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AR in Tourism Creates Authentic Guest Experiences: Real Cases from Top Hotels

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ABSTRACT

AR's future is so immersive in tourism that global investment in immersive technologies story is an indication of that. As we see, worldwide spending on augmented and virtual reality is increasing from USD 12.0 billion in 2021 to US $72.8 billion by the end of 2024, the tourism market is going through a revolutionary stage where tourists experience their travels.Hotel booking experiences and the guests' satisfaction, augmented reality in tourism has such an invitation to the hospitality industry, in particular, in order to improve tourists' attempts and motivate them to return again. The research has meticulously analyzed 65 independent studies including 16,559 participants, and has gone on to validate AR's positive impact on the tourism experience based on increase in its value perception and psychological engagement.

1. The AR Technology in Tourist Context

In tourism, augmented reality brings in the digital elements to the physical environment, making travel completely different compared to how tours used to be. The major difference between AR and virtual reality is that virtual reality creates whole new environments virtually, while AR adds a certain purpose to this real world with compatible devices like smartphones. This distinction becomes important as far as maintaining a connection to real places in the context of tourism is concerned [1]-[4].

1.1 How AR Differs from VR in Tourism Applications

Virtual reality indeed entirely replaces the physical space, while AR technology instead adds digital information to the real world. After this, tourists can access instant translations of signs, menus and more regarding nearby attractions and learn historical insight, while still situated in their current location. Additionally, AR is run using a smartphone that is ubiquitous, as opposed to VR specialized equipment, making it more practical and accessible as an everyday usage travel gadget. With an unfathomable CAGR of 38% by 2030, the global AR market is initially valued at USD 8.60 billion in 2021. Furthermore, the impression from the virtual tourism segment is exceptionally solid, seeming, to grow at a 30.2% CAGR somewhere in the range of 2023 and 2028.

1.2 Effective AR Tourism Experiences Download PDF

As far as modern AR tourism applications are concerned, they revolve around three core technologies. GPS tracking techniques are used for location based systems to offer contextual information about the surroundings. Marker based recognition apps provide a detailed insight of certain objects or landmarks the moment it is detected. At the same time, SLAM (Simultaneous Localization and Mapping) software has developed sophisticated algorithms to locate and communicate with objects within the user's vicinity.

Table 1: AR Applications Used in Hotel Tourism Experiences

Hotel Name	AR Feature Implemented	Purpose	Guest Feedback (Rating 1–5)	Year Introduced
Grand View Resort	Interactive room guides	Simplify navigation and services	4.6	2021
Marina Luxe Hotel	Historical AR storytelling	Cultural immersion	4.8	2022
Skyline Suites	Virtual concierge	Personalized recommendations	4.3	2020
EcoStay Villas	AR sustainability tours	Environmental awareness	4.7	2023
CityZen Hotel	Gamified local experiences	Enhance guest engagement	4.5	2022

It is from this they receive the advantage of how AR experiences in tourism can break down language barriers via real time translation. Additionally, it also helps those who are local surroundings and hotel facilities as well, such a way that guests can explore rooms and amenities using AR before even arrival. In addition to being a 24/7 digital guide that provides instant directions, local recommendations, and cultural information, this technology is also a useful asset.

1.3 Evolution of AR in Travel and Tourism Industry

The development of AR in hospitality directly correlates with the demographic preference changes. Nowadays, Millennials – the dominant consumer generation – are more inclined toward digital technology adoption than the preceding generations. Consequently, the AR/VR hospitality market is undergoing this change, which analyzed, has the potential to grow at a CAGR of 26.01% within the next 6 years.

Recent developments showcase AR's expanding capabilities in tourism. For example, Google Lens and Google translate are now capable of real time reading and translating maps, guides and street signs in several languages. Likewise, AR is built into Google Maps to make navigation easier by adding virtual directional sign over real roads.

Today more and more museums and cultural institutions are adopting AR to enhance visitor experience. The Skin and Bones app from the National History Museum makes use of AR overlay and 3D technologies, and Tate Britain and some of the world's most famous institutions like the Louvre support Smartify, an AR platform that allows you to scan the art in question and receive detailed information about it in real time from your smartphone.

