

PRACTICAL GUIDE 2026

AI in hospitality, without losing the human touch

Reception, reviews, email, KPIs and manager briefs: a simple method, 12 ready-to-use prompts and workflows that can be tested without a paid subscription.

THE GUIDING PRINCIPLE

AI prepares, classifies and summarises. Your team verifies, decides and preserves the relationship with the guest.

12

ready-to-use prompts

3

connection levels

7

days to get started

START HERE

Your time is valuable

Hospitality is about being present. AI should reduce screen time and give reception staff more time to welcome, listen to and help guests.

TL;DR
Use AI to prepare, classify and summarise. Start with one short, read-only task. Supply reliable context, request a precise format and keep human approval before anything reaches a guest.

Why hotels are well suited to AI

Hotels handle recurring questions, many languages, rotating teams and a continuous flow of text. AI is useful for reviews, email, shift handovers and reporting, provided that it works from a trusted source.

Three levels

LEVEL	METHOD	BEST FIRST USE
1. Manual	Paste text or upload a small file	Test at no cost with maximum control
2. Connected	Authorised access to email or a tool	Regular read-only summaries
3. Integrated	API, PMS, channel manager or partner	Scale a workflow that already works

- A paid plan is not required for the first tests.
- Pay only when a proven workflow reaches a real usage limit.

USEFUL WORDS

A short AI glossary

These six concepts are enough to understand every workflow in this guide.

AI MODEL	The engine that understands and generates text. ChatGPT and Claude are assistants powered by models.
PROMPT	Your instruction: task, tone, rules and expected format.
CONTEXT	The information needed to answer: guest message, hotel sheet, procedure, period or dataset.
CONNECTOR	An authorised bridge between the assistant and email, documents or a business tool.
MCP	A standard that lets compatible assistants such as ChatGPT and Claude use approved tools and data.
HALLUCINATION	Invented information presented confidently. Trusted sources and human checks remain essential.

A GOOD PROMPT

Role + task + context + rules + expected format. Example: ‘You assist reception / classify these emails / received since 7 a.m. / invent nothing / return an action table.’

USE CASE 1

Prepare review responses

The goal is not unattended publishing. It is a faster, more personal first draft that a team member can verify.

1. Analyse - identify praise, complaints and facts requiring verification.
2. Draft - produce a concise reply in the property's tone.
3. Check - verify facts, policy and empathy.
4. Publish - escalate sensitive cases before posting.

PROMPT 1 | POSITIVE REVIEW

You assist the team at [hotel]. Write a 70 to 100-word reply. Thank the guest, mention one specific detail, avoid generic phrases and end with a simple invitation to return. Review: [paste].

PROMPT 2 | NEGATIVE REVIEW

Write a 90 to 130-word draft. Acknowledge the experience, use only the supplied facts and invent neither an explanation nor compensation. End with a contact invitation. Then list the points to verify internally. Review: [paste]. Confirmed facts: [add].

PROMPT 3 | SENSITIVE CASES

Classify this review as standard, verify, or manager escalation. Flag safety, discrimination, health, infestation, payment dispute, legal threat or major public exposure. Explain in one sentence. Do not draft a reply for manager escalation. Review: [paste].

DO NOT AUTOMATE

Accidents, discrimination, threats, fraud, refunds, disputes and serious allegations require a responsible person.

USE CASE 2

Triage the reception inbox

The most useful output is not a long summary. It is an ordered action list for the incoming shift.

Suggested categories

- Urgent today: arrival, access, safety or blocked payment
- Handle during the shift: invoice, change or guest request
- Forward: management, housekeeping, maintenance or food and beverage
- Information only: confirmation with no action
- Human review: ambiguous request or financial commitment

PROMPT 4 | SHIFT INBOX SUMMARY

Analyse emails received since [time]. Do not draft or send any reply. Return: 1) urgent items and deadlines, 2) guest requests, 3) items to forward, 4) no-action messages. For each item show sender, subject, proposed action and confidence. Invent nothing.

