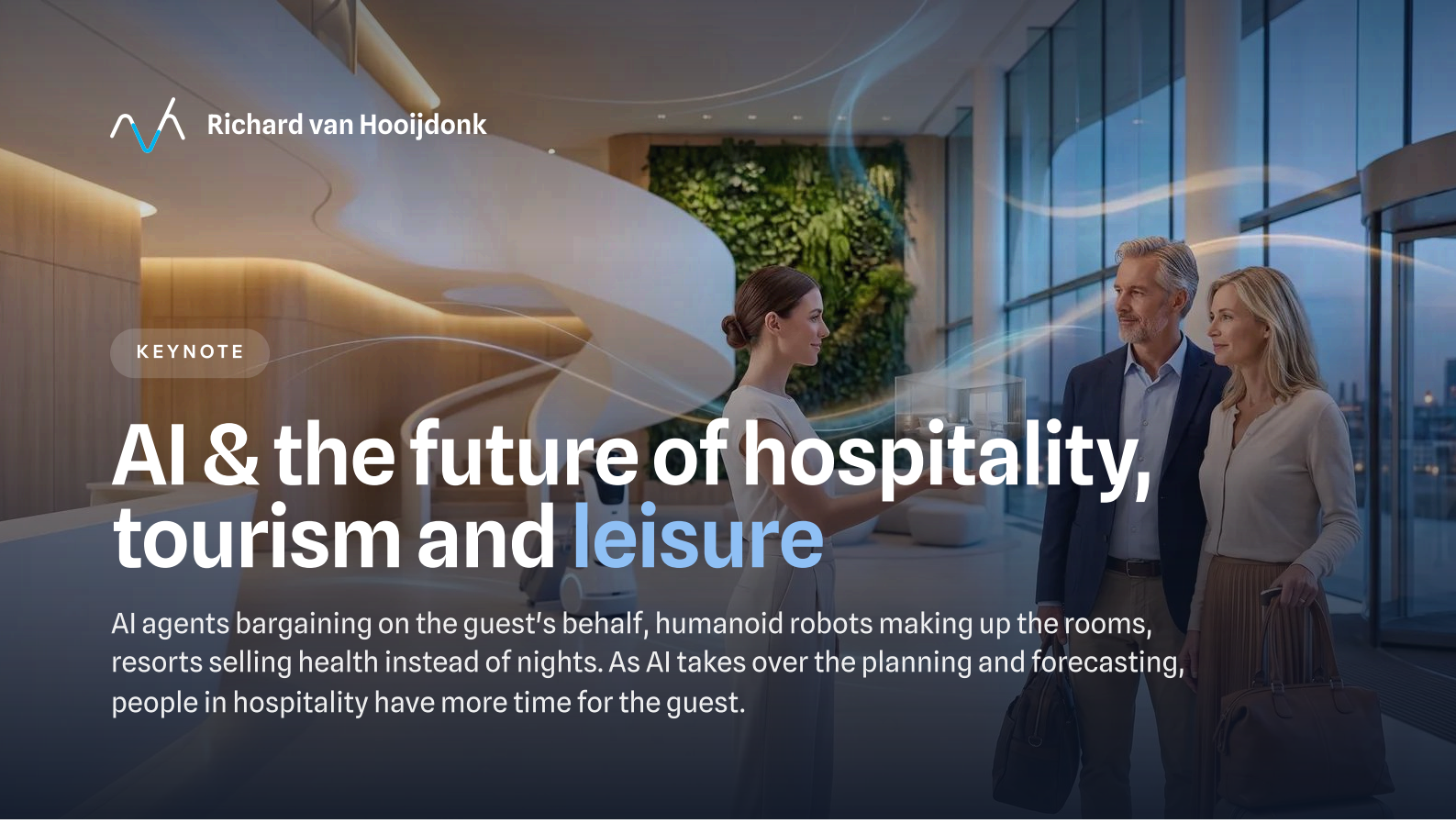


Richard van Hooijdonk

KEYNOTE

AI & the future of hospitality, tourism and leisure

AI agents bargaining on the guest's behalf, humanoid robots making up the rooms, resorts selling health instead of nights. As AI takes over the planning and forecasting, people in hospitality have more time for the guest.

A warm welcome, then a stay that adapts to the guest. AI makes hospitality more personal and leaves more room for human attention.

At hotels, theme parks and tour operators, AI already handles part of the work in service, pricing and planning; futurist and trend watcher Richard van Hooijdonk shows where that is heading. You will see which work stays in human hands by choice, and what that means for your team. A digital assistant answers guests' questions in many languages, revenue systems adjust rates several times a day, kitchens use cameras to record what gets thrown away, and theme parks use an app to send visitors to a quieter part of the park. Meanwhile, delivery robots roll down hotel corridors and guests check in on their phones. The harder questions are about your organisation: what reception does once guests check themselves in, how a team keeps its warmth as systems take on more work, and who checks what the digital assistant promises on your behalf. The keynote separates what is already running, what is being trialled and what could arrive in five to fifteen years: AI agents negotiating with AI agents, humanoid robots in housekeeping, resorts that sell health and a first hotel in space. How will a guest recognise your hospitality when their AI agent holds the first conversation?



