



AI in Hospitality *From Operations to Revenue* *-What Matters Now-*



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Welcome



Robert Gleason

SDCLA Chair
Evans Hotels





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Introduction



J Sears

Alaska Airlines
SDCLA Board of Directors

Featuring



Mark Fancourt
Co-Founder & Principal
TRAVHOTECH



Cory Falter
Partner
Lure Agency





Mark Fancourt



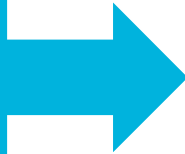
THE NEXT GENERATION TECHNOLOGY CONSULTANT
FOR THE MODERN HOSPITALITY & TRAVEL WORLD



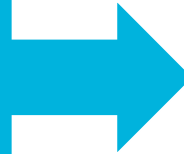


WHAT'S GOING ON WITH AI IN SDO?

Are you
using AI?



Formally
or
informally



Have you
considered
security?



AI MINUS THE SENSATION

**AI IS THE NEXT GENERATION OF
INPUT & OUTPUT BETWEEN
HUMANS & COMPUTING**



CURRENT FOCUS

**HOW DO
WE GET
FOUND!?**

- Revenue Focus
- Panic stations
- Who is really in control?
- What are they actually doing?

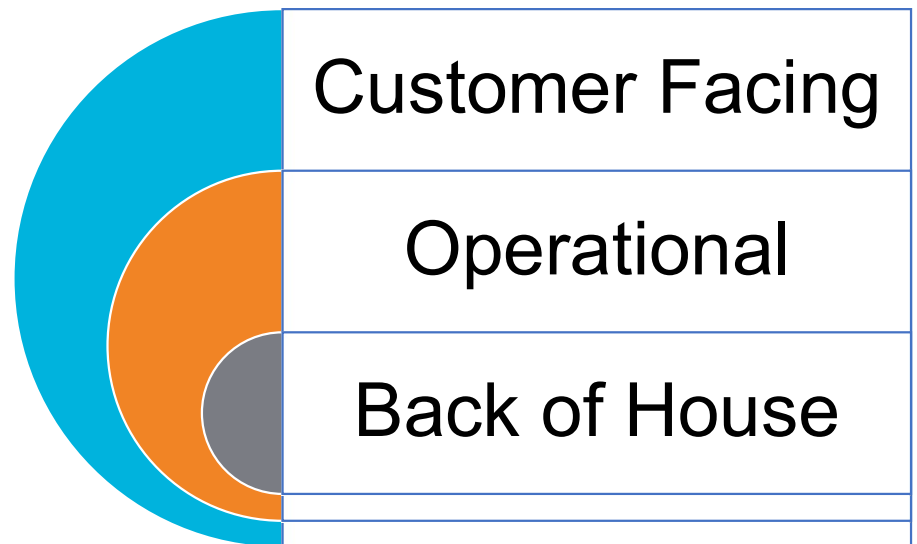
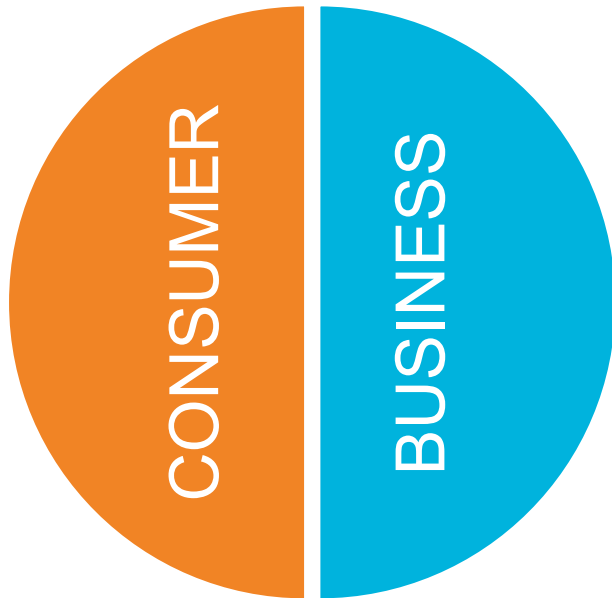


INDUSTRY OPPORTUNITY

**GET THE
HOUSE IN
ORDER.**

- Business Process Focus
- No cause for alarm
- You are in control!

