
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

TRV201

The transformation of hospitality for the customer of the future

Steven M. Elinson (he/him)

Director, Travel & Hospitality
AWS

Shawn Seaton (he/him)

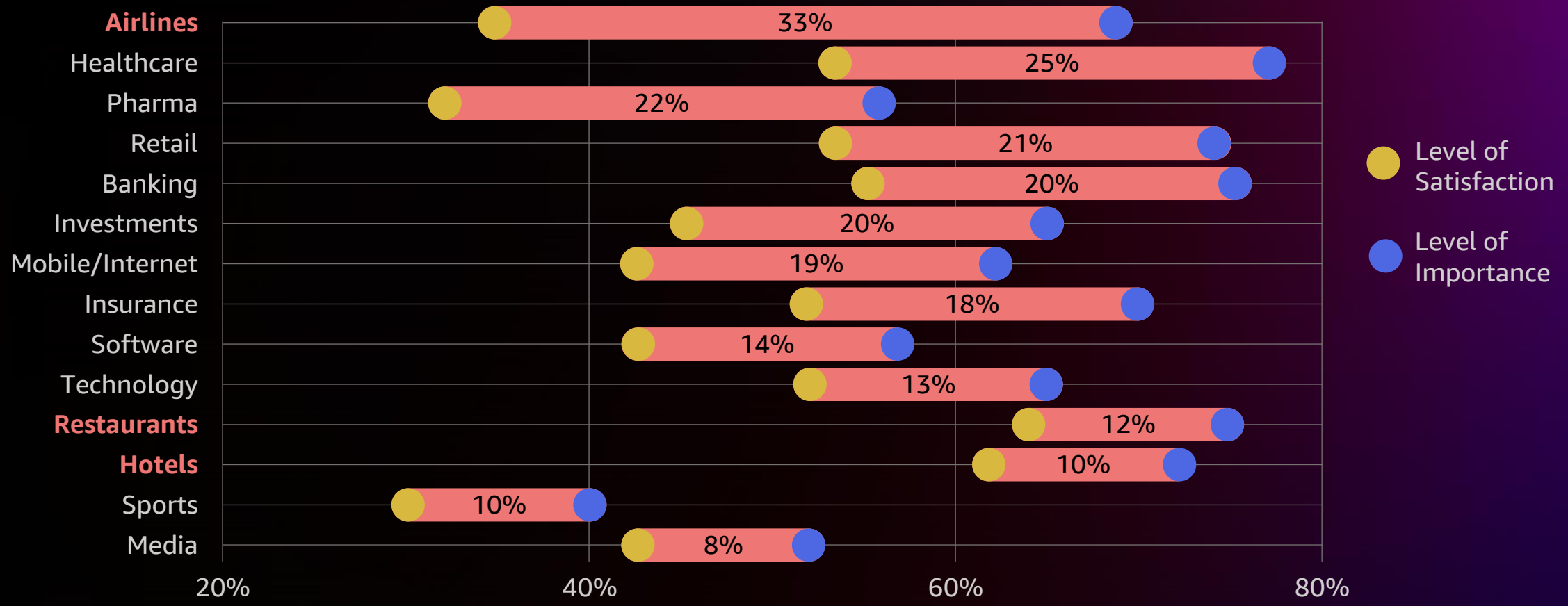
Senior Director, Enterprise Architecture – Distinguished Cloud Architect
Choice Hotels

Kelly Dowdy (she/her)

Vice President, Global Digital Commerce
Yum! Brands

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The experience, trust, and expectation gap



https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Featured speakers



Shawn Seaton (he/him)

Senior Director, Enterprise Architecture – Distinguished Cloud Architect

Choice Hotels



Kelly Dowdy (she/her)

Vice President, Global Digital Commerce

Yum! Brands

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Select AWS travel and hospitality customers



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Additional learning opportunities

SESSION ID: TRV202—HOW AWS IS ENABLING AIR TRAVEL TO LIFT OFF FOR THE FUTURE



Sam Charmand
Group Chief Information Officer
Qantas Airways



David Thompson
Chief Technology Officer
American Express Global Business Travel

aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Transformation of Hospitality for the Customer of the Future

Shawn Seaton (he/him)
Senior Director, Enterprise Architecture - Distinguished Cloud Architect

aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.





© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

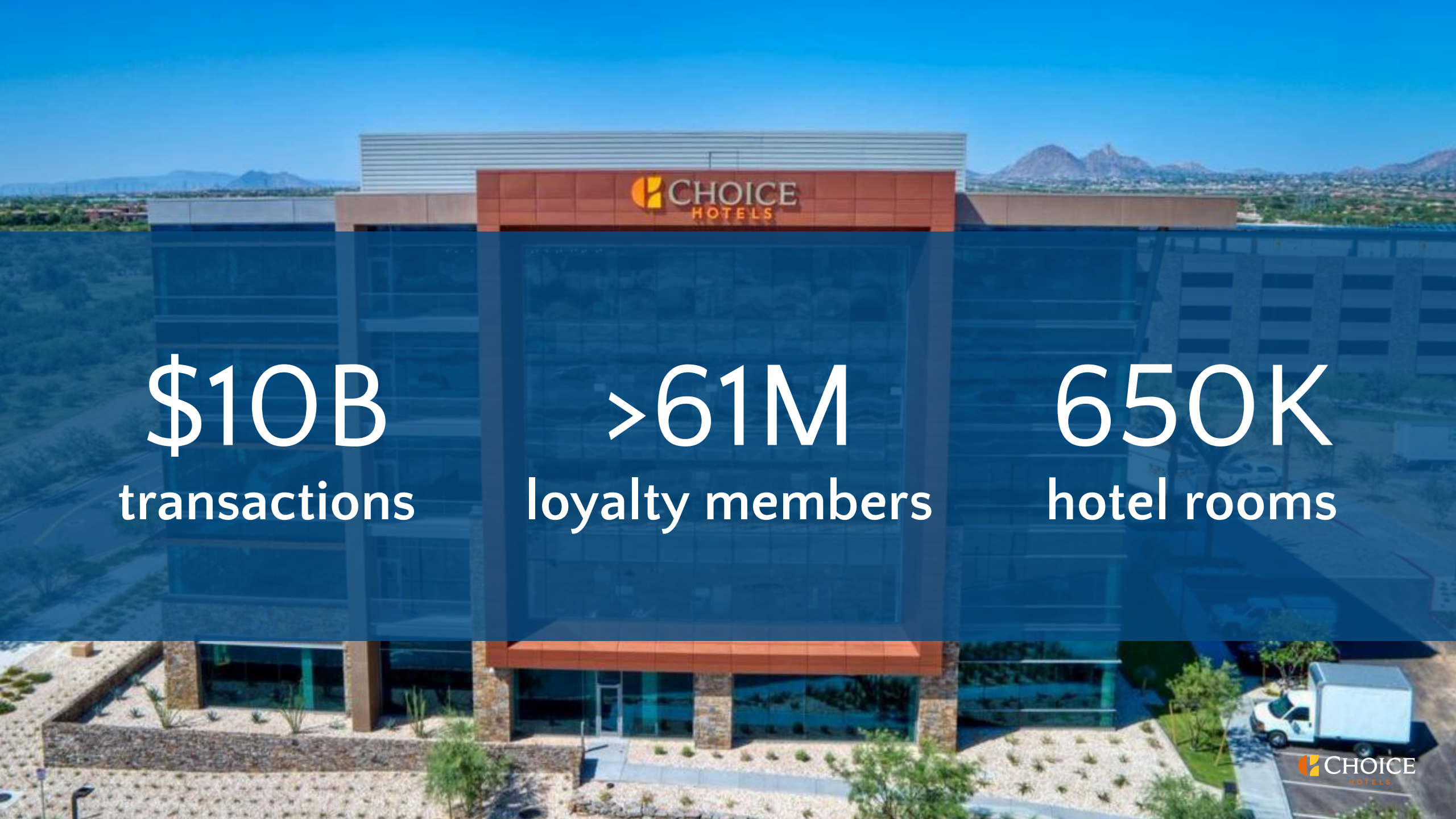

CHOICE
HOTELS®
ASCEND
CAMBRIA hotels
Comfort
Sleep INN
Quality
CLARION
clarion pointe
MainStay SUITES
EVERHOME SUITES
WOODSPRING SUITES
Suburban STUDIOS
EconoLodge
RODEWAY INN
Cambria Hotel Boston



More than
7,500
hotels

In
46 countries

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


CHOICE
HOTELS
$10B
transactions
>61M
loyalty members
650K
hotel rooms
CHOICE
HOTELS





CHOICE EDGE

CHOICEMAX

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

CHOICE HOTELS


DATA MINING
Ai
ARTIFICIAL INTELLIGENCE
PROBLEM SOLVING
AUTOMATION
PATTERN RECOGNITION
MACHINE LEARNING
ALGORITHM
NEURAL NETWORKS



