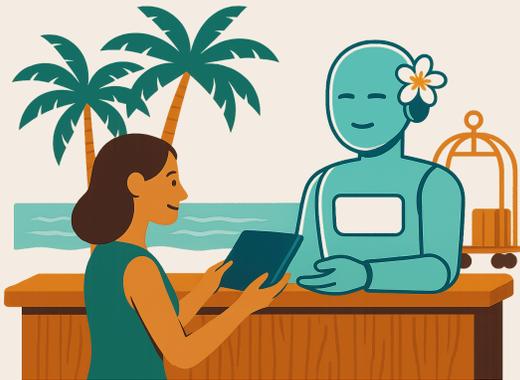


# AI TOOLS FOR HAWAI'I HOTELS:

## A Cheat Sheet for Getting Sh\*t Done



**HAWAI'I  
HOTEL  
HUI**  

---

### Let's Be Real for a Second

AI is not magic. It won't fix your RevPAR or make the HTA less confusing. But it can write your job postings faster, summarize those 20-page reports you never get to, and help you sound like a professional writer (even when you're barely caffeinated).

Whether you're a GM, DOSM, marketer, revenue lead, front desk, or "does-a-bit-of-everything" type, here are tools you can use, right now, in a hotel setting.

---

## **IMPORTANT: Read This First**

**A Quick Note on “Which One Do I Use?”** In reality, you can use almost any major LLM (Large Language Model) for most daily tasks. They all write, they all summarize, and they all get things wrong occasionally. To make matters more confusing, they play leapfrog constantly. One month, ChatGPT is the smartest; the next month, Claude takes the crown.

The tools listed below are chosen for what they are best at right now. But if you are new to this, start with one. Get comfortable. If you aren't getting the exact results you want, then try another one. Don't overthink it.

**The Golden Rule of AI Safety: Redact PII (Personally Identifiable Information) before pasting!** Never put guest names, reservation numbers, credit card info, or confidential financial data into a public AI tool. Treat these chat boxes like a conversation in a crowded hotel lobby. If you wouldn't say it out loud, don't type it in here. If you have a paid or enterprise version, your data is generally kept private and not used for training models, but it is still smart to double-check your settings before pasting the secret sauce.

## First, let's Talk About Effective Prompts

Think of a prompt like briefing a sharp intern who takes everything literally. If you're vague, they flail. If you're clear, they crush it.

Use the RAISE formula:

- R** – **Role:** Who should the AI pretend to be?
- A** – **Action:** What do you want it to do?
- I** – **Input:** What info are you giving it?
- S** – **Style:** What tone, format, or voice?
- E** – **End goal:** What does “done right” look like?



---

### Example Prompt (RAISE in Action):

“You’re a hotel marketing manager. Write a 3-paragraph welcome email for a luxury Waikīkī resort. The audience is returning guests from California. Make it warm and conversational, but not cheesy. Include a reminder about our kama’āina rate. Output should be email-ready with subject line and preview text.”

*(Note: Always ask for placeholders on rates so the AI doesn't invent a price that gets you in trouble!)*

---

### Want to reword an SOP?

“Act like a hospitality trainer. Rewrite the following SOP to be clearer and more engaging for new front desk staff. Tone: friendly but professional. Format: bullet points with bolded header.”

RAISE works for emails, social posts, training docs, job ads, web copy, meeting notes, or whatever else you don't want to write from scratch.

# YOUR NEW FAVORITE ASSISTANTS

## AI Tools That Don't Call in Sick

---

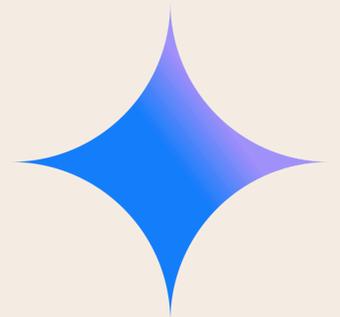
- **ChatGPT (by OpenAI)**

- **What it does:** Writes, edits, summarizes, translates, and answers questions
- **Try this:** Paste in your boring room description and say, "Make this sound more exciting but not cheesy." Boom. Instant upgrade.
- **Other uses:** SOPs, guest letters, social captions, training outlines, emails to the board you'd rather not write



- **Gemini (Google)**

- **What it does:** The AI is already inside your Google Docs and Gmail (if you have Workspace).
- **Try this:** In a Google Doc, click the "sparkle" icon and ask it to "Draft a memo to the valet team about the new parking policy."
- **Bonus:** It connects directly to your Drive files, making it the easiest entry point for teams already living in the Google ecosystem.



- **Claude.ai (Anthropic)**

- **What it does:** Reads long documents and gives plain-English summaries
- **Try this:** Drop in your latest vendor agreement or HTA RFP. Ask: "Summarize key deliverables and deadlines."
- **Bonus:** It sounds a little more human than ChatGPT. Like your most organized front desk agent.



Claude

- **Perplexity.ai**

- **What it does:** Research assistant with sources and citations
- **Try this:** “Top trends in Hawai‘i inbound travel 2025” or “Compare Japanese vs. Canadian visitor ADR in Hawai‘i”
- **Why it’s better than Google:** No SEO sludge. Just clean, quick answers.



## **Bonus AI Tool:**

- **Gamma.app**

- **What it does:** Auto-generates presentation decks from prompts
- **Try this:** Type: “Sales deck for luxury Japanese travelers to Hawai‘i” and let it give you a draft
- **Time saved:** From “blank slide panic” to passable in 10 minutes



# WHERE TO START IF YOU'RE NEW

## Start Here:

- **ChatGPT:** Use it to rewrite your room descriptions or email copy
- **Gemini:** Use it to draft a memo or clean up messy meeting notes directly inside Google Docs.
- **Perplexity:** Use it to research guest sentiment or upcoming legislation
- **Claude:** Use it to summarize HTA docs and long legal stuff you keep meaning to read
- **Gamma:** Use it to turn a blank screen into a slide deck in under 10 minutes.

Set a timer for 15 minutes. Try one thing. That's it.

---

## Final Thought

You don't need to become an AI expert. You just need to try the tools that help you do your job faster, better, or with less stress. If it feels overwhelming, you're not alone. But once you see what's possible, you'll never go back to staring at a blank email again.

**Need help? Want a walkthrough? Or want a custom GPT for your hotel?**

Reach out: [dan@hawaiihotelhui.com](mailto:dan@hawaiihotelhui.com)

And if you haven't already...

**[Subscribe](#) to the Hawai'i Hotel Hui Insider:** No fluff. No BS. Just the stuff that matters for Hawai'i hoteliers.

**SUBSCRIBE AND JOIN THE HUI**