Integrating AR with beacon technology creates entirely new ways of a personalized guest experience. This combination makes it possible for hotels to target anyway along at some tips outs or detectors aimed at perspective grievances the property. New AR applications thus also spill over into culinary experiences, in particular, Kabaq is developing a photo based system to produce the most authentic 3D content of menu items [5]-[9].

2. Business Benefits of AR Implementation for Hotels

Implementing AR technology in hotels makes it possible to achieve positive returns from multiple business dimensions. There is research which shows a remarkable growth path, with predicted growth of the AR in Hospitality market estimated at 40.9% by 2030. This rapid adoption is due to the fact that AR is able to provide significant operational efficiency and guest experience improvements in a way that can be measured.

2.1 Increased Guest Satisfaction and Loyalty Metrics

AR implementation correlates directly with higher guest satisfaction scores and implied likelihood of return visit. Ease of use, innovativeness and practical utility perceived by tourists of the technology are the determinants of how they will accept to use AR enabled services during their stay. Specifically, AR-powered virtual tours and digital menus are particularly valued by guests, as they add exciting elements to the hotel's traditional set of amenities and provide more immersive, personalized experiences.

For the majority of essential services, supporting AR creates notable improvements in guest satisfaction metrics. Through virtual concierge services based on AR, hotels cut the check-in and the navigation around the property. Such automated solutions cut wait times and generally reduce guest hassle, which results in consistently positive guest feedback.

2.2 Revenue Enhancement Opportunities Through AR

Innovative service offerings for hotels based on AR technology will open many revenue streams for hotels. The research further finds 40 percentage

points of consumers engaging more with AR experiences from the brands, 71% of which are willing to pay the premium prices for AR customized services. The good news for all hotels that have implemented AR solutions is that they are transferring this consumer behavior to tangible financial benefits.

Table 2: Benefits of AR Integration in Hospitality

AR Feature	Operational Benefit	Guest Experience Benefit	ROI Increase (%)	Staff Training Required
Virtual room previews	Reduced booking inquiries	Informed booking decisions	12%	Low
AR cultural overlays	Expanded storytelling tools	Deeper cultural connection	18%	Medium
Interactive menus	Streamlined dining process	Allergen and dietary clarity	9%	Low
AR-based check-in/check-out	Reduced front desk traffic	Faster, contactless service	15%	High
Local attraction mapping	Better guest navigation	Personalized travel experience	10%	Medium

However, what's truly notable is the impact the technology has on conversions. Also, properties get higher booking rates when they can provide immersive virtual previews of facilities, rooms, etc. By AR, potential guests can make informed decision about their stay resulting in reduction of cancellation rates and an elevated level of revenue.
AR implementation has promising results in the food and beverage operations. When it comes to hotels that use AR to visualize and enhance the dining experience, such as visualization of the menu or order process, customers become more engaged and order values increase. Incorporating AR, MGM Resorts is creating unique in-room dining experiences featuring both digital and physical aspects of the culinary experience [10]-[14].

