StayGenie: AI-Driven Event Accommodation Concierge

Vision & Value Proposition

StayGenie envisions a future where event logistics are invisible and intuitive. By placing an AI concierge between the attendee and the hotel, the event shifts from a static 'stay' to an active hospitality experience.

Deeper Engagement: Attendees interact with a 24/7 AI agent that handles nuances like pillow preferences or late check-outs instantly.

Measurable Outcomes: Organizers receive real-time reports on room pickup, attrition risks, and attendee sentiment.

Brand Differentiation: Positions the event as a tech-forward leader that values attendee time and comfort.

Sponsor ROI: Offers unique 'digital gift' opportunities or sponsored concierge messages within the booking flow.

Strategic Insight: Captures qualitative data on attendee needs that can influence future venue selection and programming.

Scalability: Equally effective for a 20-person board retreat as it is for a 5,000-person city-wide convention.

Attendee & Stakeholder Impact

The Time-Poor Attendee: Needs to adjust travel plans on the fly without waiting in line at a front desk or calling a help center.

Context: Managing a complex schedule and wanting a frictionless transition from conference floor to hotel room.

Quote: 'I messaged the AI during the keynote to ask for a quiet room and a 2 PM checkout; it was confirmed before the session ended.'

The Event Logistics Lead: Accountable for the accuracy of rooming lists and avoiding costly attrition penalties.

Context: Drowning in manual spreadsheets and fragmented communication from multiple hotels.

Quote: 'StayGenie has virtually eliminated rooming list errors and freed my team to focus on the actual event experience.'

The Hotel Revenue Manager (Non-Obvious): Needs to optimize room inventory and staff based on specific event group needs.

Context: Struggling to predict peak check-in times and special service requests from large groups.

Quote: 'The data from the AI concierge allowed us to staff our housekeeping and front desk perfectly for the group's specific arrival pattern.'

Feasibility Assessment

Technology Readiness (TRL: 6)

The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

StayGenie sits at Level 6 because the underlying LLM and booking technologies are mature, but the 'last mile' integration with legacy hotel PMS systems requires specific validation.

Operational Feasibility (BRL: 4)

The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Setup Complexity: Designed for deployment by event teams through a simple dashboard that syncs with registration APIs.

Reliability: The system includes a 'human-in-the-loop' escalation path for complex or high-stakes requests.

Data Privacy: Built with GDPR and SOC2 compliance at the core, ensuring attendee PII is encrypted and managed via consent-based tokens.

Cost Model: A transparent 'per-booked-room' fee that aligns the platform’s success with the event's actual occupancy.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation

Develop a simplified web-based chatbot that syncs with a single hotel room block list. Test internally with a mock group of 20 'attendees' to validate natural language understanding of booking requests.

Phase 2 — Controlled Live Pilot

Deploy StayGenie at a single-site corporate event (100–200 pax). Success metrics: % of requests handled without human intervention and attendee NPS for the booking experience.

Phase 3 — Iterate & Validate the Business Model

Refine the AI's ability to handle complex 'what-if' scenarios (e.g., flight delays). Test the commercial model with a mix of flat-fee and performance-based pricing.

Phase 4 — Scale & Ecosystem Integration

Develop deep integrations with major platforms like Cvent and Marriott/Hilton PMS. Create a 'Partner Playbook' for AV and production companies to offer StayGenie as a white-labeled value-add.

Strategic Launch & Market Integration

Strategic Partnerships: Align with high-end AV firms and Event Management Software (EMS) providers who are already the 'trusted advisors' to corporate event planners.

Rollout Strategy: Launch with a high-profile case study from a 'Top 100' conference brand to establish immediate credibility. Use a 'Land and Expand' model within large corporate accounts.

Macrotrend Alignment

From Broadcast to Intelligence: Shifts the hotel stay from a passive expense to a source of strategic attendee data.

The ROI Mandate: Provides hard data on room block utilization and attendee satisfaction that justifies premium hotel spend.

AI Literacy: Audiences now expect AI to solve logistical friction; StayGenie meets this expectation head-on.

Next Step: Identify one upcoming event with at least 100 room nights and run a 'Shadow Pilot'—compare StayGenie's automated rooming list against your manual spreadsheet to quantify the accuracy and time-saving potential.