RICHARD VAN HOOIJDONK

Richard van Hooijdonk is a trend watcher, futurist and international keynote speaker. Many trend watchers and futurists look at the future from a distance. Richard van Hooijdonk lives in it. His team consists of people and AI agents, and he has several chips implanted in his body. He speaks about AI and new technology, the organisation of the future and leadership in the AI era. He takes you into a future you can barely picture today, and shows how you can steer it yourself.

3,000+	650,000+	30+	Bestselling
keynotes	participants	countries	author

What the keynote covers

NOW AI in hospitality and leisure

What AI already does at the front desk, in the kitchen and in planning.



01 The digital concierge

APPLIED

An AI assistant answers guests' questions in many languages. Next comes a concierge that makes the arrangements itself.



02 Pricing and occupancy by AI

APPLIED

AI helps hotels and attractions match prices to expected demand, the weather and local events, and fill the quiet days.



03 A stay built around the guest

APPLIED

AI suggests the right room, offer or reward. Soon the room will already be set up the way the guest likes it when they arrive.



04 AI agents behind the desk

APPLIED

AI agents take reservations, change bookings, answer the phone and draw up rotas, within fixed limits.



05 The smart kitchen

APPLIED

In the kitchen, AI forecasts how many guests will come and measures what is thrown away. Purchasing and menus follow from that.



06 Visitor flows in balance

APPLIED

AI forecasts crowds at parks, museums, events and whole destinations, and helps spread visits more evenly through the day.



07 Contactless stays

APPLIED

Guests check in beforehand and open their room with their phone. AI says when the room is ready, and the team sees who needs attention.



08 Robots in service

APPLIED

Robots bring towels to the room, vacuum the corridors and work the fryer. Sensors and AI help them move around people.



09 The self-running hotel

APPLIED

Sensors and AI manage climate, light and energy per room based on bookings and occupancy. In time, the hotel will trade its energy too.

COMING NEXT The future of hospitality and leisure

Where hospitality, travel and leisure could be in five to fifteen years, with AI as the engine.



10 The hotel that sells to AI agents

FUTURE SCENARIO

Around 2032, the guest's AI agent negotiates with the hotel's AI agent. The shop window becomes whatever a machine can read.



11 Humanoid robots in housekeeping

FUTURE SCENARIO

Around 2040, humanoid robots could make up rooms and restock supplies. Staff have more time for the guest.



12 Holidays for a longer life

FUTURE SCENARIO

In the world of 2040, a digital twin estimates what a stay could do for your health. The resort keeps supporting guests between holidays.



13 The hotel in orbit

FUTURE SCENARIO

By 2040, a space station could have a hotel section, with private quarters, fixed arrival dates and its own service team.



14 The restaurant that knows your body

FUTURE SCENARIO

Your glucose monitor knows how you react to pasta. Around 2040 the kitchen adjusts your plate to it, partly with protein from a fermenter.



15 Summer moves north

FUTURE SCENARIO

Hotter summers change where people go. AI models region by region which destinations gain by 2040, and where the high season changes.

PEOPLE & ORGANISATION

The hospitality organisation of the future

What AI asks of roles, teams, leadership and culture in a hospitality business.



16 The AI-first organisation

Reservations, rotas and forecasting demand move to AI and AI agents. Receptionists, cooks and waiting staff focus on the guest.



17 Reception becomes guest host

Reception gets more time for the guest. New roles appear, such as trainer of the hotel's AI agent and leader of the robot team.



18 Leadership in hospitality

Leaders in hospitality take the initiative on AI and new technology, and get their teams building tomorrow's hospitality together.



19 The future academy

Experienced staff and newcomers practise with AI and new technology in a future academy. Leaders learn to divide the work differently.



20 Growing as an ecosystem

Customers judge the whole, not one organisation. That is why start-ups, scientists, partners and governments work together on new ideas.

THE OTHER SIDE

The other side: responsibility and risk

Guest data and fraud: where AI in hospitality can go off the rails.



21 Data as the foundation

AI works when data from every department is available, reliable and connected. That is the foundation of a hospitality business that works with AI.



22 Travel and booking fraud

AI makes it easier for criminals to reach guest and payment data: through phishing in the hotel's style, cloned voices and ransomware.

DURATION
30, 45, 60 minutes or longer, with time for questions

LANGUAGE
Dutch or English

FORMAT
On location or online

FEE
On request

PLUS

"Richard succeeded excellently in waking up our leaders and setting them on the path to the future: after the lecture, discussions took place across various parts of the organisation about the topics covered, and initiatives have been set in motion."

Aart van Haren Managing director, PLUS

Deloitte.

"A dazzling journey through new technology. The enthusiasm and energy during his presentation, combined with the visuals, provided a successful kick-off to our event."

Patrick Steemers Partner, Deloitte

A keynote for your hospitality, tourism or leisure event

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