AI DEFINED



YOU & THE CUSTOMER

No major behavioral change

Product value is not transactional

Rich product will command customer connection

Differentiation is the lever

Tech is rising to bridge the gap

Some digital work does need to be done

YOU & YOUR TECHNOLOGY PARTNERS

Enthusiasm and excitement

They are building at pace

Layers of capability are being introduced

Structured data is key

Your tech ecosystem will impact value

This is a genuine opportunity for those who embrace it in a structured approach



OPPORTUNITY & THREATS



Leverage AI

- Make use of available tools
- Structured Data is mandatory
- Security is paramount



Beware the 'Vibe'

- Remember what your focus is!
- Shortcuts – There are none



WHAT'S GOING TO HAPPEN TO...

OUR INDUSTRY?

- NoHo – No Hospitality?

OUR PEOPLE?

- Nothing – Unless YOU decide to replace them with tech.



IT'S ALL ABOUT OUR CHOICES

**“EVERY TIME WE ASK OUR
CUSTOMER TO UNDERTAKE OUR
PROCESSES, WE UNDERMINE THE
VALUE OF OUR OWN INDUSTRY”**



Cory Falter

Lure Agency



**How to Win AI Recommendations
in Hotel & Vendor Sales**



**I'll kick this off with...
This might get a little
controversial.**



**AI doesn't care what
YOU say about your...**



Renovated Rooms



Flexible Meeting Space



Product Features

It does care about...

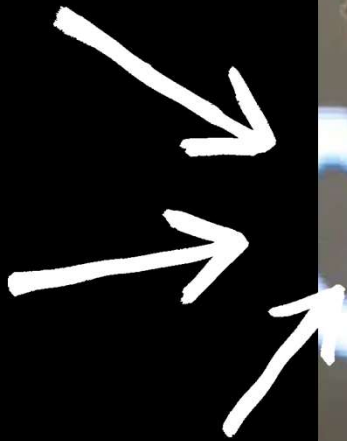


Created by humans...

Not bricks and mortar

Or product features

Don't
agree?
Blame...



Who has used AI, like
ChatGPT to search for a
product or service?

Your prospects are
doing the same thing.

The Wake-Up Call

cvent

Products ▾

Event types ▾

Resources ▾

Company ▾

For hoteliers & venues ▾

BLOG

HOTELS

[AI is stepping into that gap.](#) Three-quarters of planners now use AI in their sourcing process, from finding and selecting venues (43%) to analyzing attendee data for the best fit (41%) and comparing bids (40%). More than 60% expect to ramp up AI use even further in 2026. While AI is no longer experimental, many planners are still figuring out exactly how it can help. And over half (57%) aren't sure how AI could act as a better assistant in sourcing.

VENDORS

Roughly 1 in 2 hotel decision-makers are already using AI in ways that influence vendor selection—and that number is accelerating fast.

- AI's doing 80%+ of sales before reaching out
- When outdated sales tactics no longer work
- How are sales teams going to win?

AEO (Answer Engine Optimization)



What is **AEO (Answer Engine Optimization)**

It doesn't just search, it decides for the buyer, based on what it trusts and sees online **without intermediaries.**



It reads your online footprint: LinkedIn, reviews, website content, Google listings.



It shows results based on the earned value of humans, not bricks and mortar.



It prioritizes experience, expertise, Authority trustworthiness (aka E-E-A-T).

Why It Matters



AI is now the gatekeeper to your buyer

Whether you're selling meeting space or tech solutions, AI tools are deciding who gets seen first.



RFPs and outreach are no longer the first step

You're being vetted before the first email, call, or form fill—even before they visit your website.



Visibility = Pipeline

If your hotel, service, or platform isn't consistently showing up with trust signals, you're off the list.



Digital reputation drives revenue

AI favors those who look like experts: proven track records, strong online presence, real reviews, and relevant content.