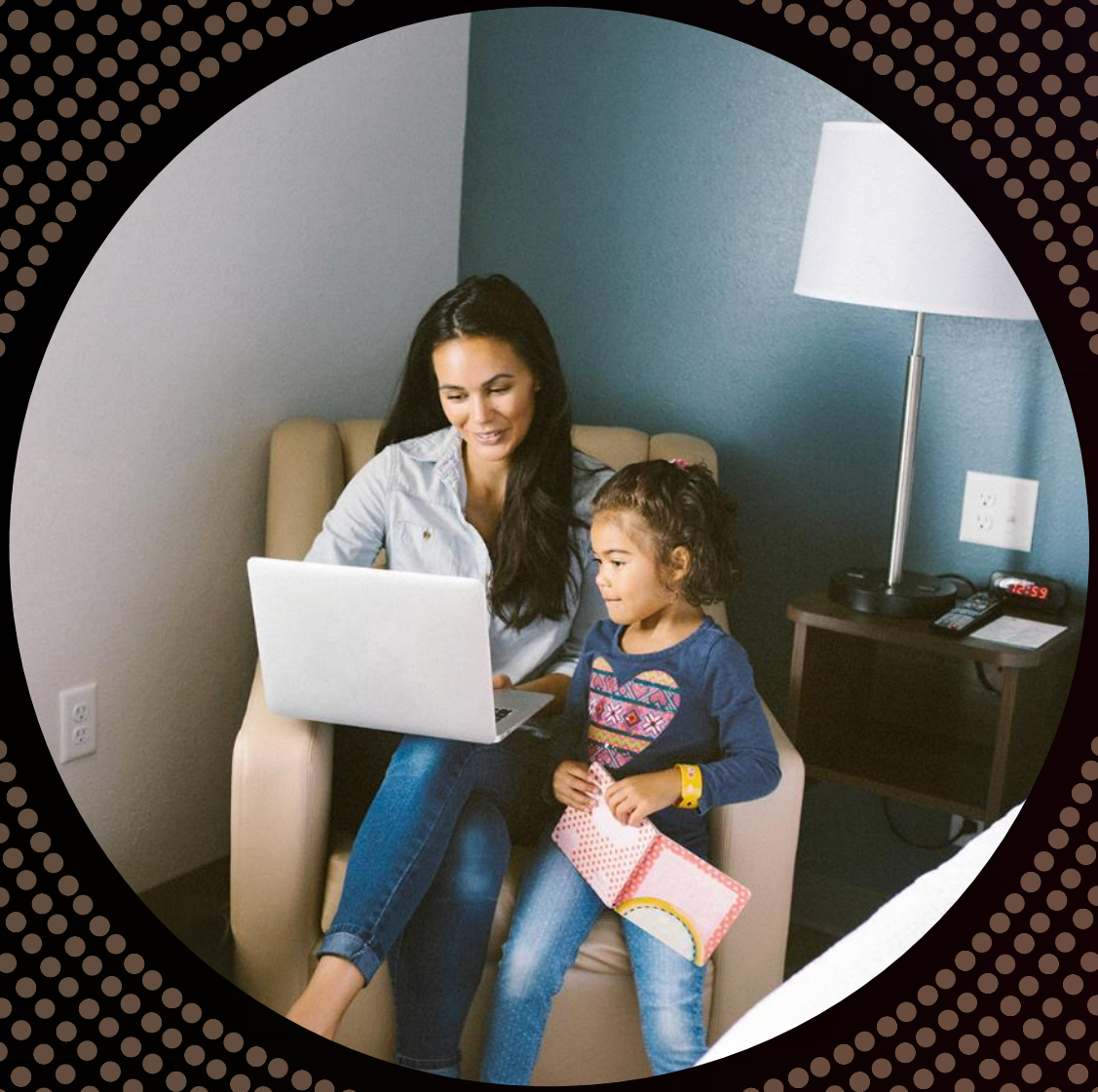
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

3-4X Higher Server Utilization

3X Server Workloads

3X CO_2 Avoidance

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.







