

The background is a vibrant, multi-colored gradient. It features a diagonal split between a blue-purple gradient on the left and a purple-orange gradient on the right. The text 'AWS re:Invent' is positioned on the left side, with 'AWS' in a smaller font above 're:Invent'.

AWS  
re:Invent

TRH301

# Unlocking the potential of IoT in Travel and Hospitality

## **Sekhar Mallipeddi**

Worldwide Technical Leader, Travel  
Amazon Web Services

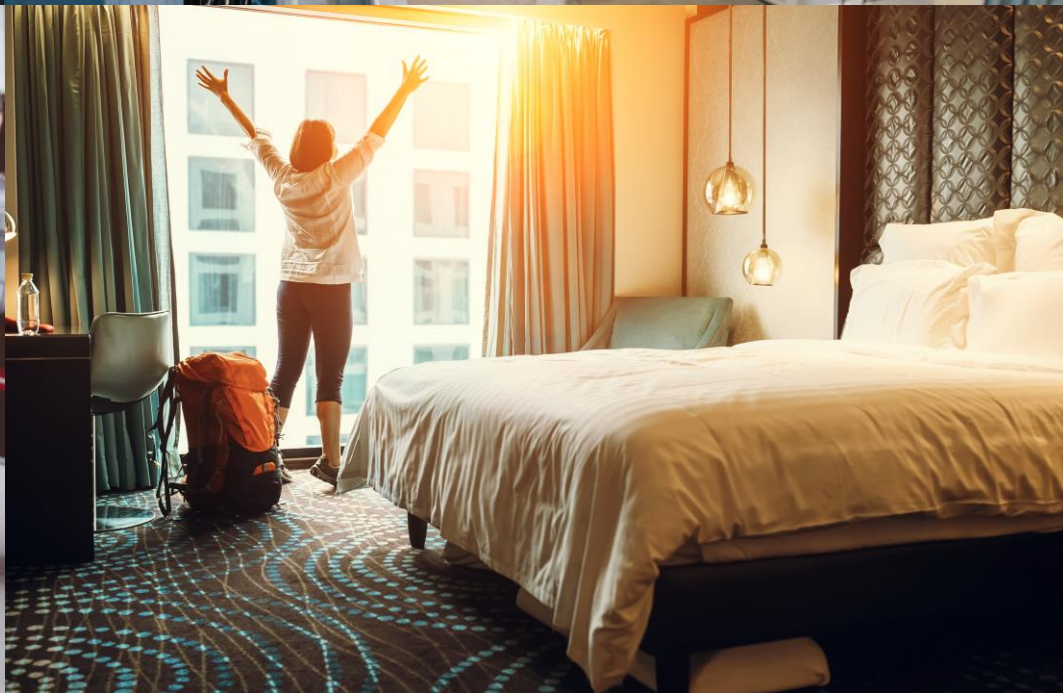
## **Jon Slominski**

Solutions Architect  
Amazon Web Services

# Agenda

1. About Travel and Hospitality (T&H) vertical in AWS
2. IoT challenges and opportunities in T&H
3. IoT architecture patterns
4. IoT reference architectures
5. Q&A

# Travel and Hospitality vertical in AWS



# Travel and Hospitality

Enable digital transformation to deliver enhanced customer experiences and operational efficiency with Amazon Web Services.

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The travel and hospitality industry is transforming. Airplanes are traveling further. Restaurants forecast how busy they'll be. Travelers are passing through airports more seamlessly. Food delivery marketplaces are going global, faster. Hotel rooms connect to guests' favorite music. In a fast-paced industry, companies are innovating rapidly. And AWS is how.

Some of the world's top travel and hospitality companies have chosen to go "all-in" on AWS including Airbnb, Choice Hotels, DoorDash, Dunkin' Brands, Expedia Group, Korean Air Lines, Qantas Airways, Ryanair and Trainline. That's because AWS has the most services, deepest capabilities, and fastest rate of innovation in the cloud. Companies can take advantage of the agility and scalability of the AWS Cloud to reduce costs and innovate faster. Travel and hospitality leaders are gaining a competitive edge, utilizing AWS services to enable enhanced customer experiences and operational efficiency.



