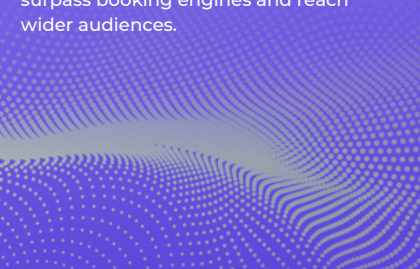


AI For Hospitality Professionals

Empowering hospitality professionals to surpass booking engines and reach wider audiences.



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Course's Trivia

Course Duration
15 hours

Slots
16:00-19:00

Prerequisites
A foundational understanding
of Hospitality practices and
basic digital literacy.

5 Live Lessons of 3 hours each

What can you achieve as a AI-for-Hospitality Specialist?

The "AI Marketing Tools for Hospitality Professionals" course is a concise, 9-hour program designed to introduce hospitality professionals to the world of AI-driven marketing. The syllabus spans various aspects of AI applications in the hospitality industry, focusing on enhancing marketing strategies through technology. It covers essential topics such as using AI for reputation management on digital platforms, optimizing Airbnb and Google listings, creating engaging and personalized guest guides, and effective blogging practices. Participants will also delve into advanced social media strategies utilizing AI, learn about personalized marketing techniques, and understand how to leverage AI algorithms for targeted promotions. The course culminates with a module on analytics and performance measurement, teaching the use of AI tools to evaluate marketing campaigns. This program is structured to provide hands-on experience and practical knowledge, making it ideal for professionals seeking to integrate AI into their hospitality marketing efforts efficiently.

As the sector increasingly adopts digital solutions, understanding and applying AI tools becomes vital for success. Participants will gain insights into AI's role in reputation management, content creation, social media strategy, and personalized marketing, which are key areas in attracting and retaining guests. Moreover, this course is invaluable for professionals looking to increase operational efficiency, improve customer engagement, and drive revenue growth through data-driven decision-making. By completing this course, participants will not only enhance their skill set but also position themselves and their businesses at the forefront of innovation in hospitality marketing.

Why This Course Is Not Like Others?

Original, Exclusive Content

Everything we teach is crafted from scratch. We don't recycle information you can easily find on Google or ChatGPT.

Instructors from the Frontlines

Our instructors are not just academics—they're seasoned marketing professionals with hands-on experience in applying what they teach.

Up-to-Date and Relevant

Every module reflects the latest in marketing trends and tools, so you're never behind the curve.

Real AI Implementation Experience

Our instructors and their teams leverage AI daily to:

- Achieve superior results faster and with higher quality.
- Enhance productivity across projects.
- Empower clients with effective, practical training.
- Scale their businesses, proving that AI is a transformative tool in real-world settings.

Data in the Age of AI -In Figures

AI could increase labor productivity by up to **40%**
in media and communications industries by 2035

A study by Accenture

79%

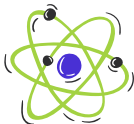
of executives believe AI will be "very" or "critically"
important to their business strategies in the coming
years

A study by Deloitte

Up to 50%

of current work activities in advertising and marketing
could be automated by 2030

Source: McKinsey Survey- The State of AI In Early 2024



About This Course

 15 hours

 Online

 EUR 600

This course empowers hospitality professionals to leverage AI as a competitive advantage, enabling them to surpass booking engines and expand their reach to broader audiences. Participants will explore AI-driven strategies that enhance guest experiences, optimize operations, and strengthen direct engagement with customers. By integrating AI into their workflows, they can refine marketing efforts, personalize guest interactions, and create lasting impressions that encourage loyalty and direct bookings.

In addition to understanding the fundamentals of AI, attendees will gain hands-on insights into practical tools tailored for the hospitality sector. This includes techniques for improving online reputation, automating responses, and targeting potential guests more effectively. With these skills, participants will be equipped to harness the potential of AI, staying ahead in a rapidly evolving industry.

During This Course, You Will ...



Understand the role of [AI in modern hospitality marketing](#) and discover its benefits for small accommodation businesses.



Learn to use AI for effectively [managing and enhancing the online reputation](#) of hospitality services.



Gain skills to [optimize online listings](#) on platforms like Airbnb and Google, boosting [visibility and ranking](#).