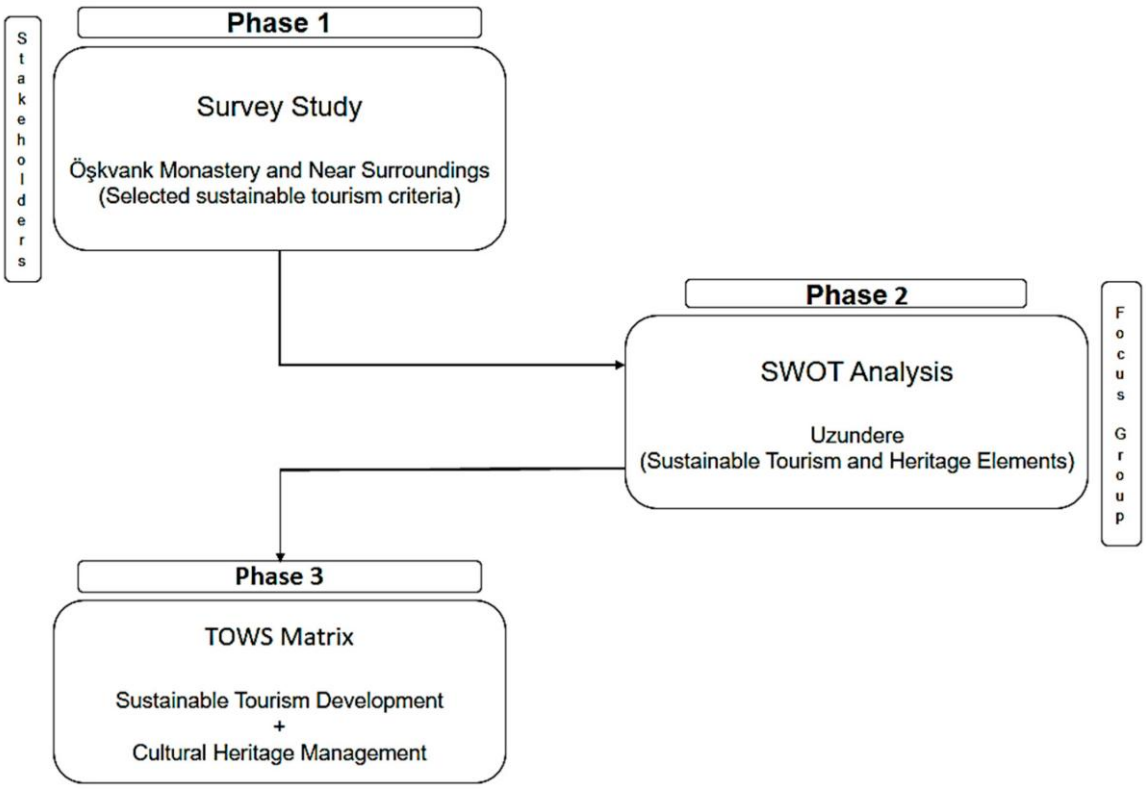

Fig 1. Competitive Differentiation in the Hospitality Market

In an increasingly competitive hospitality landscape, AR serves as a powerful differentiator. AR properties are properties which differ by providing an experience that combines digital innovation with classic hospitality. But this technological edge is especially attractive to attracting millennials, the dominant consumer generation, who have a greater tendency towards digitally enhanced experiences.

AR's versatility helps hotels establish personal brand identities. Through AR-powered local exploration platforms, properties are positioning themselves as gateways to their authentic destination experiences. AR was successfully implemented in hotels' marketing efforts which increased guest engagement with local attractions and services, leading to more solid locals visitor relationships.

Competitive positioning is also further enhanced by operational advantages. It serves as an assistant in maintenance, housekeeping and staff training in the hotel. They enhance the efficiency of the service delivery which consequently enables the hotels to realize higher service standards with improved operational costs.

The impact of the technology does not end in guest applications. AR has enhanced the capability of improving training and maintenance procedures for internal operations. AR improves the onboarding process in hotels, giving them more efficient training processes, and thus better prepared staff, which leads to superior guest experiences.

That is why, while the hospitality industry is growing, AR is becoming an essential condition for leaders in the market, as the implementation of such technology will be relevant. Effectively integrating AR into their operations offers Properties with properties that not only improve guest satisfaction and revenue generation, but also strengthen the competitive position as the technology heavy market continues to put pressure on everyone.

2.3 Marriott's AR Concierge: Transforming Guest Information Services

This is how ar in tourism enlivens the traditional hospitaliity with the digital approach through Marriott. A perfect example is the one provided by hotel chain where the AR concierge system blends the service delivery with the personal service perfectly – indicating a huge step ahead in augmented tourism.

The implementation of AR at Marriott's core is based on a sophisticated mixture of beacon technology and Bluetooth interfaces, which enable wireless communication with a smartphone. Real time information overlays are delivered throughout the hotel premises, covering the hotel surroundings with dynamic content. That is, this technological framework enables many functionalities, for example from virtual navigation assistance to personalized service recommendations.

It was mostly a process of accomplishing thoughtful moments that encourage guests to feel more comfortable and relaxed. Now, Guest Arrival Experts can move through spaces unimpeded and using AR technology to help visitors solve their needs and learn about the local area. It makes even routine transaction into an experience rich one with processing of operational requirement or transportation services [15]-[19].

