

AI in marketing for the HoReCa industry

Artificial intelligence is becoming one of the key tools supporting marketing and sales in the HoReCa sector. Hotels, restaurants, and leisure facilities are increasingly using AI to create content, streamline guest service, generate offers, and automate communication. However, to use these tools effectively and responsibly, teams need a solid understanding of how AI works and how to apply it in everyday operations.

This dedicated training program for teams enables participants to explore both the possibilities and limitations of AI. They learn how to use tools for creating text, graphics, and video content, as well as how to implement AI in guest service and marketing processes. The workshop-based format is built around real-life HoReCa examples—participants work on their own brand materials and test tools live, step by step.



Training recipients

The training is designed for marketing and guest service teams in hotels, restaurants, and tourism facilities, in particular for:

- marketing, sales, and communications specialists,
- front desk and reservations staff,
- hotel and leisure facility managers,
- professionals responsible for social media and property promotion,
- companies looking to integrate AI into their daily operations and streamline communication and operational processes.

The program is delivered as a closed, company-dedicated training. It is conducted for a minimum group of three participants from the same organization, enabling the team to work on real business cases and receive recommendations tailored to the specific needs and profile of their property.



Benefits

- You will understand how artificial intelligence works and how to distinguish real AI solutions from simple automation.
- You will explore and practice using key AI-powered marketing tools such as ChatGPT, Canva Magic Studio, Microsoft Copilot, Google Gemini, Microsoft Designer, and Pika Labs.
- You will learn how to create effective promotional content – offer descriptions, social media posts, graphics, and short promotional videos tailored to HoReCa properties.
- You will gain practical knowledge on how to use AI safely and responsibly, including data protection, privacy considerations, and how to avoid common errors and AI hallucinations.
- You will develop ready-to-use materials (posts, graphics, review responses, room and offer descriptions) that can be immediately implemented in your brand communication.



Training program

Block 1. Introduction to AI - what is it really?

- Not everything automated is AI: what machine learning is, what generative AI is, what language models are – and what AI definitely is not.
- Where AI gets its “knowledge” from – data, language models, machine learning.
- What artificial intelligence can (and cannot) do – broad business applications beyond chatbots.
- Mini quiz: “AI or human?”

Block 2. Everything about LLMs

- Differences between ChatGPT, Microsoft Copilot, and Google Gemini.
- Free vs. paid versions of AI tools.
- Live demo: how to ask AI the right way to get precise answers.
- How to write effective prompts (prompting fundamentals) – hands-on exercise.

Block 3. AI-powered graphic and video tools for HoReCa

- Canva Magic Studio, Microsoft Designer, Pika Labs – live demonstration.
- Creating promotional graphics, posters, and banners tailored to the HoReCa industry.
- Generating short promotional videos for a hotel or property.
- Practical exercise: participants create a mini social media post promoting a winter stay at their property.

Block 4. Security and ethics in AI use

- What you can and cannot share with AI tools – confidentiality, GDPR compliance, and legal aspects.
- How to identify incorrect or fabricated information (AI hallucinations) – expert recommendations.
- Best practices for working with AI: verification, tone of voice, privacy.

Block 5. AI in daily HoReCa operations

- AI for hoteliers – creating room and offer descriptions, guest FAQs, and more.

- Building a simple pre-service chatbot to support guests before connecting them with staff.
- Writing responses to reviews on Google and Booking.com.
- Generating reports.
- Broader examples of AI implementation in the HoReCa industry.
- Pair work: participants generate two types of content and compare the results.
- Expert recommendations on tools such as Microsoft Copilot, Notion AI, NotebookLM



Expected preparation of the participant

No prior experience or specialized knowledge is required from participants.



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Language

english