



A Hospitality Business Boosts Revenue Per Guest by 25% with AI

CUSTOMER SUCCESS STORY

A boutique hotel and restaurant group was charging the same rates every night, sending the same messages to every guest, and building staff rosters by hand. Money was being lost every single day. They came to **GSDC AI Consulting** to fix that – and within ten weeks the business was earning more from every guest while spending less to run the operation.

90+

Staff Impacted

10

Weeks Engagement

25%

Revenue Per Guest Up

45%

Operational Costs Cut

AI in hospitality is giving hotels, restaurants, and venues a smarter way to run their business. Independent hotels, boutique resorts, restaurant groups, and event venues all deal with the same problems. Margins are tight, guests expect more, and competition is growing. Most operators are still using fixed pricing, sending the same message to every guest, and building rosters on rough estimates – meaning revenue gets left on the table and guests do not always come back.

The Challenge

PROGRAM PROFILE

HOSPITALITY & TOURISM

NORTH AMERICA, EUROPE & MIDDLE EAST

This engagement focused on **Revenue Optimisation & Guest Experience** for Ops, Revenue, and Guest Services Teams across North America, Europe, and the Middle East. The problems were deeply embedded in daily operations.

Static Pricing

Room rates and table prices stayed the same whether it was a quiet midweek night or a fully booked weekend. No one was adjusting for local events, seasonal demand, or what competitors were charging.

Generic Guest Experience

Guest messages were the same for everyone – so they felt personal to nobody. Low repeat visit rates were a direct consequence of communication that failed to connect.

Staff Scheduling Waste

Rosters were built by hand and often did not match actual demand – too many staff on slow nights and not enough on busy ones, driving up unnecessary labour costs.

Kitchen Inefficiency

Food waste in the kitchen was higher than it needed to be because prep was based on guesswork rather than data-driven demand forecasting.

Consulting Approach

GSDC looked at the full guest journey – from booking right through to after checkout – and also spent time understanding how the back of house was running. Three areas stood out as having the clearest impact on both revenue and costs: pricing that moved with demand, guest communication that felt personal, and smarter scheduling and kitchen management that cut waste without affecting service quality.



Data Discovery

Went through booking data, pricing history, guest profiles, staff rosters, and food and beverage operations to identify exactly where money was being lost.



Dynamic Pricing Tool

A pricing engine that adjusts room and table rates automatically based on occupancy, local events, competitor rates, and seasonal demand patterns.




Personalised Guest Messaging

Automated messages sent before arrival, during the stay, and after checkout – tailored to each guest to encourage upsells and repeat bookings.



Scheduling & Kitchen AI

A staff scheduling tool matched shift sizes to predicted demand, while a kitchen demand tool used past order data to guide food prep and cut waste across all meal services.

 Practical training for management and frontline staff was delivered throughout, with simple documentation left with the team for ongoing use.

Implementation Plan

The ten-week engagement followed a structured rollout – from discovery through to a live governance framework – ensuring every tool was embedded into daily operations before handover.

Weeks 1–2: Discovery & AI Readiness Audit

The team reviewed booking records, past pricing, guest profiles, staff rosters, and food and beverage management. By end of week two, a clear picture emerged of where revenue was being missed and where costs were higher than necessary.

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Week 3: Use Case Identification & Business Case

Workshops with the general manager, revenue team, front of house leads, and kitchen management identified three priorities: pricing not keeping up with demand, impersonal guest communication, and scheduling that didn't reflect actual busyness.

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Weeks 4–6: Dynamic Pricing AI Deployment

A dynamic pricing tool was connected to the property management system. Room rates and food and beverage prices adjusted automatically based on occupancy, local events, competitor rates, and past demand – no manual intervention required.

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Weeks 5–7: Guest Personalisation & Communication

A guest communication system sent personalised messages before arrival, during the stay, and after checkout. Pre-arrival messages collected preferences; in-stay messages suggested relevant upgrades; post-stay messages requested reviews and made rebooking easy.

5

Weeks 7–9: Staff Scheduling & Food Waste Reduction

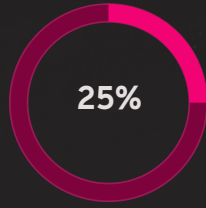
A scheduling tool built rosters based on predicted demand – less overtime on quiet nights, better cover on busy ones. A kitchen demand tool guided food prep volumes for each service, bringing waste down across all meal times.

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Week 10: Outcome Review & Governance Framework

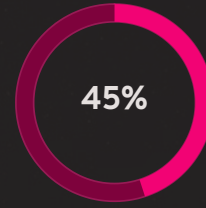
A final review covered revenue per room, guest satisfaction, repeat booking rates, staff cost savings, and food waste. A performance dashboard was put in place so management could track results going forward independently.

Outcomes & Results



Revenue Per Guest Up

Dynamic pricing finally reflected real demand, capturing revenue that had been left on the table every night.



Operational Costs Cut

Smarter staffing and reduced kitchen waste drove significant savings across the operation.

Ten weeks in and the business was in a much stronger position. Revenue per guest was up because pricing was finally reflecting real demand. Operational costs were down because staffing was more efficient and the kitchen was wasting far less. And guests were coming back more often because the messages they received actually felt like they were meant for them.

"We were leaving money on the table every single night with flat-rate pricing. GSDC's dynamic pricing AI changed that overnight, literally. Our revenue per room jumped within the first month, and the personalised guest follow-ups brought back guests we thought we had lost. The staff scheduling alone saved us from two hires."

General Manager | Boutique Hotel & Restaurant Group | North America ★★★★★



Ready to Replicate These Results?

Talk to our team about how AI in hospitality can work for your business. We will look at where you are losing revenue and where costs can come down, and put together a simple plan that fits your operation and your guests.

[Talk to Our Team](#)

What We Will Cover

- Where your pricing is leaving revenue behind
- How guest communication can drive repeat bookings
- Scheduling and kitchen efficiencies unique to your venue
- A clear, practical AI roadmap for your team