

## **RENAI by Renaissance: Revolutionizing Hotel Concierge Services with AI**

Renaissance Hotels, a distinguished member of Marriott Bonvoy's vast collection of hotel brands, is pioneering a new frontier in hospitality with the introduction of RENAI by Renaissance, their innovative AI-powered virtual concierge service. This pilot program, a trailblazer in the integration of emerging technology and personalized guest experiences, is set to transform how travelers interact with their hotel environment.

### **The Dawn of a New Era in Hospitality**

In the dynamic world of travel, Renaissance Hotels is making strides with RENAI (pronounced "ren-A"), short for Renaissance Artificial Intelligence. This program marks a significant leap in the brand's approach to guest services, blending the latest AI technology with the human insights of their Signature Navigators. RENAI is akin to having a well-connected local available 24/7 at your fingertips, offering insider tips on the best local hangouts, attractions, and dining options through a convenient digital platform.

### **The Essence of RENAI: Tech Meets Human Touch**

RENAI represents the evolution of the Renaissance brand's signature Navigator program. The Navigators, hotel associates deeply versed in their local neighborhoods, have always been a go-to source for handpicked experiences. Now, their expertise is complemented by RENAI's AI technology. This synergy ensures that guests receive top-tier, personalized recommendations, each marked with a compass emoji to signify their Navigator-approved status.

Powered by both ChatGPT and open-source outlets, RENAI's recommendations are a curated and constantly updated directory, providing guests with confident and authentic local insights. This unique blend of human touch and technological innovation ensures a customized and enriching guest experience.

### **Pilot Program Launch and Future Expansion**

Travelers can now experience RENAI firsthand at select Renaissance Hotels, including The Lindy Renaissance Charleston Hotel, Renaissance Dallas at Plano Legacy West Hotel, and Renaissance Nashville Downtown. The pilot program is the first step in a broader rollout plan, with the brand aiming to extend this service across over 20 properties globally by March 2024.

### **An Enhanced Guest Experience**

RENAI's pilot phase focuses on enriching the Renaissance Hotels' guest experience. Patrons can engage with RENAI via text message or WhatsApp, starting their digital concierge interaction with a simple QR code scan. This accessibility allows guests to obtain vetted local recommendations swiftly, along with special deals on dining, tours, and more. For a more personalized touch, guests are encouraged to connect with on-site Renaissance Navigators.

### **Looking Ahead: A Curated, Collaborative Future**

Post-pilot, RENAI by Renaissance is set to incorporate further enhancements, including additional communication platforms and collaborations with neighborhood tastemakers such as musicians, artists, and fashion designers. These collaborations will create a powerful, proprietary directory of local experiences and recommendations, adding an extra layer of depth to the Renaissance Hotels experience.

**About Renaissance Hotels and Marriott Bonvoy®**

Renaissance Hotels is part of Marriott Bonvoy, Marriott International's award-winning travel program. Marriott Bonvoy offers transformative experiences in diverse destinations with a portfolio of over 30 brands. Marriott International, Inc., encompasses more than 8,100 properties under 30 leading brands across 139 countries. Marriott Bonvoy allows members to earn and redeem points for stays and experiences, enhancing the travel experience with a level of personalization and a suite of digital and contactless options.

For more information on Renaissance Hotels and the RENAI pilot program, visit [www.renhotels.com](http://www.renhotels.com). Stay connected with the latest in travel and hospitality innovation with Marriott Bonvoy, accessible through [marriottbonvoy.com](http://marriottbonvoy.com) and its social media channels.

RENAI by Renaissance is not just a step forward in hotel guest services; it's a leap into the future of travel, blending the authenticity of local experiences with the convenience and intelligence of AI technology. As the program expands and evolves, it promises to redefine the way travelers interact with their destinations, making each stay a unique and personalized journey.