## Leading Travel and Hospitality Companies Build on AWS



avis budget group



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# AWS Travel and Hospitality charter



## Enhance customer experiences

To win customers and their loyalty, T&H companies seek to provide differentiated experiences that are tailored and memorable

- **Personalization:** Increase guest engagement and sales through relevance
- **Connected experiences:** Enhance guest satisfaction through seamless experiences
- **Customer service:** Increase loyalty and revenue with best-in-class customer service



## Increase operational efficiency

Whether a hotel or restaurant building, equipment, vehicles, or people, T&H companies want to optimize their assets

- **Optimize core operations:** Gain insights to get more out of assets
- **Reduce IT costs:** Lower costs and complexity and increase innovation

# T&H IoT opportunities

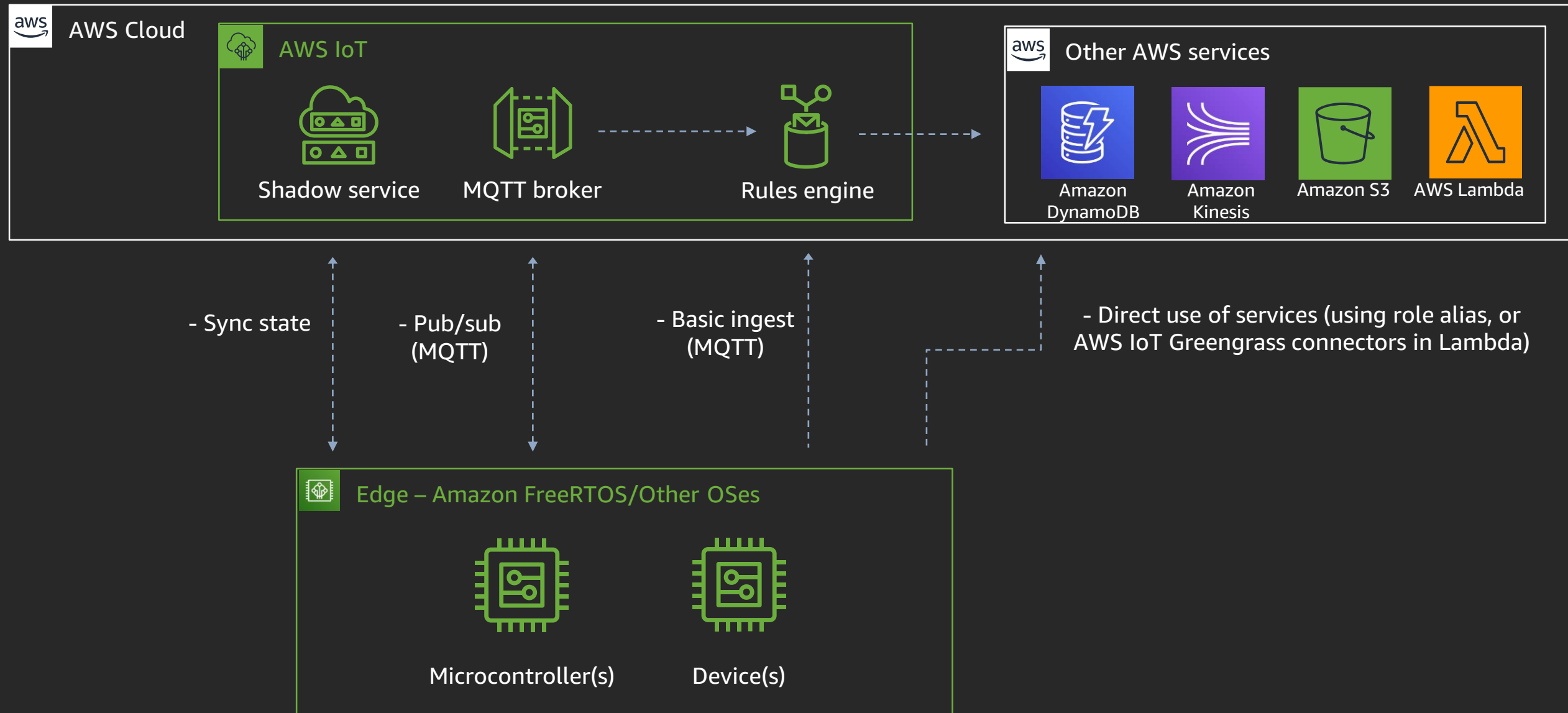


# IoT Challenges and Opportunities

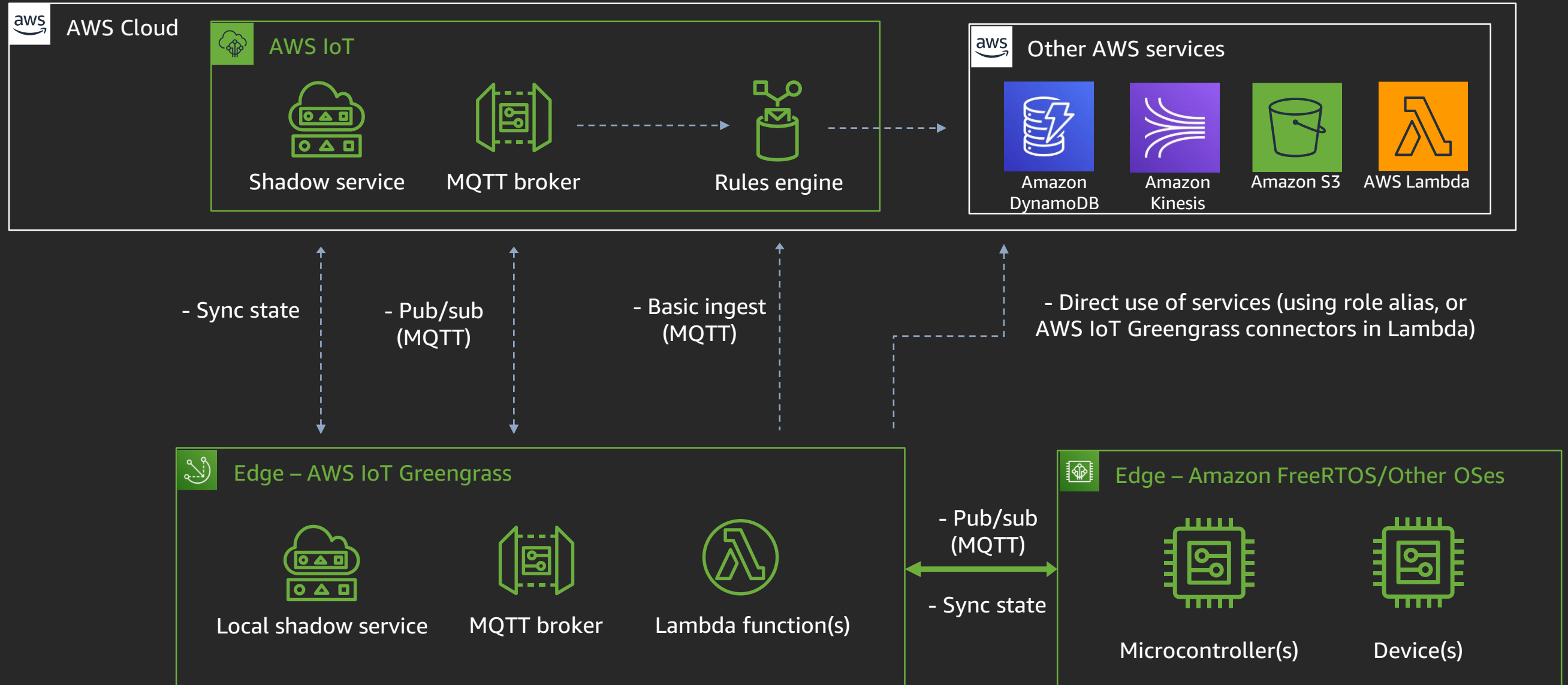
- Lodging – Connected guest room
- Restaurants – Connected kitchen
- Airlines/airports – Aircraft turn tracking using computer vision

