

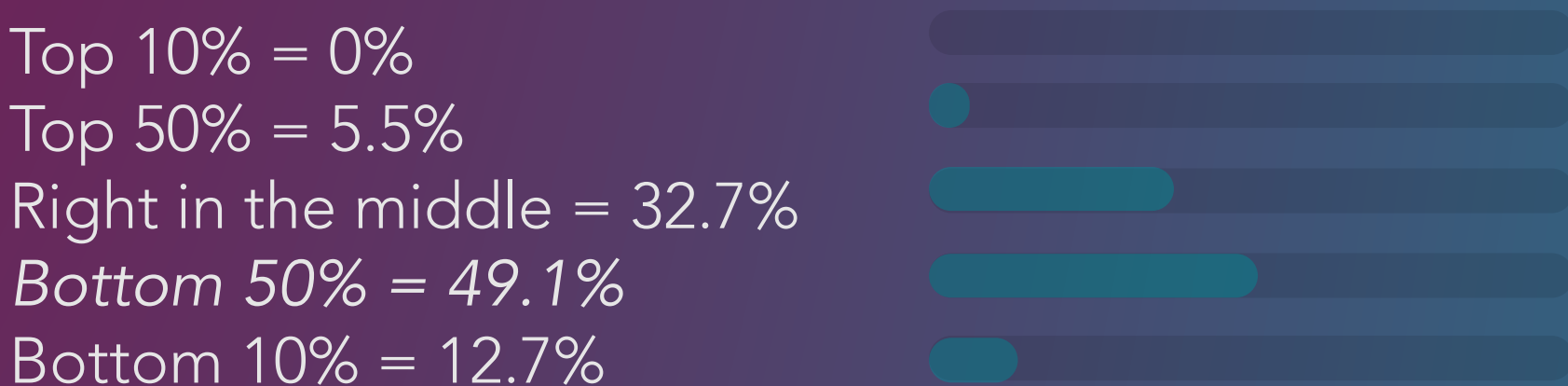
# AI in the hotel industry

Hotel News Now conducted an unscientific poll of its readers on the hotel industry's use of artificial intelligence and machine learning. Here are the results:

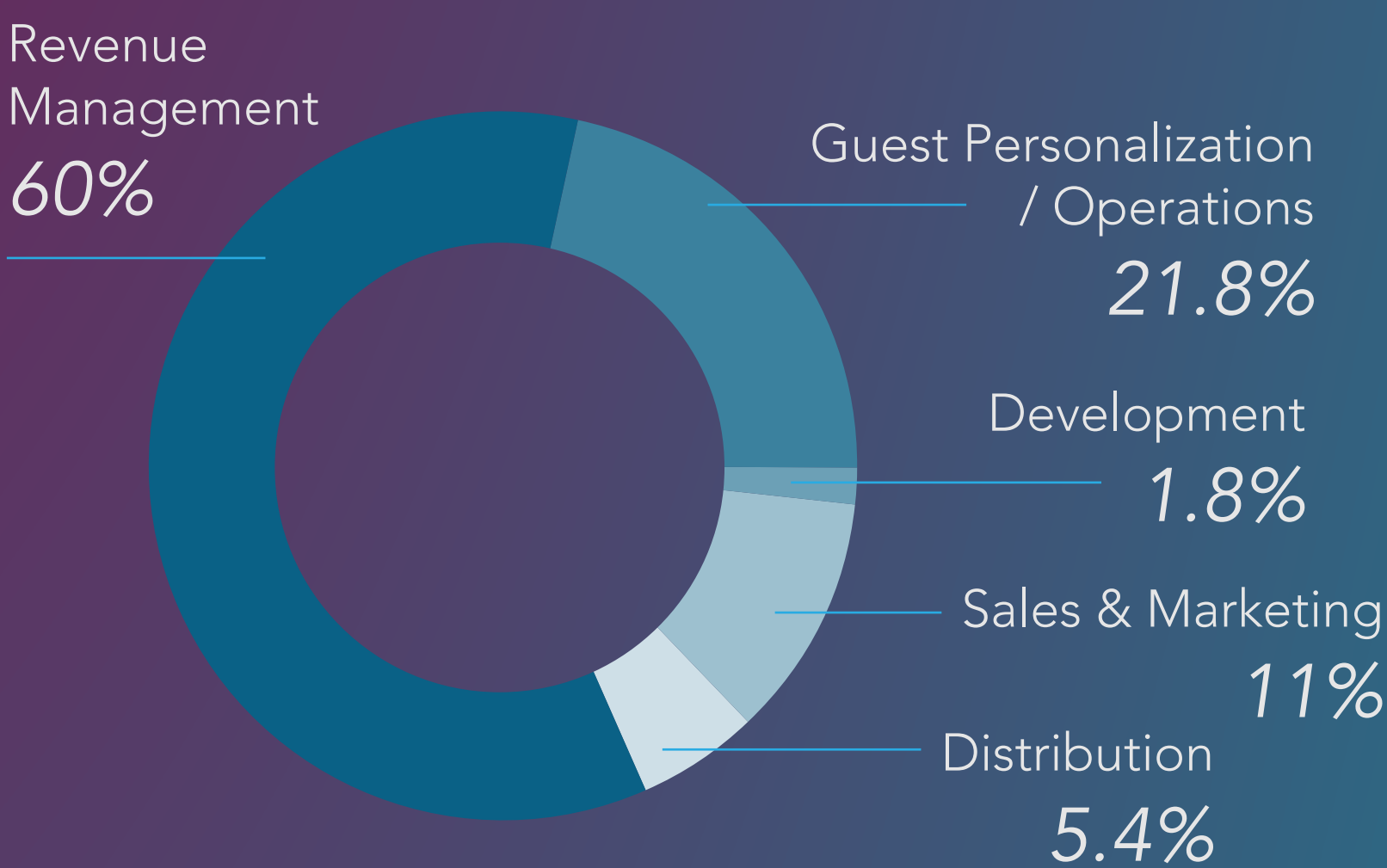
## Grading the hotel industry on use of AI/ML