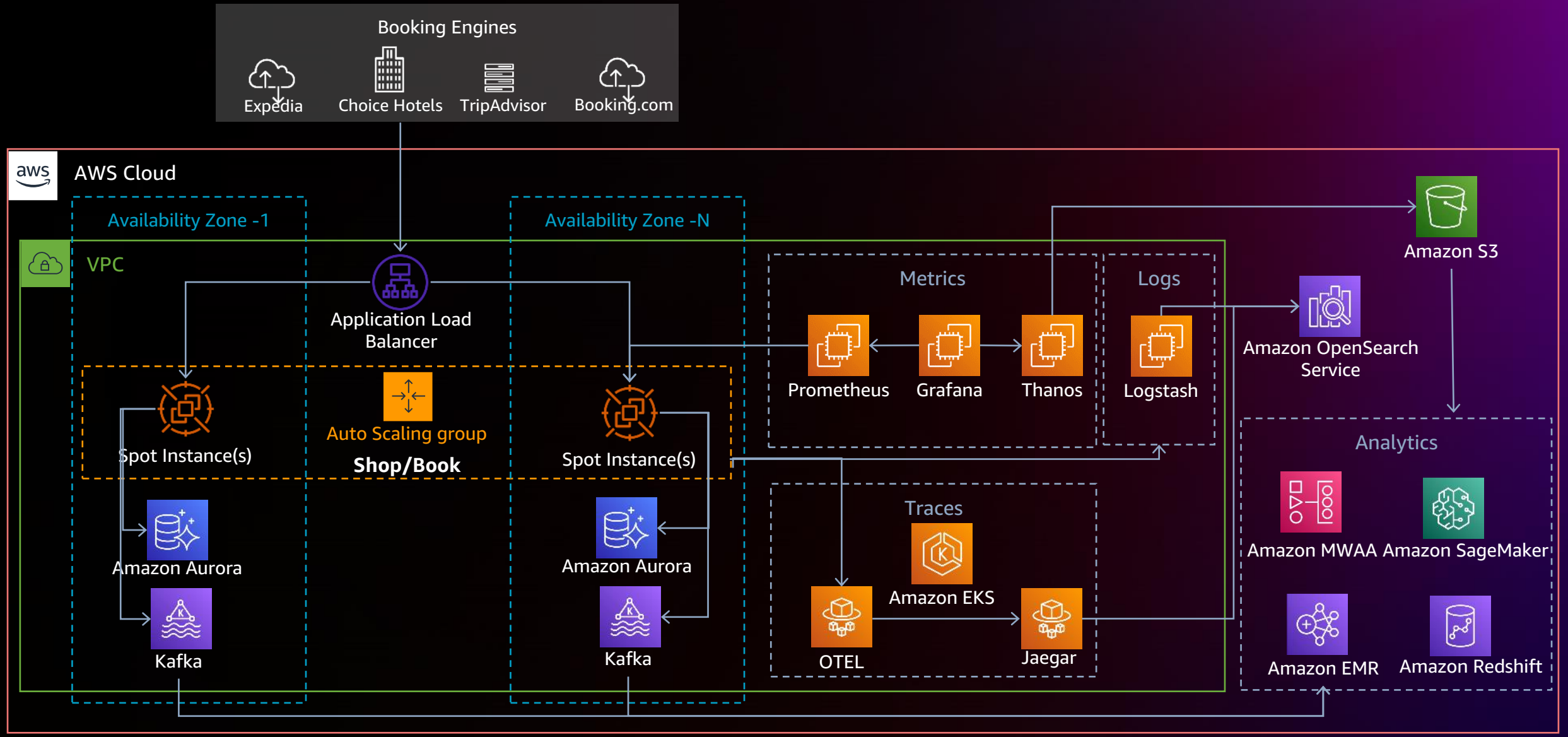
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Global reservation system