# IoT architecture patterns

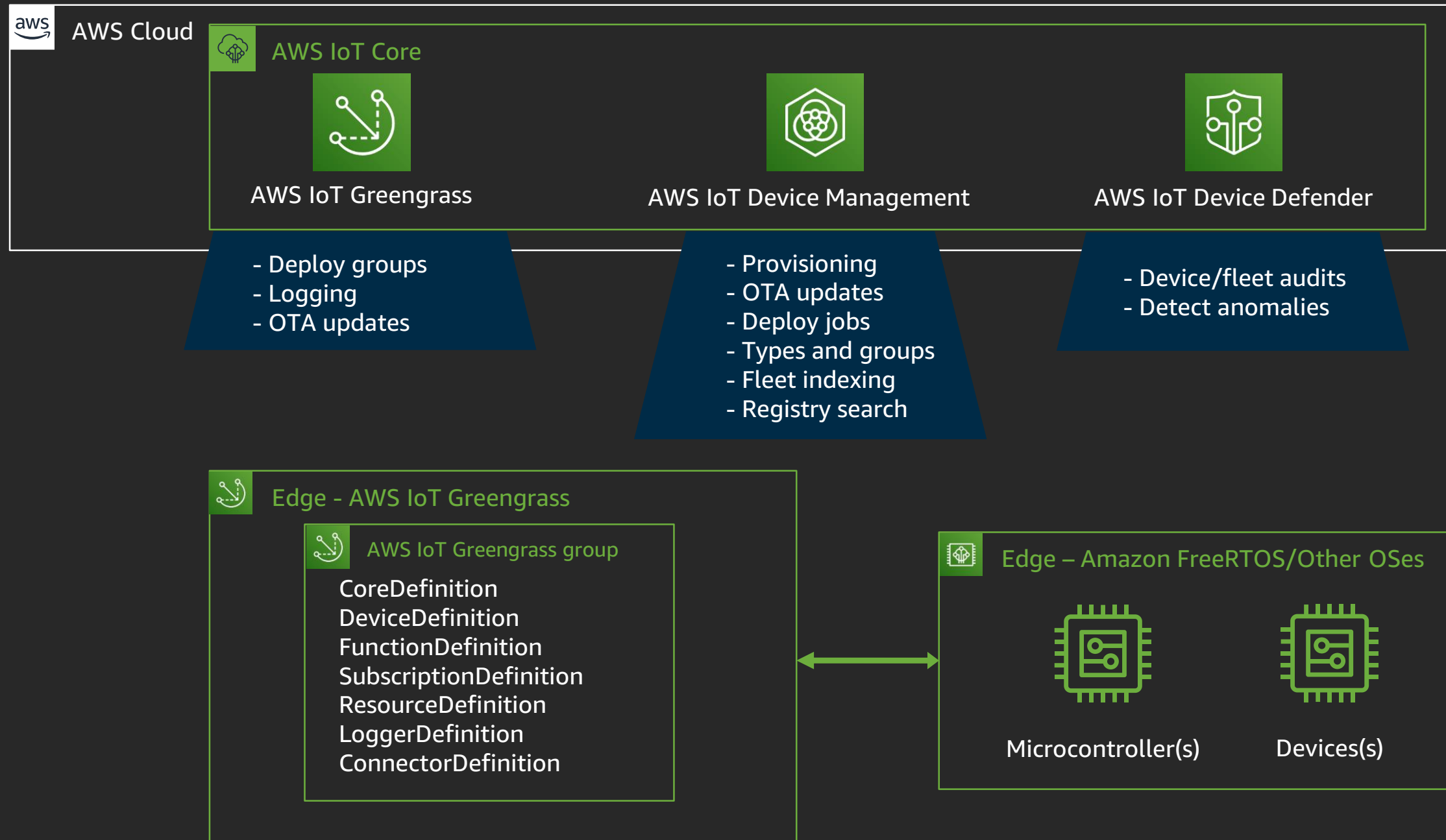
# Architecture Patterns – Data Flow



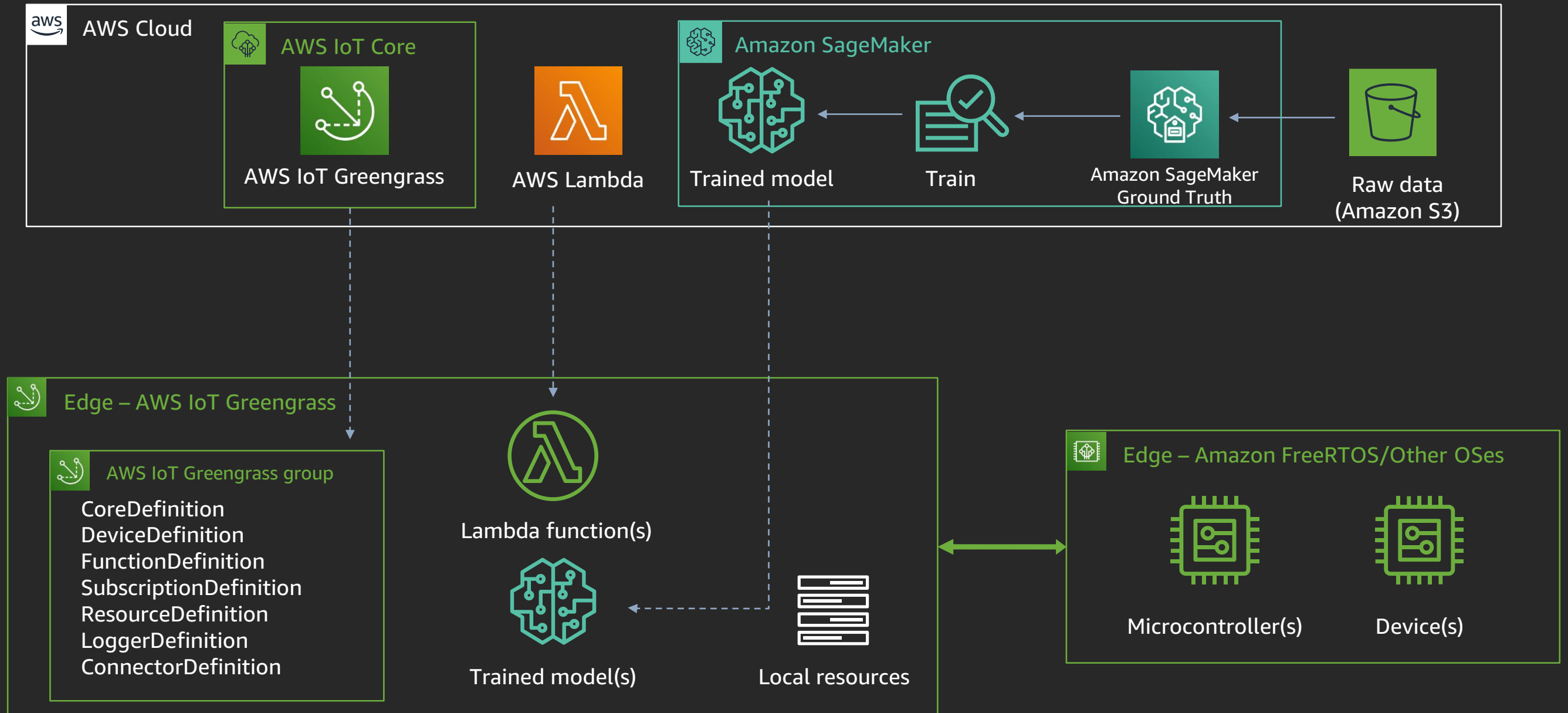