Trust is built by humans, not products.

- **AI doesn't just evaluate venues & products. It evaluates people.**
Our personal brand and online trust signals influence buying decisions just as much as your offering.
- **Relationships now start before the first meeting.**
Agents are reviewing LinkedIn, reviewing content, and assessing your credibility, without reaching out.
- **Specs don't build trust, stories do.**
Case studies, client success stories, and personal insights build emotional and professional credibility.
- **You're not selling a product, you're selling expertise + outcomes.**
AI ranks real people who solve real problems, not just features on a fact sheet.
- **Human-first sellers win in an AI-first world.**
Those who show up online as helpful and relatable will beat those who only pitch benefits and pricing.



From Product-Centric to People-Centric Selling

Welcome to the Age of AI Search

OLD WAY



NEW WAY



From Product-Centric

See our 25,500 square feet of newly renovated, flexible meeting space.

To People-Centric

Let me show you how I transformed this 25,500 square feet of meeting space into a sales kick-off retreat that helped a company crush their Q3 revenue goals

Sellers need to **E-E-A-T**

✓ EXPERIENCE

.....

Have you personally done this before?"

Example

You post a LinkedIn story about how you helped a group of 300 medical conference attendees adjust their setup last-minute due to a storm.

✓ EXPERTISE

.....

Do you have knowledge about your product and how it solves problems?"

Example

You write a short article or LinkedIn post titled: "Why Wi-Fi Failures Happen During Conferences—and 3 Ways to Prevent Them."

✓ AUTHORITY

.....

"Do others trust and refer to you?"

Example

Your venue is featured in a trusted industry article or podcast, or a planner tags you in a post praising your service after a successful event.