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

ChoiceEDGE – Solution Architecture



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

A game changer



Significant
cost reduction



2X improvement in
performance and stability



10X faster
partner onboarding

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



93%

accepted pricing recommendations

100,000

times more pricing recommendations

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



QUALITY INN & SUITES WESTMINSTER BROOMFIELD

67%

increase in sellouts over six weeks with ChoiceMAX

$83k

incremental revenue

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



CAMBRIA HOTEL
NASHVILLE DOWNTOWN

16 pts

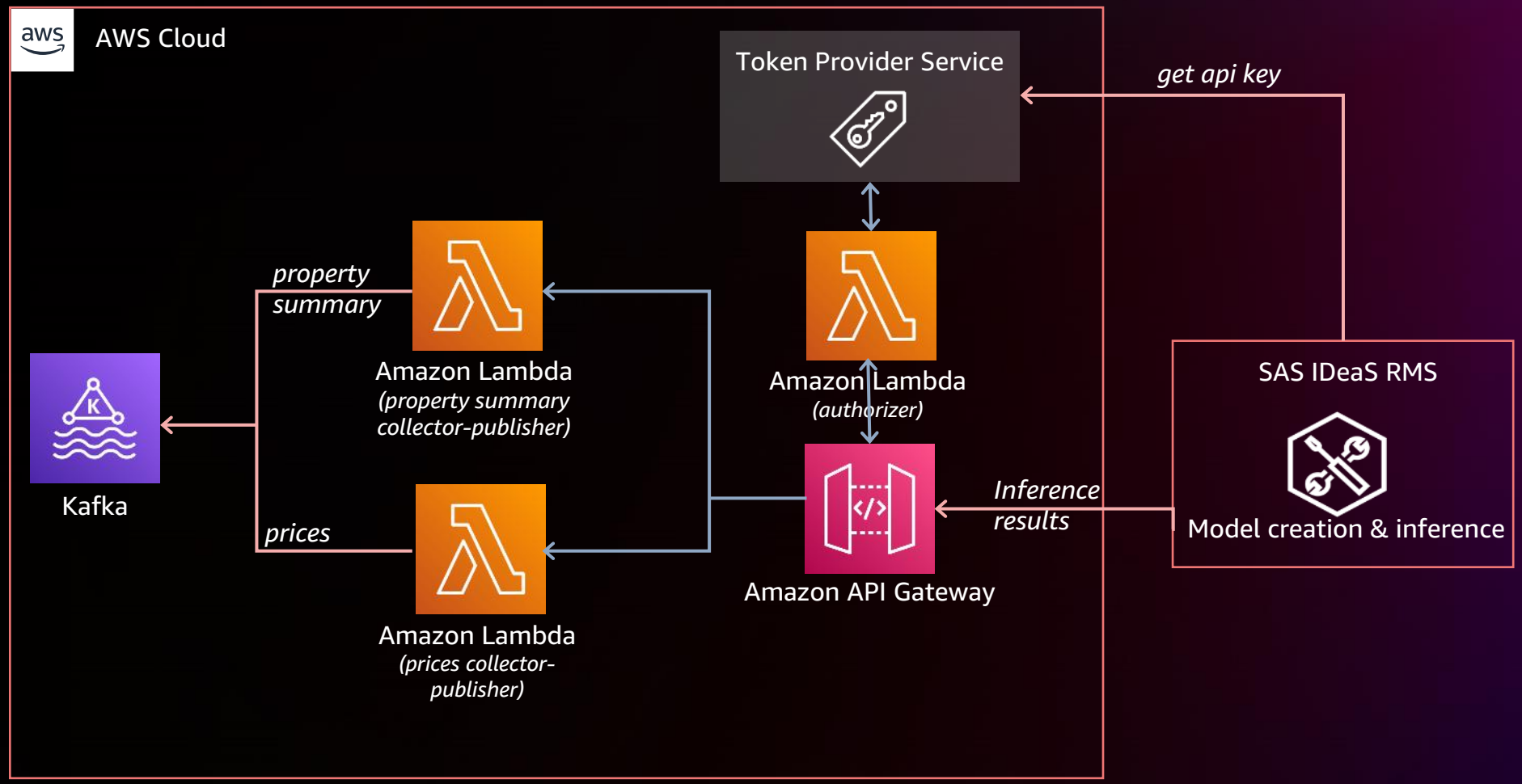
RPI growth
year-over-year

$430k+

incremental
revenue

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

ChoiceMAX – Solution architecture



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.







© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


COMMITMENT TO
green
CHOICE
HOTELS

COMMITMENT TO *green*



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

COMMITMENT TO *green*



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

CHOICE CHOPS

OWNER PROFITABILITY SYSTEM

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

CHOICE ADVANTAGE

aws

CHOICE CHOPS

OWNER PROFITABILITY SYSTEM



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

CHOICE HOTELS



4-6 inches

water leaked from the swimming pool per day

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



4-6 inches

water leaked from the swimming pool per day

$25-36k

annual savings after sealing the leak

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

ESG

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

What if?