2.4 Guest Usage Statistics and Feedback Analysis

The AR concierge guest engagement success with Marriott is noteworthy in improving visitor experiences. With such technology, wayfinding becomes stress free and the UX across multiple touch points is satisfying. Guests have access to all the information about location, hotel amenities, attractions etc through AR enabled applications and can be updated regarding facility maintenance real time.

A standout feature is with the translation assistance capabilities which are extremely useful for the international traveler. Instant, guests point their smartphones at texts, guides or menus and information appears in their preferred language. Notably, this functionality increases communication efficiency and guest satisfaction across Marriott's global properties.

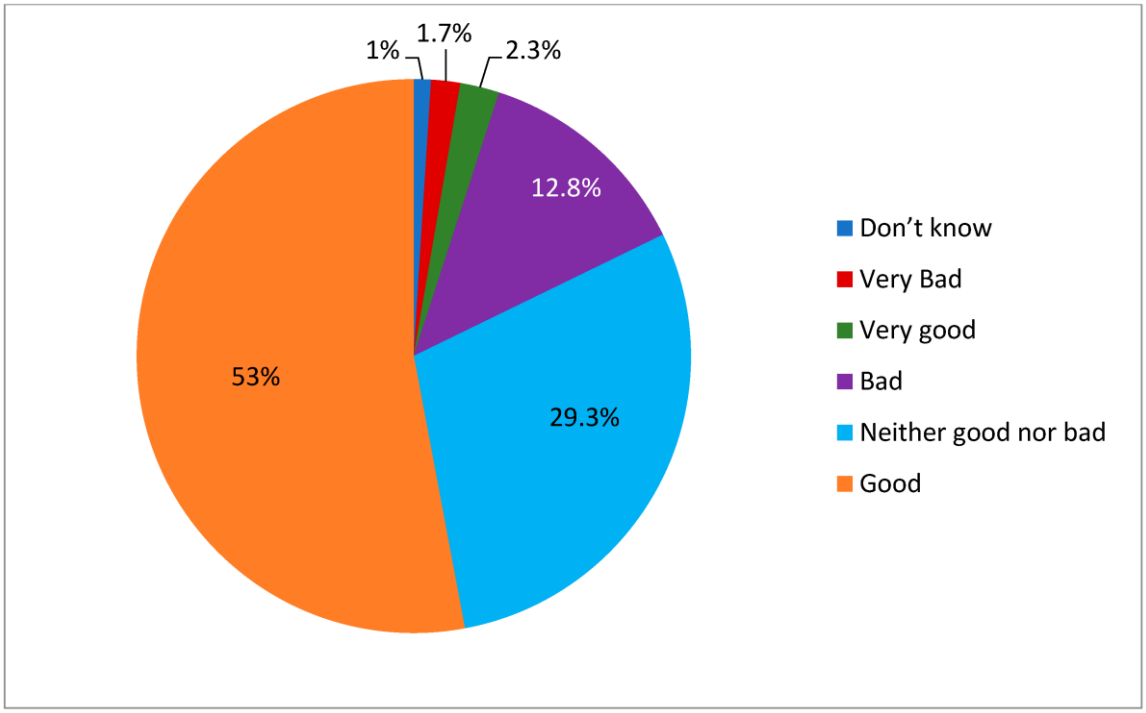

Fig 2. Technical Infrastructure Requirements

There is clear benefit to the implementation of AR technology in Marriott's operations. The considerable growth rate of 34.2% between the years 2022 and 2028 projected in the hospitality sector's AR use points to the fact that this technology will continue to become increasingly valuable. With AR concierge system added, Marriott makes significant contribution to operational efficiency and guest satisfaction metrics.

The other key aspect of the implementation's ROI is AR driven training of hotel staff. Interactive and real simulations of real work environment are possible using technology to enable employees to work and train in virtual environment and make mistakes with no consequences. Such an approach enables the improvement in service delivery at reduced training costs.

The benefits of improved guest communication and hotel space beauty can be seen as the business impact. Real time information is posted to digital displays more quickly and these displays are more visually appealing and inviting. Additionally, the AR system enhances Marriott properties' status as sophisticated 'home away from home' destinations with its ability to showcase breathtaking area landscapes as well as local attractions [20]-[23].