# Architecture Patterns – Data Flow



# Architecture Patterns – Device Management



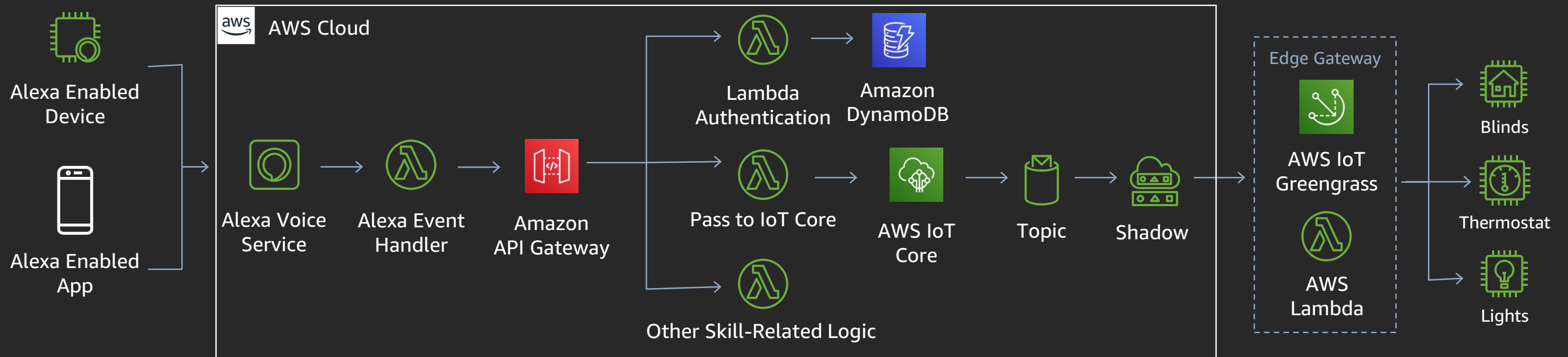
# Architecture Patterns – ML on the Edge



