

AI for Independent Hoteliers: Save time. Stay in control

AI isn't just for big hotel chains. **Today's AI-powered tools help independent hotels save time, increase bookings and improve guest experiences** – without sacrificing control.

You don't even need to be an AI expert – these tools do the work while you simply switch them on. And the best part? Many AI tools integrate directly into your current systems, so there's no need for drastic changes.

Step-by-step guide to getting started with AI for Independent Hoteliers

Step 1

Identify where AI can help you

Ask yourself. What daily tasks take up too much time?

- ✓ Answering guest inquiries?
- ✓ Adjusting room rates manually?
- ✓ Managing online reviews?
- ✓ Business reporting?

AI can handle the repetitive tasks, so you can focus on your guests.

Step 2

Set clear goals

Think about what you want to achieve with AI. Start with one AI tool where it makes the most sense:

- ✓ **Smart Pricing** – Keeps rates competitive automatically.
- ✓ **Guest Messaging** – Answers common queries instantly.
- ✓ **Housekeeping Scheduling** – Helps plan shifts efficiently.
- ✓ **Review Monitoring** – Summarizes guest feedback for you.

Start small. No need to change everything overnight.

Step 3

Choose simple, hotel-friendly AI tools

No need for expensive, complex systems. The right AI tools are built for independent hotels and designed to be easy to use.

Where to find the right AI tools

- ✓ **Check your existing providers** – Many PMS, channels managers, pricing tools and booking engines offer built-in AI features.
- ✓ **Look for industry** – trusted solutions – Research AI tools designed specifically for independent hotels through hospitality tech providers.
- ✓ **Ask fellow hoteliers** – Check industry forums, social media groups and explore reviews in hotel tech buying guides.

How to evaluate AI tools

- ✓ **Ease of Use** – Can it be activated with minimal setup? Does it integrate with your existing systems?
- ✓ **Support & Training** – Does the provider offer strong customer support and onboarding?
- ✓ **Flexibility & Control** – Can you adjust settings to match your hotel's needs?
- ✓ **Proven Results** – Are other independent hotels seeing success with it?

Good news! Many AI tools are plug-and-play, requiring zero tech expertise, so you can get started without disruption.

Check with your current software provider – they might already offer AI-powered features!

Step 4

Stay in control

AI supports you, not the other way around. The best AI-powered tools don't take decisions out of your hands – they make them easier. Look for tools that:

- ✓ **Are transparent** – so you always understand why they make certain recommendations.
- ✓ **Give you flexibility** – so you can adjust and refine as needed.
- ✓ **Work with you** – handling the heavy lifting while keeping you informed.

Think of it as your trusted assistant, always working in the background so you can effortlessly make smarter choices. That means:

- ✓ **Less admin at reception** – More time for personalized service.
- ✓ **Fewer spreadsheets for pricing** – AI analyzes data and adjusts rates automatically.
- ✓ **Smarter scheduling** – Housekeeping runs more smoothly with fewer gaps.

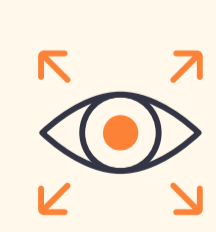
Step 5

Monitor, tweak & improve

- ✓ **Keep an eye on results** – Is it saving you time? Helping bookings?
- ✓ **Listen to your team** – What's working? What needs tweaking?
- ✓ **Make small adjustments** – AI should fit your way of working.

Start small, stay in control, and let AI do the heavy lifting.

Remember, you're still in charge, AI just makes your life easier.



Choose one area where AI can help



Give it a go – No major changes needed



See how it fits your way of working

The sooner you start, the sooner you can gain an edge over your competitors.

Need a hand?
Lighthouse is here to help

Find your AI solution