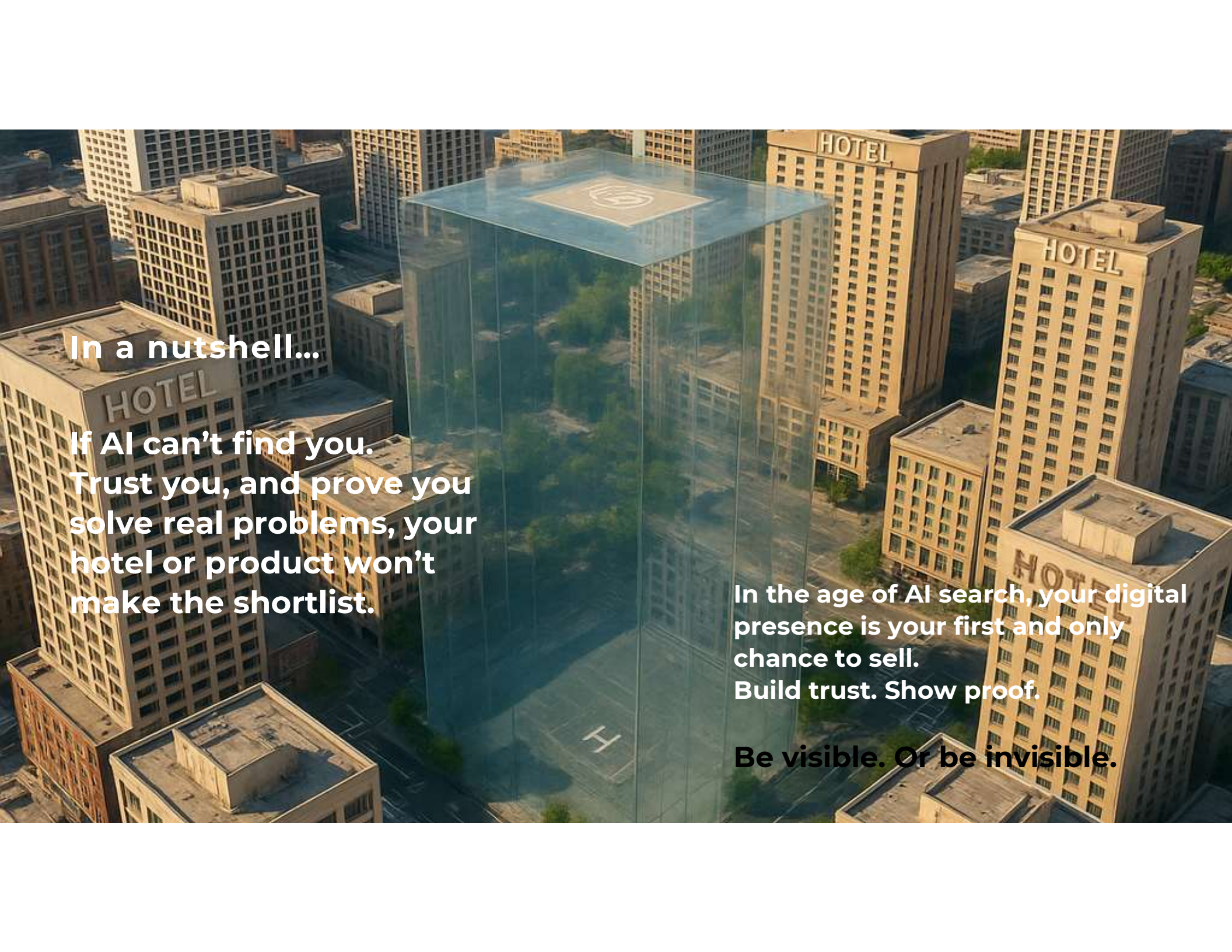
✓ TRUSTWORTHY

.....

"Are you reliable, transparent, and consistent online?"

Example

Your website has clear pricing tiers, your reviews mention responsiveness and integrity, and your LinkedIn matches your company bio and shows client outcomes.



In a nutshell...

**If AI can't find you.
Trust you, and prove you
solve real problems, your
hotel or product won't
make the shortlist.**

**In the age of AI search, your digital
presence is your first and only
chance to sell.
Build trust. Show proof.**

Be visible. Or be invisible.

YOUR AI DISCOVERABILITY AUDIT — DO THIS TODAY

Run the ChatGPT audit

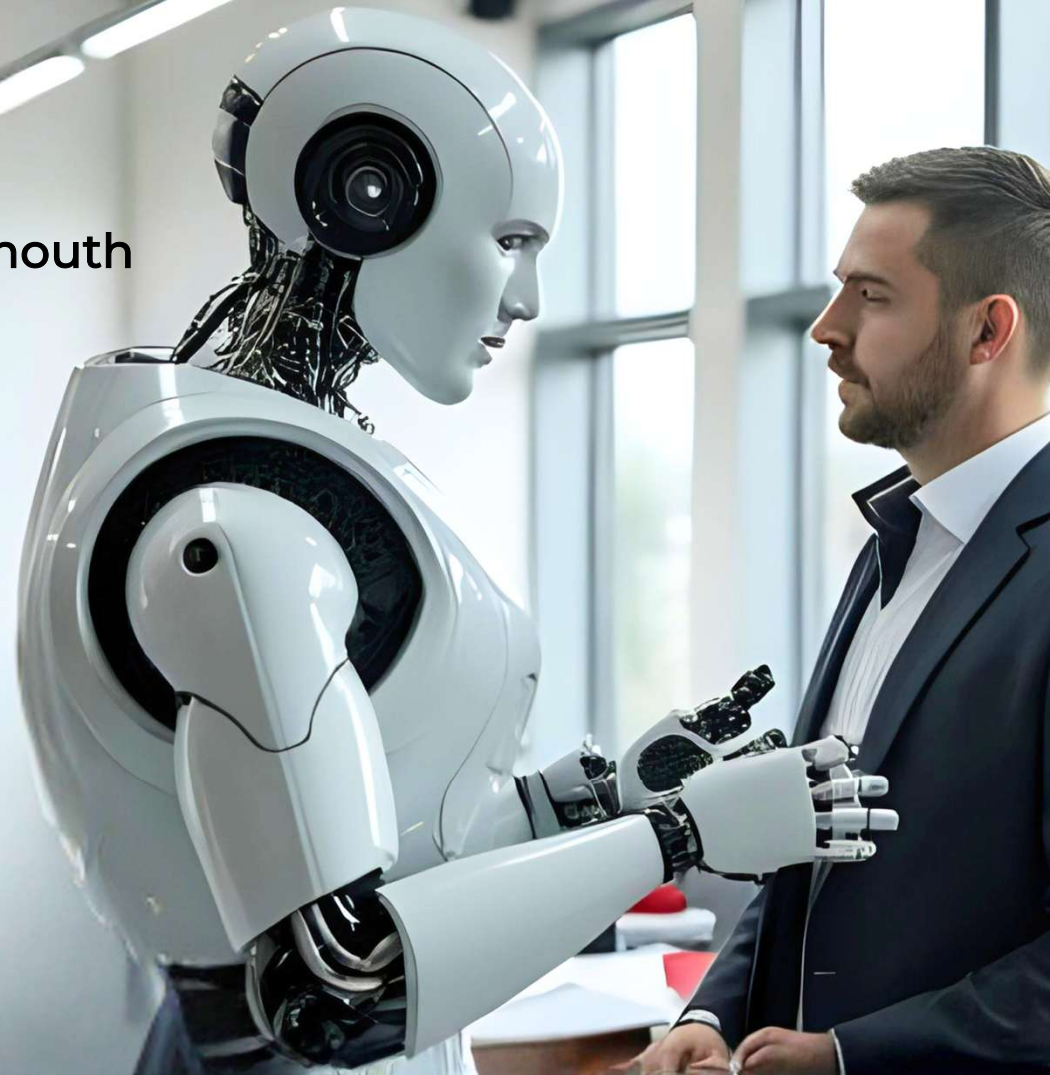
Open a private window and clear your chat history. Prompt as a cold stranger: "I need a resort in [your market] for [event type]. What do you recommend?" — then follow up to find out why you were or weren't on the list.