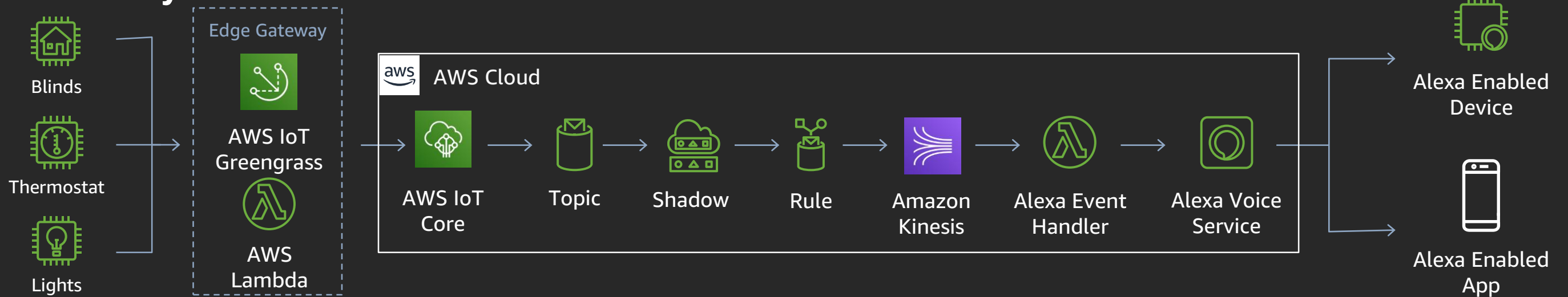
# IoT reference architectures

# Reference Architecture – Connected Guest Room

## Command with Alexa-enabled Devices/Apps

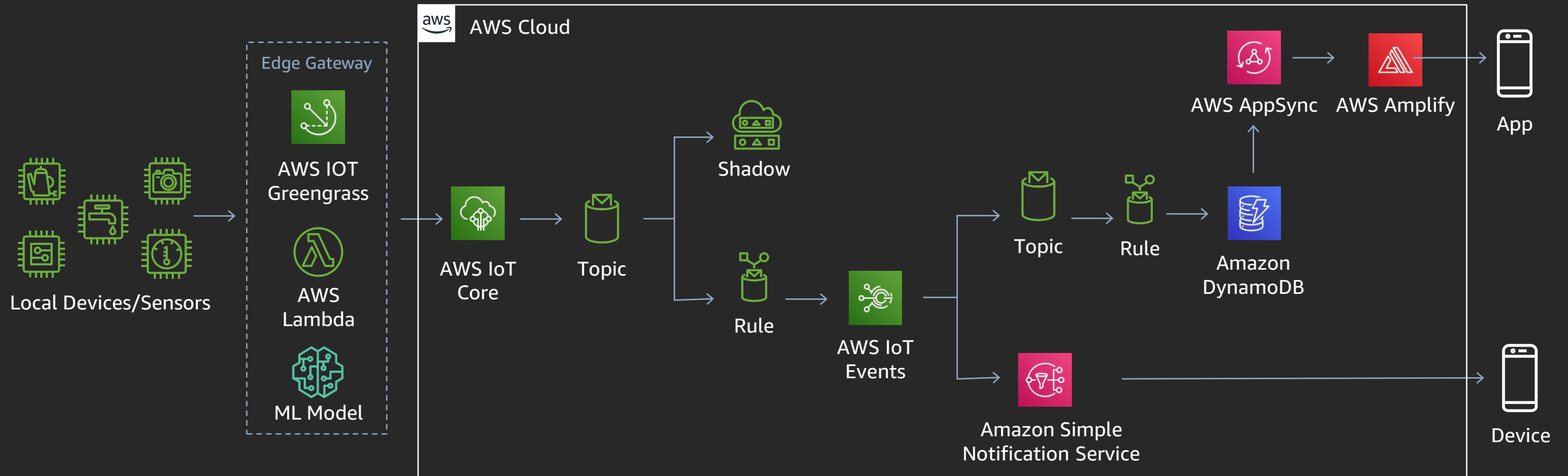


## Control & Notify

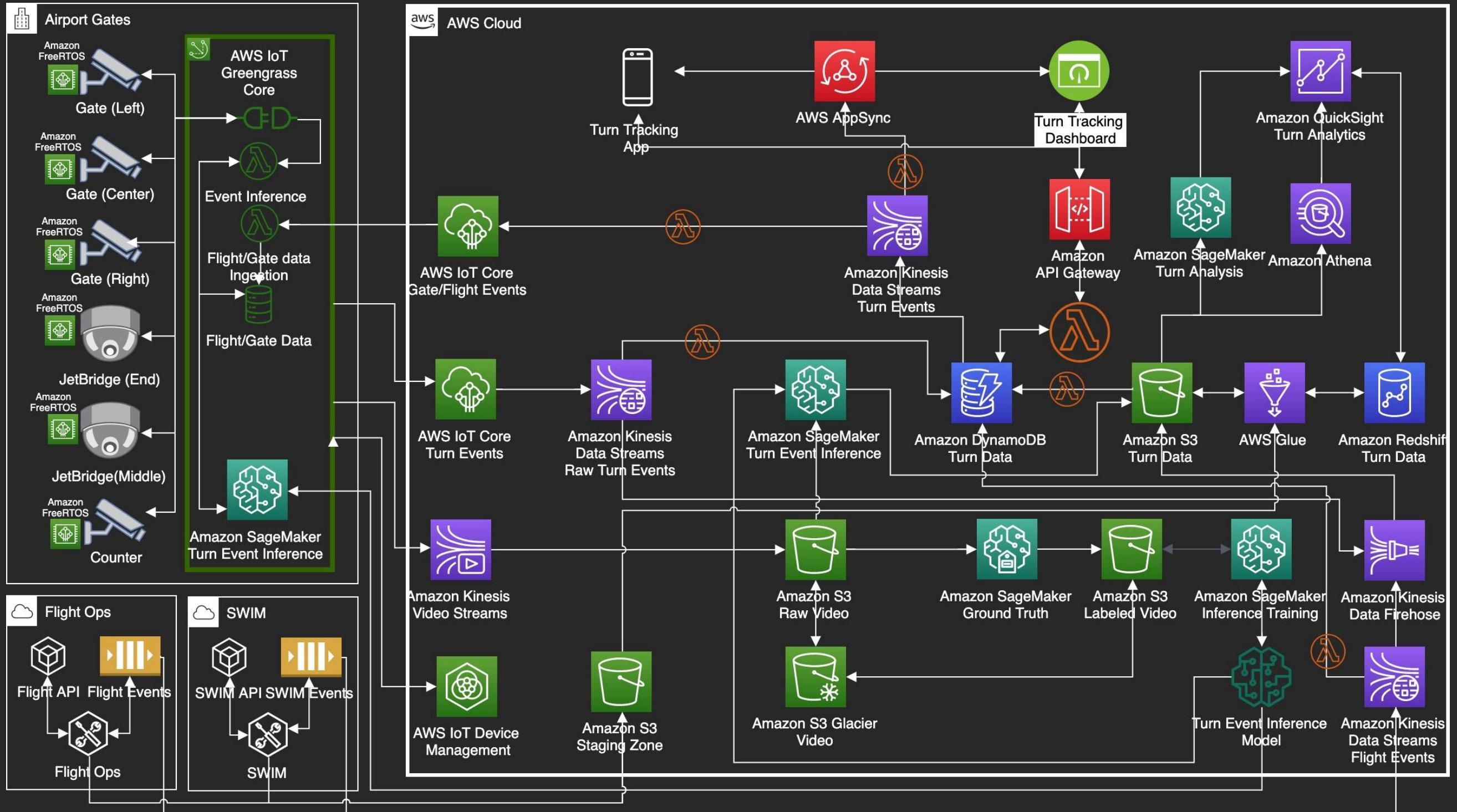




# Reference Architecture – Connected Kitchen



# Reference Architecture – Aircraft Turn Tracking



# Video



AWS IoT

# Q&A

# AWS Travel and Hospitality resources

Be sure to check your chairs for an offer from our friends at Audible and a Travel and Hospitality sticker



Other re:Invent breakouts

**TRH201-L – Leadership Session: Travel and Hospitality**

Wednesday, Dec. 4, 9:15 a.m.

MGM, Level 2, Cedar Ballroom 254



**TRH202 – Personalizing customer experiences in Travel and Hospitality**

Wednesday, Dec. 4, 12:15 p.m.

MGM, Level 3, Chairman's Ballroom 360



**TRH302 – Turn Travel and Hospitality call centers into profit centers**

Thursday, Dec. 5, 1 p.m.

MGM, Level 3, South Concourse 304

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[Learn more at aws.com/travel](https://aws.com/travel)

[Travel Reference Architectures](#)

# Thank you!

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