For Marriott, looking ahead, its AR remains a future development it is expanding upon. As always this is about creating personalized experiences that not only identify and celebrate guests' passion points but also encourages them to return. Ongoing refinement of the AR concierge system maintains Marriott as a hospitality innovation leader and continues to deliver thoughtful, heartfelt, forward thinking service that continues the legacy of great guest service.

3. Hilton's Room Visualization AR App: Pre-Arrival Experience

Hilton's room visualization app is an advancement within ar in tourism that allows guests to decide before arrival and know what to expect. The app turns around a basic hotel booking problem, room layout and view uncertainty, by providing detailed virtual tours and interactive features.

Hilton's AR visualization system is based on a very advanced integration with Google Maps API, so guests can see what their potential room might look like as well as view. This technology allows visitors to see relative to city streets, public transportation, parks, and bodies of water where available rooms are located. It even lets you know if there is an expressway projecting out of the window, or if the room looks east to sunrise.

Location based services as well as marker based recognition systems are incorporated in the technical framework. Guests access comprehensive virtual tours through the Hilton Honors app that offer views of the room layouts, decor, and amenities. It is not limited to simple visualization: streaming capacity is also available for entertainment systems and functional keys.

3.1 Integration with Existing Booking Systems

The Hilton AR solution seamlessly plugs into their existing booking infrastructure through the Hilton Honors mobile app with access to digital floor

plans with green circles designating available rooms starting at 6 a.m. the day prior to a booked stay. Real time inventory management is synchronized to room availability and pricing information in the system.

The integration encompasses multiple touchpoints throughout the guest journey. The AR features come together with multiple hotel services—from selecting room to check-in to amenity access. AR visualization with practical booking functionality, this interface gradually renders guests to be able to manage their reservations, explore available services and find local attractions [24]-[28].

3.2 Guest Adoption Rates and Conversion Impact

Using AR technology, great results were made in the engagement and booking conversions. It is found that AR/VR technology can improve the tourists' satisfaction and intention to stay and to return. Reduction of adoption rate is dependent on the perceived innovativeness, as the rate increased due to the perceived ease of use and usefulness of these technologies among travelers.

The digital check-in and room selection features within Hilton's AR room visualization feature are one of the most used elements of the brand's mobile app, and it comes with AR room visualization feature, that has been used more than 13 million times by members. The adoption of the new feature is this high because guests value the ability to have more control over their experience during a stay.

AR's potential to improve the quality of the hotel and the local area is what drives an impact on the conversion rates and AR's ability to do so. The virtue of virtual tours is that they give the potential guests a taste of what premium suites and rooms have to offer before they book, and that makes it easier for them to book upgrades. Though check in is over, the AR features are still making revenue by persuading guests to upgrade their accommodation while they are staying.

In looking ahead, Hilton is set to use the Google Maps integration to give members the ability to be able to see points of interest and landmarks in relation to the rooms that are viewed. This ongoing development reflects Hilton's dedication to taking friction out of travel through AR applications that leave the guest more loyal and drive business growth.

One example of how ar in tourism can improve local cultural experiences through creative digital solutions is through Four Seasons, the neighborhood discovery platform. Through the platform, guests are connected to authentic local experiences to give travellers a unique and interactive experience of the culture instead of a typical tourism experience [29]-[32].

4. Partnering local businesses for the creation of AR content

Augmented reality tourism offered by Four Seasons focuses on bringing the guests to the local community in an authentic way. Guests experiences destinations like locals as the platform integrates real time information about nearby landmarks, restaurants, and cultural hotspots. The AR platform collaborates with local establishments to offer detailed insights into such neighborhood attractions, enabling the visitors to plan daily itineraries with confidence.

The hotel's AR system attempts to dissolve barriers that normally split tourists from local culture. Guests are able to access instant details pertaining to surrounding attractions, historical context, culture and other info about the real world by overlaying digital information to it. With this smooth combination of digital content to real spaces, visitors are given a compelling means to find out unknown gems and to interact personally with local traditions.

The AR content developed by Four Seasons projects authentic local character to distinguish itself from other content. The platform showcases traditions, customs, cuisine, and arts unique to each destination. This is mainly where local businesses add their expertise and insider knowledge to make the AR experience an authentic picture of both the culture, along with genuine recommendations that typical tourists might never find out about.