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

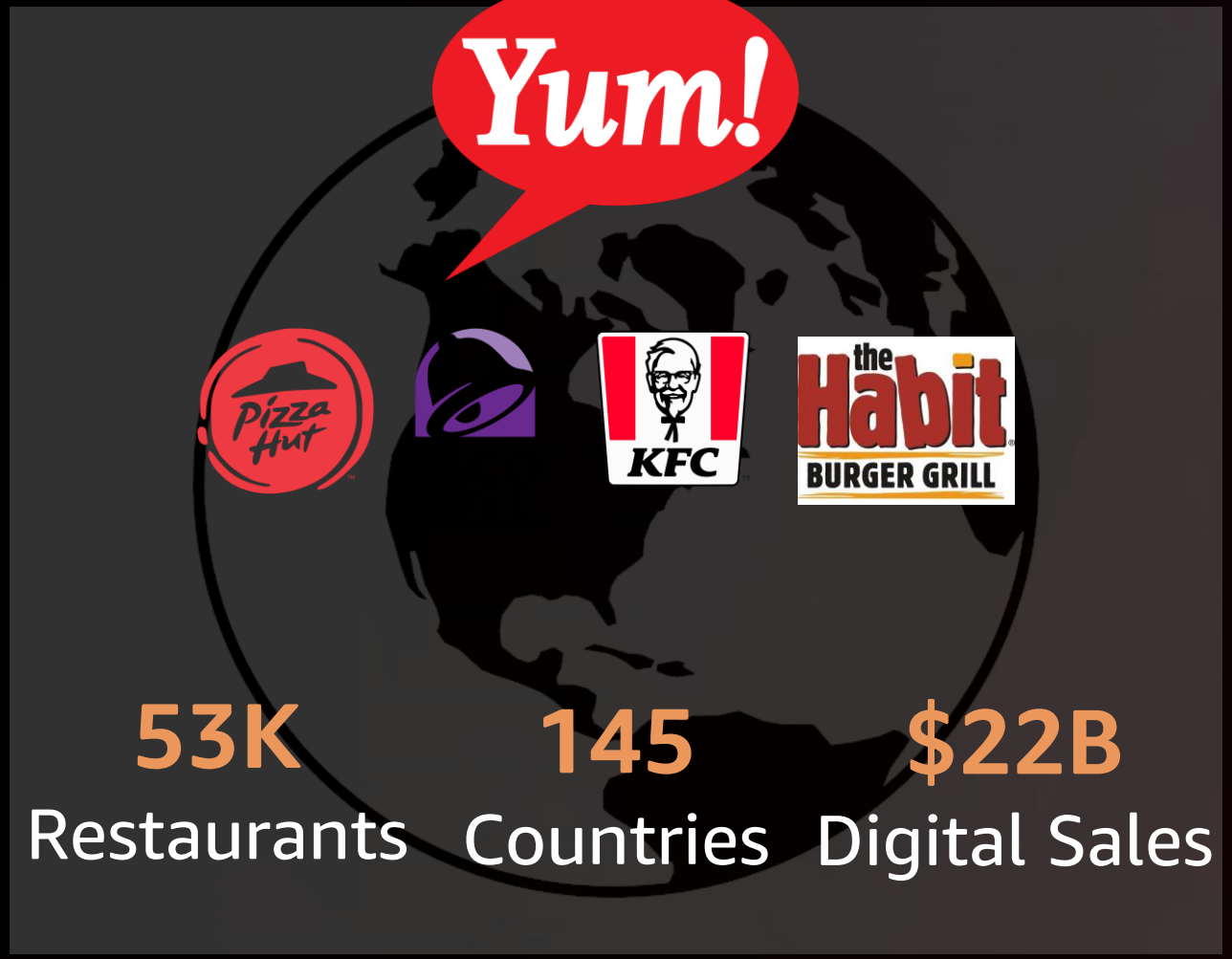


Transformation of hospitality for the customer of the future

Kelly Dowdy (she/her)
Vice President, Global Digital Commerce

aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Yum's bold vision



Own and build scaled technology platform to fuel company growth

aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Goal: Build an ecommerce platform to power better customer experiences across all channels







Whether that’s traditional channels or chat, metaverse, or gaming

aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Premise #1: Resilient platform

NEEDS TO HANDLE UP TO 10X SPIKES IN DEMAND, PLANNED OR UNPLANNED

Planned

FIFA WORLD CUP Qatar2022

The big game



ICC MEN'S T20 WORLD CUP AUSTRALIA 2022

Unplanned







aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Premise #2: Optimized costs

EXTREME RESILIENCY WITH A LOW COST

Headwinds:

QSR razor-thin margins compressed by pressures in supply chain, labor, inflation, etc.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Premise #3: Speed to market

MAKE CHANGES QUICKLY AND SAFELY TO KEEP UP WITH CONSUMER DEMAND

Headwinds:

Pandemic spurred immediate pivot to off-premise occasions at different volumes and day parts



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

We leveraged AWS solutions to solve



Amazon Elastic Kubernetes Service (Amazon EKS)



