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Are Hotels Automating Away the Guest Experience?

We're automating more of the hotel guest experience while travelers increasingly crave technology breaks. Are hotels overlooking one of their biggest competitive advantages?

During The Lodging Conference in Phoenix earlier this month, No Vacancy News host Glenn Haussman caught up with Sara Masterson, President, and John Schultzel, Chief Growth Officer at Olympia Hospitality, about the growing tension between hotel technology and human connection.

John shares why guests at an Olympia hotel in Chicago love playing vinyl records in their rooms, while Sara questions whether every new technology investment genuinely improves the guest experience. They also examine why a knowledgeable hotel employee sometimes beats online reviews and AI recommendations.

Plus, Sara explains her approach to automation, employee productivity and protecting the personal interactions that define great hospitality. As hotels embrace AI and digital convenience, are they losing sight of what travelers actually want?



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