Develop the ability to create engaging, [personalized guest guides](#) with AI content creation tools.



Acquire techniques for producing [SEO-friendly blog content](#) that engages readers and improves search rankings.



Master AI-driven strategies for [content creation and campaign optimization](#) on social media platforms.



Gain proficiency in using [AI-powered analytics](#) to monitor and evaluate campaign performance, making informed, data-driven marketing decisions.

[Register now -](#)

Who Will Benefit From This Course

- 01** Hotel managers aiming to enhance operations and guest satisfaction.
- 02** Marketing specialists looking to implement AI-driven marketing strategies in the Hospitality Industry.
- 03** Guest relations officers focused on creating personalized guest experiences.
- 04** Customer service representatives seeking to improve customer engagement.
- 05** Hospitality professionals interested in reputation management and optimizing online presence.
- 06** Individuals wanting to integrate AI to drive business growth and streamline services in the hospitality sector.

Your Instructors at a Glance

**Theo
Moulos**



4x Exited Entrepreneur - CEO at GrowthRocks



**Effie
Bersoux**

Sustainable Marketing Certified - CEO at GrowthGirls

Course Outline

- 01 The role of AI in Hospitality Marketing (1,5 hour)**
- Overview of AI applications for small accommodation businesses
 - Case studies of successful AI implementations in the hospitality sector
- 02 Reputation Management with AI (1 hour)**
- Utilizing AI tools to manage online reviews on booking platforms
 - Strategies for improving ratings and handling negative reviews
 - Practical exercises on using AI to enhance the online reputation of a hotel or accommodation
- 03 AI for Airbnb and Google Listings Optimization (1 hour)**
- Optimizing Airbnb and Google listings using AI-driven techniques
 - Leveraging AI algorithms to enhance visibility and ranking
 - Hands-on workshop on implementing AI strategies for improved online presence
- 04 Creating Engaging Guides for Guests with AI (1.5 hour)**
- Introduction to AI content creation tools for hospitality guides
 - Crafting personalized and compelling guides for guests using AI
 - Interactive session on using AI to enhance guest experience through informative guides

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Course Outline

- 05 Blogging with AI for Hospitality (1 hour)**
- Generating engaging and SEO-friendly blog content with AI tools
 - Practical demonstration on using AI for efficient and effective blogging
- 06 Social Media Strategies for Hospitality with AI (1 hour)**
- AI-driven content creation and scheduling for social media platforms
 - Hands-on exercises on optimizing social media campaigns using AI tools
- 07 Personalized Marketing with AI (1 hour)**
- Utilizing guest data and AI algorithms for targeted promotions
 - Case studies on successful personalized marketing campaigns
- 08 Analytics and Performance Measurement (1 hour)**
- Introduction to AI-powered analytics tools for hospitality marketing
 - Monitoring and evaluating the performance of AI-driven marketing campaigns
 - Workshop on interpreting analytics data to make informed marketing decisions

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Certificate of Achievement

All learners who successfully complete the course will be awarded a Growth hacking University Online Certificate of Achievement, officially recognizing their mastery of the course topics. This certificate is a testament to their dedication and expertise in the subject matter and can be used to enhance their professional credentials and career opportunities.



[Register now -](#)

About us: AI The Academy

AI The Academy is a dedicated school for AI part of Growth Hacking University. It provides learners worldwide with the opportunity to engage with GHU teaching and research, deepen their knowledge, gain new skills, and earn a Certificate. Its extensive range of courses, designed and delivered by Growth Hacking University, is conveniently available in an online format.

Experience the excellence of GHU's courses, blending academic rigor, industry focus, an applied learning perspective, and flexible online learning tools for a dynamic and enriching educational experience

[Register now -](#)

Our Community of Learners

Join a community of learners with diverse backgrounds and careers dedicated to expanding their leadership abilities. Engage in study groups and collaborative learning opportunities, enhancing your understanding of the field through shared insights and experiences.

Course Benefits

- 01** Networking opportunities with fellow course learners, through our dedicated slack channel.
- 02** A 20% discount on future Growth Hacking University and AI-The-Academy courses (restrictions apply).
- 03** Access to the course materials for up to six months after course completion.



For more information, please
contact the Team at AI The Academy

Email: hello@aitheacademy.com

[Schedule a call -](#)

[Register now -](#)