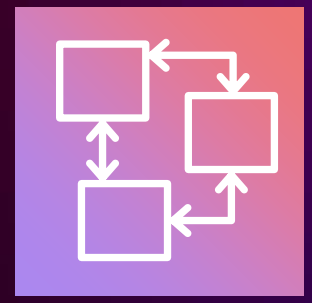
Amazon Relational Database Service (RDS)



Amazon Managed Streaming for Kafka (Amazon MSK)



Amazon ElastiCache for Redis

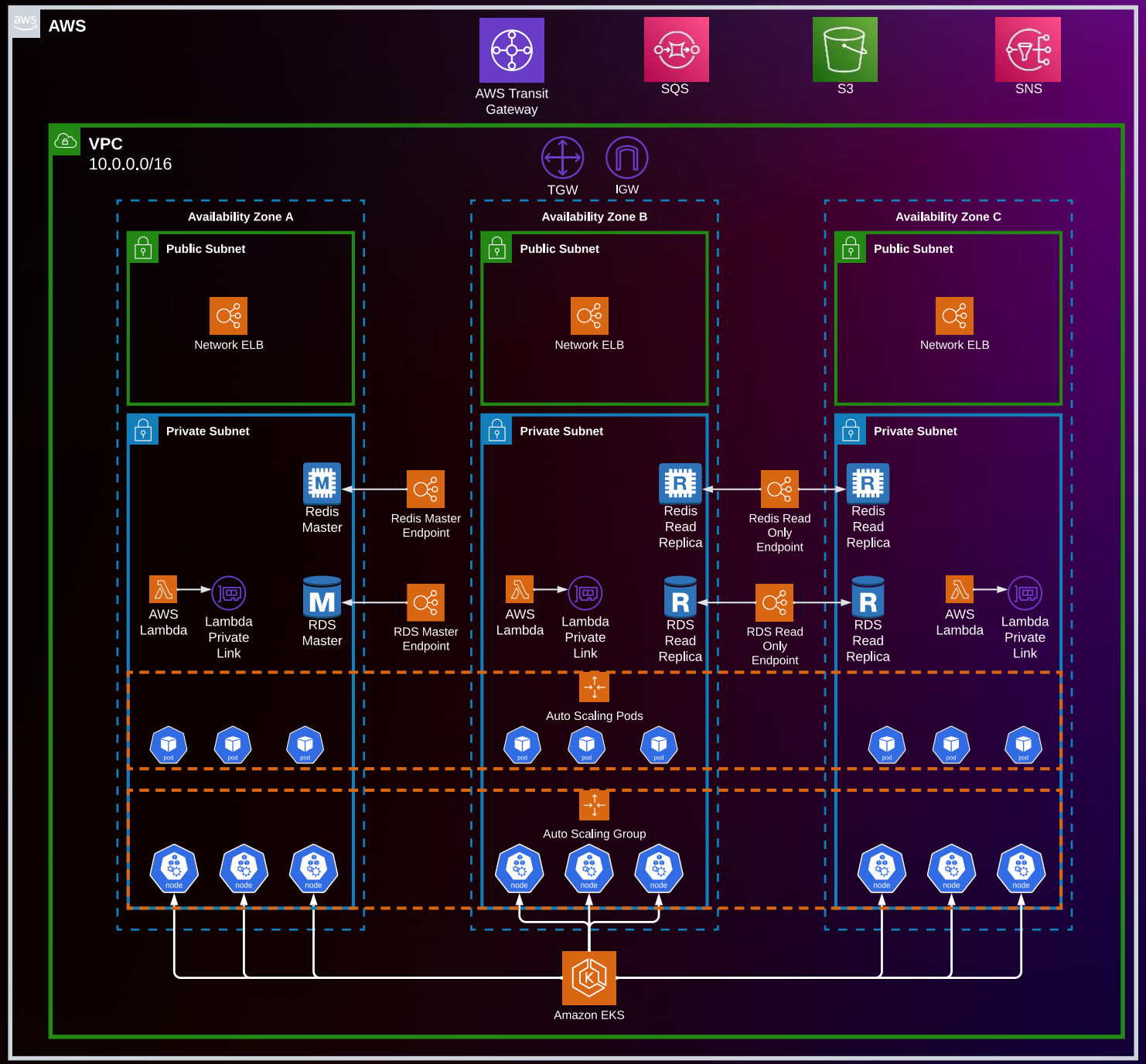


Availability Zones and Regional failovers

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Ecommerce PaaS Architecture



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Key outcome #1: Consumer happiness