4.1 Measuring Guest Satisfaction and Local Engagement Impacts on The Park

Past studies also indicate that AR technology has a positive effect on visitor satisfaction and intentions to visit again. Four Seasons' AR platform is an easy to use and innovative product, which raises engagement with local attractions. Research indicates that AR application perceived usefulness had a direct correlation with higher satisfaction rates of guests.

What allowed the platform to work well is its talent to bring the interactive and personalized experiences. The system incorporates beacon technology to provide information about nearby attractions and special offers from partner businesses targeted to it. The location awareness part also enables guests to find local relevant experiences and enables neighborhood establishment support.

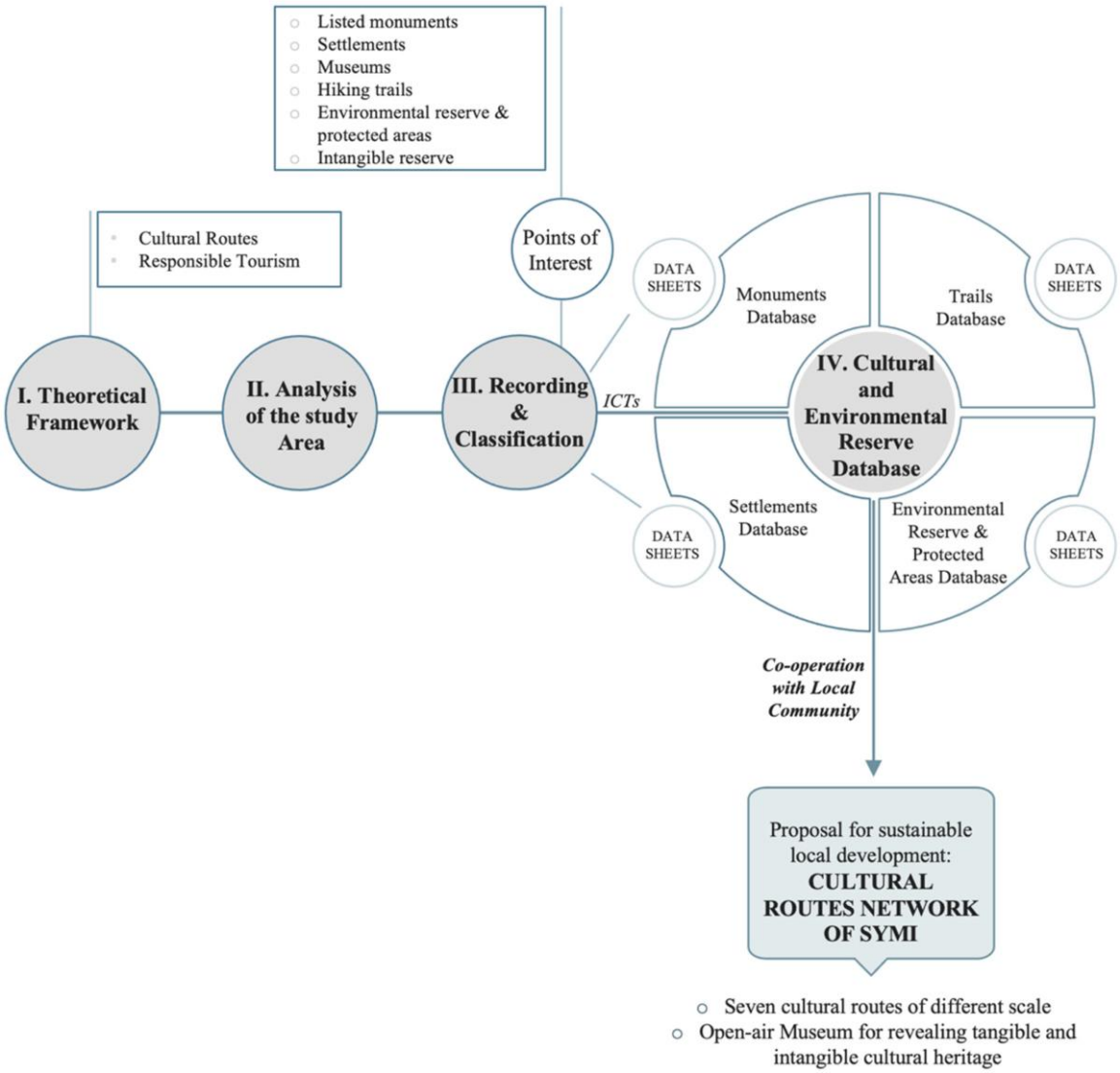

Fig 2. Practical Implementation Guide for Hotels of Different Scales

The AR platform effects are not just on individual guest experience. With Four Season's curated community engagement model, they essentially help create a dynamic model of community engagement for visitors to form connections with local businesses. This approach is beneficial for local small business looking to capture international visitors as well as tourists wishing to have authentic experience.

Bangkok, Thailand — Upon the fourth season debut of Four Seasons AR — the company has continued to enhance its AR capabilities to deliver even more personalized experiences. Now real time translations of menu and signs are added to the platform to make exploring the neighborhood easier for international guests. Furthermore, beacon based integration allows for the easy delivery of contextual information about nearby attractions, restaurants and cultural sites.

This is indicative of the increasing significance of ar in the hotel and hospitality industry. Through technological innovation and true local experiences, the platform establishes new landmarks for augmented reality within the tourism sector, building on meaningful connections between guest and destination.

Augmented reality tourism solutions need to be implemented carefully given scale, resources and needs of the organizations. So a full analysis of the available options will make it possible to decide which AR applications correspond with property requirements and guest expectations.

Given that small properties often have limited means to execute tourism, ar can be embraced into these properties through implementa... In most cases, AR solutions are offered as a cloud based AR solution with flexible pricing models such as monthly subscriptions or tiers on the property size and usage requirement. The platforms that are offered usually feature the key components, virtual tours, communication tools for guests, with limited complexity.

A more economical entry point for boutique establishments with their social media presence is