PROMPT 5 | GUEST REPLY DRAFT

Prepare a concise, welcoming reply in the guest's language using only the supplied hotel information sheet. If information is missing, add an internal 'to confirm' note and do not invent it. Hotel sheet: [paste]. Message: [paste].

PROMPT 6 | DEPARTMENT HANDOVER

Turn this message into an operational handover note. Format: action, responsible department, location or room, deadline and source. Remove unnecessary personal data. Use 'to assign' or 'to schedule' when unknown. Message: [paste].

START READ-ONLY

Compare AI classification with the team's work for two weeks before enabling drafts or broader permissions.

USE CASE 3

Extract KPIs from reviews

A rating shows the result. Themes and counts help explain what to preserve or improve.

INDICATOR	QUESTION
Average rating	Is overall satisfaction improving?
Review volume	Is the sample large enough to compare?
Response rate	What share receives a reply?
Median response time	How long does responding really take?
Positive themes	What do guests value most?
Negative themes	Which issues recur, and where?

PROMPT 7 | REVIEW EXPORT ANALYSIS

Analyse the review file for [dates]. Calculate volume, average rating, positive and negative themes, occurrence counts and change from the previous period. Give three short examples per theme and explain the grouping method. Do not conclude from an insufficient sample.

PROMPT 8 | FROM INSIGHT TO ACTION

Propose no more than five actions. For each: observed problem, quantified evidence, department, action, estimated effort, success measure and deadline. Separate quick corrections from structural projects. Invent no budget.

CHECK THE NUMBERS

Request the count behind every conclusion and verify important calculations against the source file or a spreadsheet.

USE CASE 4

An operational manager brief

Front Desk can provide a trusted operational source for ChatGPT, Claude and other MCP-compatible assistants.

Front Desk centralises handover notes, maintenance tickets, checklists, lost property, cash reconciliation, calendars and documents. Its MCP connection is secure and read-only for handover notes and maintenance tickets.

PROMPT 9 | SHIFT BRIEF

Using my property's handover notes and maintenance tickets, prepare the [time] shift brief. Show: 1) unresolved urgent items, 2) actions due before [time], 3) rooms or locations involved, 4) items for the next shift. Cite source and date. Add nothing that is absent from Front Desk.

PROMPT 10 | WEEKLY REPORT

Prepare the report for [dates], one page maximum: three highlights, open and overdue incidents, recurring issues by location, successes, decisions required and three priorities with owner and deadline. Link every conclusion to its source.

PROMPT 11 | LOCATION ANALYSIS

Group handover notes and tickets by room, floor and shared area. Flag locations with at least [number] occurrences over [period]. Separate new, recurring and resolved incidents. Do not infer an undocumented cause.

PROMPT 12 | MANAGEMENT HANDOVER

Summarise only items requiring a management decision: guest risk, safety, expense, recurrence or interdepartmental blockage. Format: fact, impact, suggested option, decision required, deadline and source. Maximum eight items.

READ-ONLY BY DESIGN

The assistant can answer questions and prepare KPIs without closing a ticket or changing a handover note.

CONNECTIONS

Connectors, Booking.com and PMS

A connector grants defined access to a source. It should be authorised, limited and appropriate for the user’s role.

SOURCE	REALISTIC ROUTE	FIRST USE
Email	Scoped email connector	Read-only summary and classification
Reviews	Copy, export or partner tool	Drafts and theme analysis
Booking.com	PMS, channel manager or Connectivity Partner	Authorised messages, reviews and data
Front Desk	Secure MCP connection	Handover and maintenance briefs
Spreadsheet	CSV/XLSX import	KPIs and period comparisons

Booking.com in practice

Booking.com documents APIs for Connectivity Partners to retrieve and respond to reviews, manage guest messages and access selected performance data. A property usually reaches these capabilities through its PMS, channel manager or an integrated provider.