Consistent, reliable ordering experience across multiple channels



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

And all the “techy” stuff to support the experience



Increased elasticity to meet fluctuating demand



Improved speed-to-market, getting new features out faster



Reduced “restricted” window times

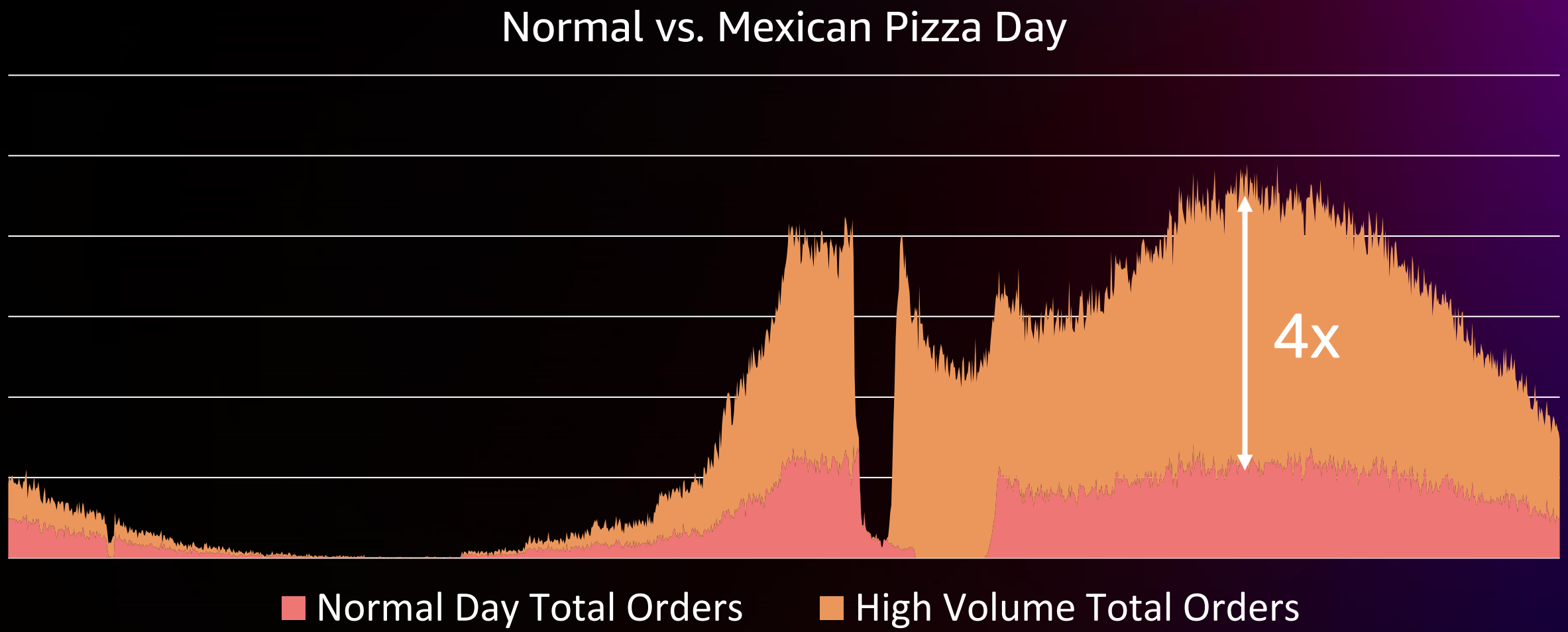


Saved $$ by coring up across all brands

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

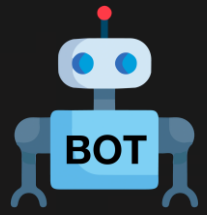
Example: Mexican pizza re-launch



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Key outcome #2: Developer happiness

Detection Mechanism



Robots

95%



Yum Human

5%



Customers

0%

Anomaly Detection



Time focused on building versus fixing

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Next steps with AWS



Additional cost-effective regional instances



Migration Acceleration Program(s) - MAPs

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Want to learn more?

Choice Hotels

CHOICEHOTELS.COM

Yum! Brands

YUM.COM

AWS Travel & Hospitality

AWS.COM/HOSPITALITY

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Steven M. Elinson
selinson@amazon.com
linkedin.com/in/stevenelinson

Shawn Seaton
shawn.seaton@choicehotels.com
linkedin.com/in/shawnseaton

Kelly Dowdy
kelly.dowdy@yum.com
linkedin.com/in/kellydowdy1



Please complete the session survey in the **mobile app**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.