

## Artificial Intelligence Redefines Hotel Distribution and Pricing at the Hospitality Pricing Innovation Series in New York

New York, October 2025 – Artificial intelligence is no longer a future trend but a present-day force reshaping hotel distribution and pricing. This was the central theme of the 4th edition of the Hospitality Pricing Innovation (HPI) Series, organised by 123Compare.me in collaboration with the Hotel Association of New York City (HANYC) and Keytel.

Held at the Park Avenue Plaza in New York, the event brought together senior hospitality executives, distribution experts and revenue management leaders to explore how AI and data management are rewriting the rules of hotel distribution. The event closed with strong attendance and generated practical insights with a direct impact on hotel competitiveness worldwide.

### An Industry at a Crossroads

Speakers agreed that the hospitality industry is entering uncharted territory, shifting from human-led rate negotiations to a machine-to-machine environment, where bots will increasingly manage rates, availability and commercial conditions. Key takeaways included:

Price integrity is non-negotiable: protecting direct channels from rate disparities is more critical than ever in an AI-driven world

Personalisation has limits: hotels must design experiences based on intent and context, not solely on static guest profiles

Content is strategic: every language missing from a hotel website represents lost demand to OTAs

Efficiency through automation: real-time alerts and automated reporting enable revenue managers to oversee more properties with fewer errors

Capturing value from the first point of contact: whoever controls the first guest interaction — Google, Apple or OpenAI — will capture the majority of value

The rise of experiential travel: AI will aggregate demand for micro-experiences and transform them into bookable products

### Industry Voices

Xavier Cortés, Managing Director of Keytel, commented:

“It was an honour to co-organise the HPI Series in New York. The discussions around artificial intelligence were extremely valuable. While the event outlined clear actions, it also highlighted that AI will bring higher operational costs for hotels. In this new era, expertise, knowledge and

trusted alliances are more essential than ever to help hotels retain control of their strategy and build their future.”

Jordi Serra, CEO of 123Compare.me, added:

“Artificial intelligence is no longer a future conversation — it is transforming hotel distribution today. Hoteliers must act now by structuring their data, strengthening their content and protecting their direct pricing.”

Vijay Dandapani, President and CEO of HANYC, stated:

“We are proud to have played a key role in organising this pioneering seminar on the new frontiers of digital distribution. Speakers and attendees shared insights that translated into concrete action plans for the future of the industry.”

Raúl Álvarez, Global VP Digital Strategy, Innovation & eCommerce at Radisson Hotel Group, highlighted the transformative role of AI:

“Artificial intelligence is redefining how we connect with our guests and strengthen direct bookings. At Radisson, we view AI not as a distant future but as a 24/7 partner that helps us work smarter, protect price integrity and deliver value more efficiently. Price consistency builds trust and strengthens brand reputation, as travellers who perceive consistent pricing are more likely to book direct.”