



HEI-TRAIN. HEI Transformation for
Entrepreneurship and AI-Driven Innovation



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Baltic Beach Hotel & SPA



AI and Innovations: Our path towards smart hospitality

Anete Krastina
Head of Marketing
Baltic Beach Hotel & SPA
June, 2025





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WELCOME

IMAGINE A HOTEL THAT KNOWS YOUR WISHES BEFORE YOU EXPRESS THEM.

A HOTEL THAT ANTICIPATES YOUR NEEDS AND OFFERS UNPARALLELED COMFORT.

THIS IS NOT SCIENCE FICTION
IT IS THE FUTURE OF AI IN HOSPITALITY.

ARE YOU READY TO EXPLORE A WORLD WHERE EVERY DETAIL IS OPTIMIZED WITH INTELLIGENCE?





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Why AI in Hospitality?

GLOBAL TRENDS & INDUSTRY SPECIFICS

AI IS NO LONGER FUTURISTIC

it is transforming industries from healthcare to finance.

HOSPITALITY IS HIGHLY COMPETITIVE

with guests seeking personalized experiences and
flawless service.

AI HELPS NOT ONLY TO MEET BUT EXCEED EXPECTATIONS BY:

- Increasing operational efficiency
- Freeing staff from routine tasks to focus on
human connection
- ENHANCING GUEST SATISFACTION



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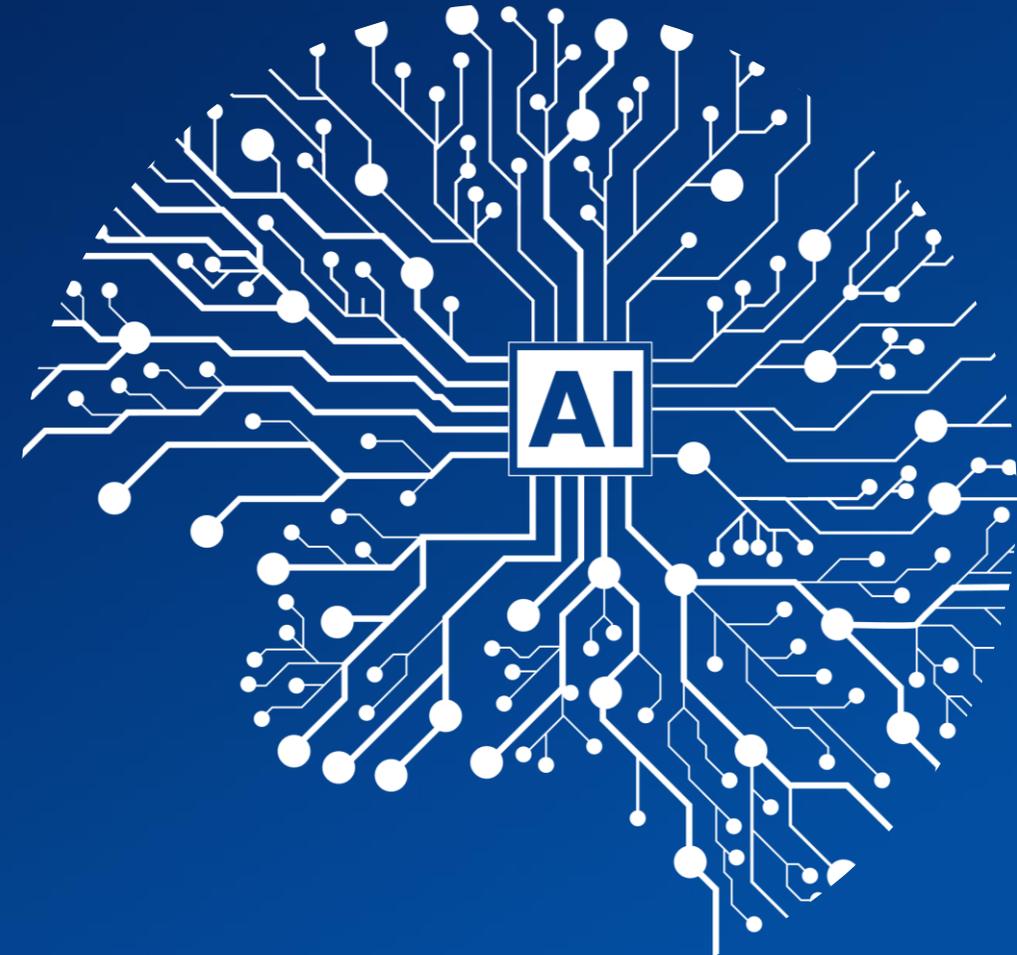


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What is AI in Hotels?