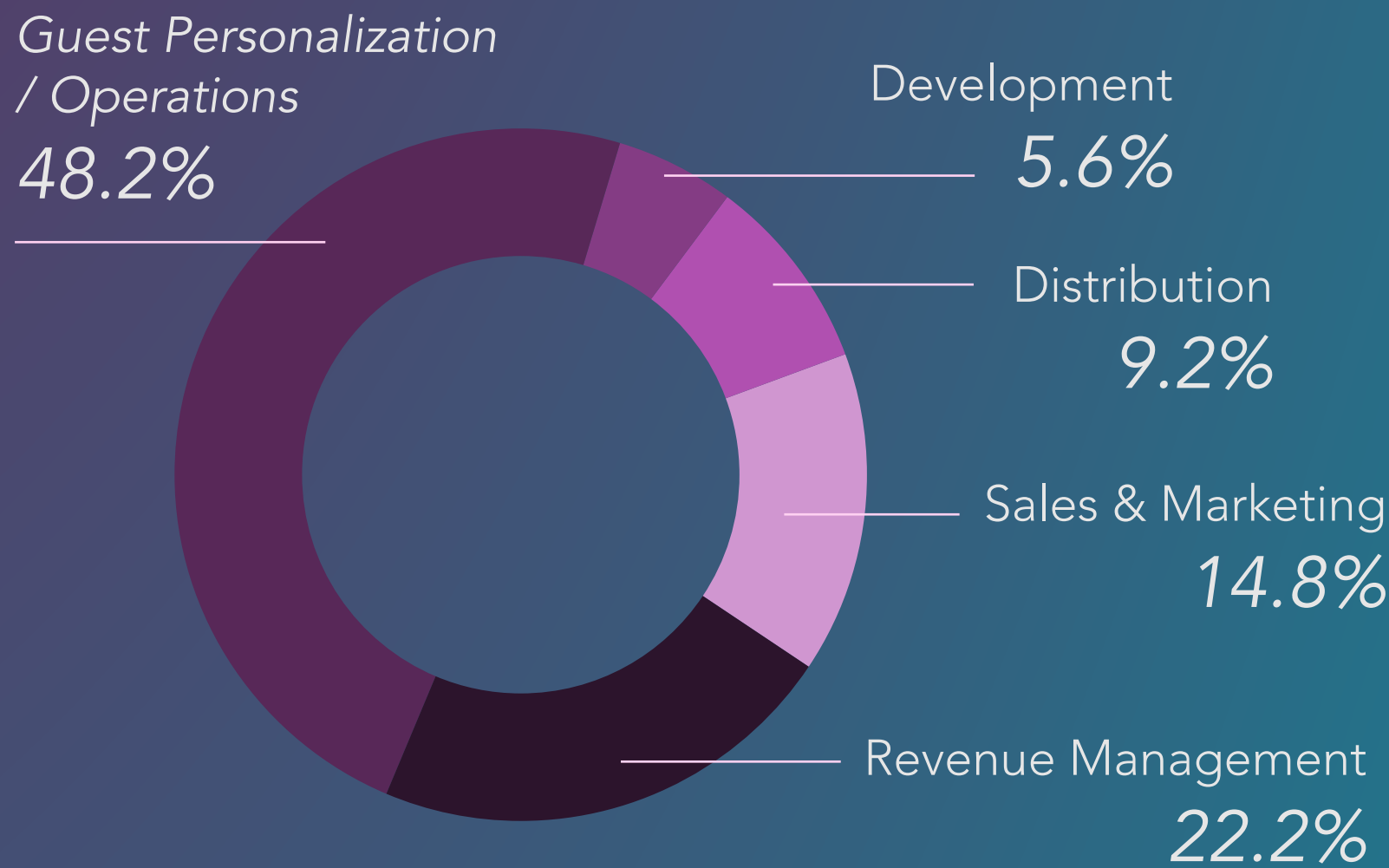
## How the hotel industry rates compared to other industries in use of AI/ML



## The hotel industry's best use of AI/ML



## Where the hotel industry can most improve with AI/ML



## Planning to invest in AI/ML in 2020