the integration of AR with those existing social media platforms. With this approach, properties are able to broadcast their availability among all the channels while maintaining synchronization time. By implementing beacon technology in a strategic manner, even the smaller hotels can provide more personalized notification and offers to guests' devices, all without major investments in infrastructure.

4.2 Enterprise-Level AR Implementation for Hotel Chains

As each is a larger hotel chains, they need more wide AR solutions to cover a lot of properties but still maintain the same guest experience. Once the organizational needs, potential impact on product capabilities and consideration of value chain are evaluated, implementation process begins. Advanced features such as real time translations, virtual concierge services and sophisticated analytics tools are normally included in enterprise solution.

According to the 2019 State of Industrial Augmented Reality report, organizations that implement AR initiatives see drastic reductions in training costs, increases in worker efficiency and quality, and overall, its implementation provides a big return on investment. This data indicates that a choice should be made in the direction of solutions that are able to support both the guest facing applications and the internal operations. This all integrates with existing property management systems, booking platforms, the customer relationship systems, and all of that to streamline data flow among them and simplify operations.

5. CONCLUSION

But when you choose the AR development partner, who must be an experienced one. The perfect partner will encompass web based AR development, 3D modeling, animation, optimisation, and tested throughout rigorously. In addition, they must have high understanding of the challenges and requirements of hotels and hospitality.It begins with budget assessment and, with regard to related elements, its classification according to materials and processes. AR partners make sure they are competent about addressing these considerations with a lot of flexibility within projected budgets. Detailed evaluation of the labor rates and equipment pricing will help hotels avoid mid project budget constraints that may compromise the implementation quality.There are usually distinct phases in the development journey. First, partners collect data on the target audience and choose best ways of supporting to make it effective. After it, we have prototype creation to test and refine, and detailed design of experience for the user. This final development phase includes what comes to be the coding phase, the feature integration and the extensive testing over the specified platforms.To succeed with an AR implementation it requires choosing solutions that ease the context of personal service, not replace it. But, this is when you have the right technology partner that will keep deployment smooth while keeping true to core hospitality values. Tomorrow, as in many of the long days to come, the ar in the hospitality industry is proving to be very much about evolution, and so it becomes more and more important to choose partners with proven records of delivering scalable, user friendly solutions.

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