ASK YOUR PROVIDER

Can we read messages and reviews, export history and receive updates while keeping the AI connection read-only?

Permission checklist

- Access limited to the property and required folders
- Read-only for the first test
- Individual accounts and action logs
- A clear connector revocation process
- Supplier terms checked before use

ZERO BUDGET

Start on a free plan

You do not need to pay to find out whether AI saves time. Free-plan quotas change, but short, focused tasks are enough for a useful first test.

Good free-plan workflows

- Paste one review and prepare a personalised reply
- Classify five to ten emails at a time
- Analyse a small export of reviews or incidents
- Create a reusable hotel information sheet and prompt library
- Produce a brief from selected operational notes

WHAT IS CONTEXT?

Everything the assistant must read: your prompt, conversation history and supplied files. Long context consumes more allowance and can bury important information.

Stay within usage limits

- Use one conversation per task or reporting period
- Provide only the necessary pages, emails and reviews
- Work in short batches instead of a full year
- Request a structured summary, then reuse only that summary
- Store approved prompts in a separate document
- Export useful results before a conversation becomes too long

BUDGET RULE

Do not pay to test an idea. Pay only to expand a measured workflow that already saves time.

GUARDRAILS

Data, reliability and human approval

Security depends on what the team shares and what the assistant is allowed to do.

1. Minimise - remove personal data that is unnecessary for the task.
2. Exclude - never provide full card details, passwords or identity documents.
3. Verify - understand processing, retention and model-training settings.
4. Limit - start with read-only access and a short period.
5. Approve - review every response that commits the property.
6. Trace - retain source, draft and final decision for important workflows.

ACTION	AI ALONE	HUMAN APPROVAL
Classify a message	Yes, in testing	Sample checks
Prepare a draft	Yes	Before sending
Translate	Yes	For sensitive topics
Offer compensation	No	Authorised manager
Cancel or refund	No	Property procedure
Respond to a dispute	No	Management / legal

IMPLEMENTATION

Your first workflow in seven days

Choose one problem, measure it and document it before connecting another source or enabling write access.

DAY 1	Choose	One frequent, text-based, low-risk task.
DAY 2	Collect	Ten examples, the hotel tone and non-negotiable rules.
DAY 3	Test	One prompt on the sample. Record mistakes and omissions.
DAY 4	Guard	Define escalation cases and facts AI must never invent.
DAY 5	Share	Ask another team member to follow the process unaided.
DAY 6	Measure	Compare time, quality and corrections with the old method.
DAY 7	Decide	Document, expand or stop if the gain is not real.

Measure before and after

- Time required to handle ten reviews
- Share of drafts accepted with minor edits
- Median response time
- Urgent messages missed
- Time required to prepare a shift brief

SUCCESS CRITERION

A workflow is useful when it reduces time or omissions without lowering quality. Prompt volume is not a success metric.

NEXT STEP

Organise information before asking AI

AI cannot reconstruct a shift accurately when information is scattered across paper notebooks, private messages and several inboxes.

Front Desk handles the operational information that does not belong in the reservation system: handover notes, maintenance incidents, checklists, lost property, cash reconciliation, calendars and documents.

Through its read-only MCP connection, ChatGPT, Claude or another compatible assistant can answer operational questions and create briefs and KPIs from accessible handover and maintenance data without modifying Front Desk.

FRONT DESK CUSTOMER? SETUP IS INCLUDED

We will help you connect a compatible assistant and create your first prompts, briefs and KPIs around handover notes and maintenance tickets at no additional cost.

hello@frontdesk-app.com

TRY FRONT DESK

Create your property and invite your team. Free for two months, with no card required.

app.front-desk.app/inscription

Verified sources

front-desk.fr/en - Front Desk modules, API and MCP connection.

developers.booking.com/connectivity/docs - official Booking.com Connectivity APIs.

[General Data Protection Regulation](#) - official text on EUR-Lex.

Questions, corrections or adaptations: hello@frontdesk-app.com