the next generation of AI-powered discovery, booking and guest experiences

How Aven Can Help

The future of AI isn't something hotels should have to navigate alone.

AI readiness isn't a one-time project, it's an ongoing capability. Aven helps hotels stay in control of their data and how they show up in AI-driven travel experiences.

AI is evolving rapidly, and no one can predict exactly how guests will search, discover and book hotels in the years ahead. That's why our focus isn't on helping hotels chase every new AI trend. It's on helping them build a strong foundation that prepares them for whatever comes next.

We help hotels strengthen the direct booking experience today, identify and close data gaps, prepare for AI-powered discovery through technologies like MCP, and continuously optimize how their property is represented across emerging AI experiences.

Most importantly, our focus is on helping hotels maintain control over their own data and digital presence. AI is changing how travel decisions are made, and we're working behind the scenes to help ensure your property is represented accurately, consistently and in the way you want guests to experience it.

As AI continues to advance, we'll help you adapt with confidence, strengthen direct guest relationships, and stay ready for what's next.