KEY BENEFITS:

- Analyses large data sets to predict guest behavior and market trends
- Automates processes beyond traditional automation, through adaptive learning systems
- Automation of standard procedures





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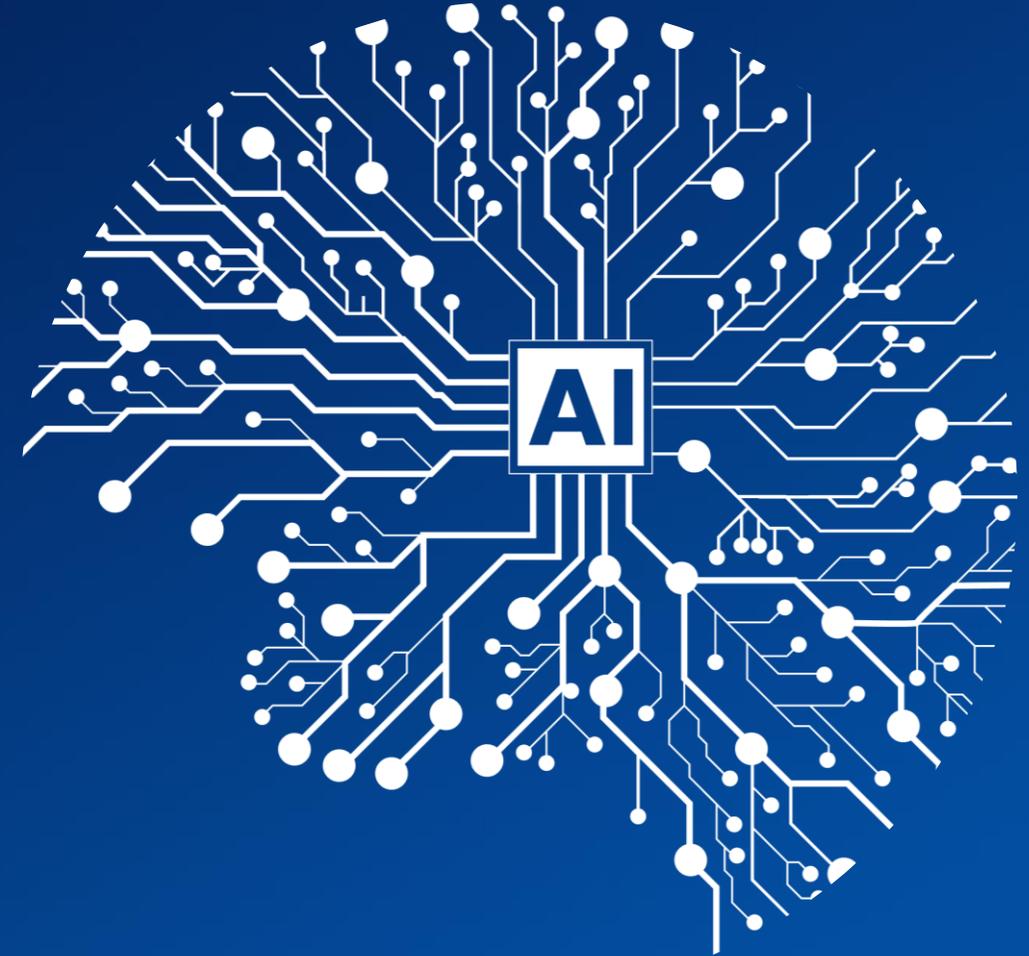


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What is AI in Hotels?

OUTCOME:

- Reduced costs & optimized processes
- Personalized guest experiences
- Better decision-making from precise data analysis
- New revenue streams via optimized services & marketing





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AI at Baltic Beach Hotel & SPA

- **Smart Guest systems**

Exploring intelligent chatbots for 24/7 guest queries, booking requests, and service information.

- **AI-based dynamic pricing & demand forecasting**

Using AI to analyze seasonal trends, local events, competitor pricing, and even weather to optimize room rates in real time

- **Personalized room preferences & smart rooms**

- *Future systems to set lighting, temperature, and music based on guest choices before arrival*
- *Voice or app-controlled smart room environments*

- **Marketing automation with AI**

Developing personalized email campaigns based on guests' previous stays and preferences





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European AI leader

Key AI solutions:

- Smart windows that change transparency with a touch
- Digitally controlled massage beds with adjustable firmness
- Voice command systems to control lights, temperature, and music
- Tablet-based digital concierge for:
 - Room service orders
 - Spa reservations
 - Local recommendations
- Automated lighting and climate control
- AI that adjusts settings based on presence, time of day, and external temperature, saving energy and improving guest comfort





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AI & Data

CONNECTING WITH EIT FOOD

AI in guest behavior analysis for food services:

- Menu personalization
 - Adapting to guests' diets and allergies for tailored offerings
- Stock & food waste management
 - Predicting demand to reduce waste
- Preference tracking
 - Remembering guests' favorite dishes or drinks for future visits





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Challenges & Opportunities

Challenges:

- Data security & privacy compliance
- Significant investments in technology & infrastructure
- Staff training for new systems
- Technical integration with existing PMS and systems
- Balancing personalization with human contact

*AI is a tool, not a replacement for the
heart of hospitality – people.*





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Challenges & Opportunities

Opportunities for startups:

- Developing niche AI solutions for specific hotel needs (*e.g. housekeeping optimisation, energy management*)
- Software integration services with hotel PMS systems
- Consulting & training for AI adoption in hospitality





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Conclusion?

**AI is not just technology – it is the key to the
future of hospitality!**

Empowering us to create unforgettable,
personalized guest experiences while driving
operational excellence.



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Questions?

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