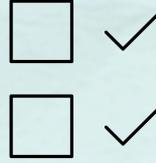# access Hospitality

Hospitality
AI Maturity Checklist

Where do you sit on the AI adoption curve?

How to use this checklist: Count every statement that reflects how your business is operating today - not how you'd like it to.

Count your total at the end and find out your maturity stage on page 2.

Bookings & Reservations

- ☐ Phone enquiries and bookings are handled automatically, without staff involvement
- ☐ Guests can book directly through Google or other discovery platforms without leaving the page
- ☐ Deposits, confirmations and reminders are sent automatically at the right moment

Ordering & Revenue

- ☐ Menu pricing is reviewed and adjusted using demand data - not just gut feel
- ☐ Guests can order from their phone or a kiosk without needing a member of staff
- ☐ We use sales data to understand which items drive margin and which to retire
- ☐ Our marketing emails use personalised content and optimised subject lines

Stock & Procurement

- ☐ Stock orders are driven by sales data and forecasts, not manual estimates
- ☐ We can instantly query purchasing data, without pulling a report or chasing a supplier
- ☐ Waste is tracked and we receive alerts when it exceeds expected levels
- ☐ Recipes are held centrally and linked to purchasing, so cost changes flow through automatically

Workforce & Scheduling

- ☐ Rotas are built using predicted demand, not copied from last week
- ☐ We can see which scheduling decisions are affecting team engagement or wellbeing
- ☐ Labour costs are visible in real time and aligned to the trading forecast

## Daily Operations & Compliance

- ☐ Frontline teams have a digital tool that guides them through daily tasks and checks
- ☐ Maintenance issues are logged digitally and resolved through guided workflows, not phone calls
- ☐ Staff can get instant answers to compliance and training questions without waiting for a manager

Hotels & Accommodation

- ☐ Room rates adjust automatically based on demand, seasonality and competitor data
- ☐ Guests can book directly through our website without needing to call or email
- ☐ We have a single view of guest behaviour across PMS, CRM and spend data
- ☐ Distribution across channels is managed centrally and updated in real time

Hospitality
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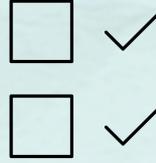
What your score means

Early stage
0-4 ticked

Systems are mostly disconnected and decisions rely on manual effort. Data isn't reliable enough for AI to act on yet, but small changes here deliver fast, visible results.

WHERE TO FOCUS NEXT
- Pick one high-friction process - bookings, stock or rotas - and digitise it properly
- Make sure sales and booking data is captured consistently before adding any automation on top

Developing
5–9 ticked

You have digital tools in place but they're not working together. The priority is connection - getting systems to share data so you stop duplicating effort and build a picture you can act on.

WHERE TO FOCUS NEXT
- Check whether your core systems can integrate — or whether a connected platform makes more sense
- Start with transactional automation: confirmations, reminders, alerts. Quick wins that free your team immediately

Advancing
10–15 ticked

Systems are increasingly connected and AI is starting to make a real difference. Focus on depth — accurate data and extending AI into the areas where it still isn't working for you.

WHERE TO FOCUS NEXT
- Demand forecasting, labour planning and stock ordering should all be data-led by now — if they're not, that's the gap
- Invest in team training so AI tools are used consistently, not just by the people who set them up

Intelligent Operator
16–20 ticked

AI is embedded in daily operations and decisions are driven by insight rather than instinct. The opportunity now is to go further.

WHERE TO FOCUS NEXT
- Look beyond efficiency: are you using AI to grow revenue, not just reduce cost?
- Revisit this checklist quarterly. The bar moves, and so should your ambition

How did you score?

This checklist gives you an honest snapshot of where your business stands on the AI maturity curve today. The higher your score, the more your data is working for you - and the less your team is spending on admin, manual workarounds and decisions made on instinct.

What is the next area you'll be prioritising?

Discover more AI tools and resources for hospitality operators from Access Hospitality

Explore the AI Hub