Top 5 Action Steps You Should Take TODAY!

- **1. Answer the Questions Buyers Actually Ask**
Build real FAQs (pricing, capacity, fit, timelines)
- **2. Prove You're Legit (Social Proof Everywhere)**
Showcase reviews, testimonials, and case studies with real outcomes
- **3. Get Crystal Clear About Who You Serve (Branding 101)**
Define your ideal customer and what problems you solve
- **4. Use Video to Build Instant Trust**
Record short videos answering common questions from your team
- **5. Stay Visible (Consistency Beats Campaigns)**
Post regularly on LinkedIn sharing insights, wins, and behind-the-scenes

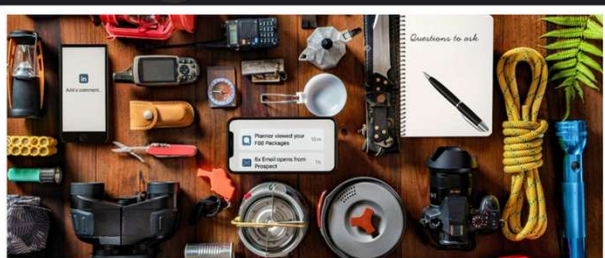
Think of it this way...

- We all agree referrals and word of mouth is the gold standard in business.
- Like a trusted colleague you've known for twenty years.
- ChatGPT is like that, even better.
- When you're deemed trustworthy ONLINE.



Free Resources | LureAgency.com

Prospecting in the Age of AI: A Hotel Seller's Survival Guide



SUSAN TUCKER / SALES

Why the “check-in and circle back” era of hotel sales is officially over

The inbox dings again.

Another “just checking in” email is sent into the void, joining hundreds like it ... unread, unreturned, and unremarkable.

Down the hall, a sales manager dials through their “follow-up Friday” list, repeating the same script they’ve used since 2018. The results? Crickets.

For hotel sales teams across the country, the old playbook has stopped working. RFPs are drying up, inbound leads have slowed to a trickle, and the buyers they’re chasing are finding venues in entirely new ways, often without ever speaking to a sales rep.



Hotel Visibility

AI Grader

Your property's first impression?
Let's make it legendary.



Personal Visibility

AI Grader

Before you glow up,
know what's showing up.



Hotel Sales

Content Creator

Skip the struggle,
serve content that sells.



Hotel Group

FAQs Builder

Questions & Answers
Crafted just for your property.



Why Hotel Sales Needs A Real CRM For Prospecting



Secrets To Selling To Hotels

Free Resources | SalesOnTap.community



VIP ACCESS CURRICULUM INSIGHTS FAQs CONTACT US [JOIN FREE TODAY!](#)

Hotel sales training built for today's buyer.

Most hotel sellers are stuck in a sales process buyers abandoned years ago. If your team is still cold calling and waiting on RFPs, they're already behind. And your hotel's bottom is feeling the pain.

Sales on Tap gives hotel sellers the daily edge to build pipeline, beat ghosting, and close faster.

[JOIN FREE TODAY!](#)



Ready to outsell yesterday's tactics?

WATCH ▶

Watch on  YouTube

Modern Sales Essentials: Sales on Tap Mini Course

- ▶ Module 1: Today's Buyer Has Changed
- ▶ Module 2: LinkedIn Makeover in 15 Minutes
- ▶ Module 3: Digital Networking 101
- ▶ Tap In
- ▶ Module 4: Social Selling Habits
- ▶ Module 5: Prospecting Emails
- ▶ Module 6: No Fail Formula
- ▶ Module 7: AI Prompts & Resources
- ▶ Let's see how much you've learned.

MINI COURSE

Start here. Get up and running fast.



Modern Sales Essentials: Sales on Tap Mini Course

LinkedIn Profile Headline Prompt

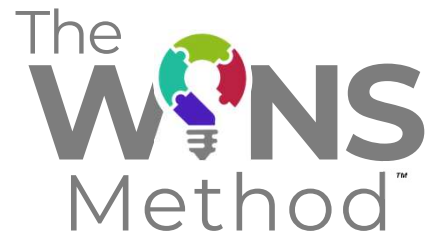
Power up your profile with a headline that actually sells you.

LinkedIn Profile Headline Prompt

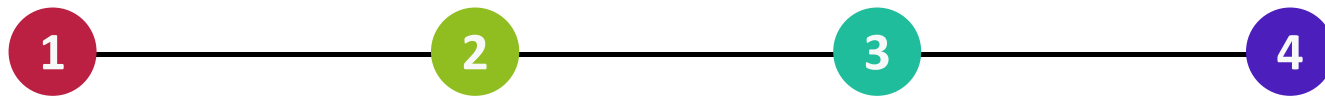
LinkedIn Post Template Prompt

Craft scroll-stopping posts that spark convos and win leads.

LinkedIn Post Template Prompt



An easy-to-follow four-session program



Website

Making Your Website
a Revenue Engine

Intel

Smarter Segmentation
for B2B Success

Nurture

Turning Content into
Conversations

Sell

The Trust-First
Approach to Sales

We guide you through in four weekly sessions.
Real examples. Built for Hospitality sellers.

The outlook...

AI will be your best referral partner and closer.

Or your silent competitor.



Thank

s!

pure
AGENCY



Panel Questions



Mark Fancourt
Co-Founder & Principal
TRAVHOTECH



Cory Falter
Partner
Lure Agency



Audience

99% Using some kind of AI tool

+

Barrier to adoption is integration to system and expertise



Audience

Most Relevant Uses:

72% Revenue Management/Price Optimization

61% Data Analysis/Forecasting

44% Marketing Communications/Sales

44% Guest Services

38% Operations/Staffing/Scheduling

16% Cyber Security/Fraud

Utility Management



Audience

72% believe it will impact staffing
+
83% believe it is an opportunity to
provide better product/service



Question #1

Where should hotels start?



Question #2

**What are hotels getting right
and wrong?**



Question #3

**How will this impact staffing?
Replacement or
enhancement tool?**



Question #4

**What is the big risk hotels
face right now?**



Question #5

In ideal world, what does tomorrow's hotel look like?



Question #6

**What is the biggest thing we
are not talking about?**



Q&A



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Thank You!