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**HOSPITALITY · VERTICAL 04**

# For operators whose product is a guest experience, and whose AI cannot embarrass the brand at 11 p.m.

Cohorte's programs for hotel groups, hotel brands, and short-term rental management portfolios. Operating discipline for AI sitting on top of Opera, Mews, Cloudbeds, SiteMinder, Booking, Airbnb. First named hospitality reference openly negotiated.

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**FOR**

**COOs, GMs,** Heads of Digital, Directors of Revenue Mgmt

**REGIMES COVERED**

Brand standard · PCI DSS · GDPR · AI Act

**CLOSEST REFERENCE**

**First-named-reference** trade available

**DIRECT LINE**

**charafeddine@cohorte.co**

## 01 WHY HOSPITALITY NEEDS DIFFERENT TRAINING

# AI is not a productivity widget. It is the voice answering a guest at midnight.

The assistant pricing the next 90 days of inventory. The agent replying to a one-star Booking review under your brand name. The training problem is: can the AI we deploy hold the brand standard, the data regime, and the guest's patience, every shift, every property, in every language.

**BRAND STANDARD**

**AI sounding wrong is louder than a human sounding wrong.**

A guest forgives a tired night auditor. A guest does not forgive an AI chatbot responding to a complaint with a generic apology in a brand voice it has not been taught. Forbes Five-Star, AAA Five-Diamond, LQA have no exception for AI-generated communication.

**DATA REGIME**

**Guest data is the most regulated data in your stack.**

PCI DSS on payment. GDPR on guest. State privacy laws (CCPA, Quebec Law 25, UK GDPR). Local data residency. Most "guest AI assistants" treat this as someone else's problem. Cohorte teaches it as engineering.

**PORTFOLIO PARADOX**

**What works in one property does not replicate to ten.**

PMS variations, staff training gaps, brand sub-flavours, franchise contract differences: each defeats lazy rollouts. The discipline of scope, verify, and govern is what gets to property fifty without an embarrassment.

## 02 WHY COHORTE

# The operating layer is sector-agnostic.

Honest first: Cohorte has not yet shipped a named hospitality engagement. The methodology has shipped 60+ enterprise AI systems in adjacent regulated industries. The verification primitives that catch a hallucinating credit memo also catch a hallucinating concierge response. First named hospitality reference openly negotiated.

**CONFORMAL PREDICTION****Provably right within stated bounds.**

The mathematical primitive that converts a model output into a statistically rigorous confidence interval: a bound on every guest-facing answer, so a confident wrong one is caught before it reaches a guest.

**Source:** The conformal-calibration method, from our reliability-certification paper. [teams.cohorte.co/research](https://teams.cohorte.co/research).

**SELF-CONSISTENCY****Detecting confabulation.**

If the same prompt run five times produces five different answers, the model is not reasoning. The verification gate that catches this before output reaches a guest-facing channel or an audit log.

**Source:** The self-consistency method, from the same paper. [teams.cohorte.co/research](https://teams.cohorte.co/research).

**EXPLOITATION SURFACE****The red team your CISO asked for.**

Prompt injection. Indirect injection through retrieval corpora. Tool-call hijacking. The systematic taxonomy your security team uses to scope penetration testing of an LLM application.

**Source:** Our 10,000-trial exploitation-surface taxonomy. [teams.cohorte.co/research](https://teams.cohorte.co/research).

**REFERENCE STACK****Open-source. Inspectable. Yours.**

TrustGate (verification gates), Guardrails (policy enforcement), Agent-Auth (authorization), Agent-Monitor (observability). Six public repositories. Your engineers audit the layer before deploying it.

**Where:** [github.com/Cohorte-ai](https://github.com/Cohorte-ai) · MIT / Apache 2.0.

03 USE CASES WE TRAIN AGAINST

# Where AI touches the guest, the brand, the data.

The AI workflows hospitality operators are actually shipping. Where each sits. Brand and data risk. Verification primitive.

USE CASE	WHERE IT SITS	BRAND & DATA RISK	VERIFICATION PRIMITIVE
<b>Guest-comms copilot</b>	Front desk, reservations	Brand standard · GDPR	Brand-voice classifier, escalation gates, message logging
<b>Review-response generation</b>	Reputation, marketing	Brand · public-facing	Sentiment-aware drafting, GM sign-off gate, style alignment
<b>Revenue-management assistant</b>	Revenue, commercial	Pricing fairness · competitive	Bounded recommendations, audit logs, rate-fence validation
<b>OTA optimisation</b>	Distribution	Brand · contract terms	Channel-specific copy, rate-parity checks, audit trail
<b>Reservation chatbot</b>	Reservations	Conversion · GDPR	Booking-flow guardrails, PII handling, escalation to human
<b>Concierge assistant</b>	Guest services	Brand · local accuracy	Curated-knowledge retrieval, brand-voice gate, GM escalation
<b>Property internal knowledge</b>	Operations	Confidentiality · IP	Permission-aware retrieval, DLP gates, query auditing
<b>Booking confirmation drafting</b>	Operations	Accuracy · brand	Template-grounded generation, sign-off gate, audit log
<b>Marketing personalization</b>	Marketing, CRM	GDPR · brand	Segment-aware generation, brand-voice gate, opt-out compliance

## 04 SAMPLE CURRICULUM · 12-WEEK HOSPITALITY BOOTCAMP

# Module by module. Tuned to your stack in scoping.

Six modules across the twelve weeks. The actual curriculum is tuned to your stack and use cases in the pre-bootcamp scoping call with Charafeddine.

MODULE	TOPIC	WHAT YOUR TEAM PRODUCES
01	<b>Scoping &amp; operating discipline.</b> Process First. The Thinking Stack. LUMEN scoping brief drafted live for one workflow (guest-comms, revenue management, review-response, OTA optimisation).	Mission charter and LUMEN scoping brief, <b>signed off by the GM or COO sponsor.</b>
02	<b>AI Engineering Foundations.</b> The Three V's (Vibes, Variance, Vendor). Accountable Development Lifecycle. Prompt architecture, multi-model patterns, MCP tool use.	Working <b>system v0.1</b> against Opera, Mews, Cloudbeds, SiteMinder, or your stack.
03	<b>Trust &amp; Verification.</b> The Confidence Problem. Brand-voice classifier. Self-consistency sampling on guest-facing messages. Exploitation surface (jailbreaks via guest input).	Brand-voice gate and verification wired in. <b>Every guest-facing message gated before send.</b>
04	<b>Accountable Agents · 4-Layer Architecture.</b> Platform Protocol. Agent-Auth (least privilege). Guardrails as architectural constraints. Agent-Monitor.	Agent-Auth and Guardrails layered in. <b>GM escalation gates.</b> Multi-property routing.
05	<b>Brand &amp; Data Governance.</b> PCI DSS posture. GDPR and state-privacy mapping (CCPA, Quebec Law 25, UK GDPR). Brand-standard compliance (Forbes Five-Star, AAA Five-Diamond, LQA). AI Act Article 12 logging.	<b>Brand-compliance audit log.</b> PCI and GDPR posture document. Multi-property governance design.
06	<b>Capstone &amp; Sponsor Brief.</b> Red-team workshop. Founder critique. Sponsor demo to leadership. Operating brief written, reviewed, signed.	Production-grade hospitality system. Sponsor brief <b>defensible to brand owner or franchisor.</b>

05 THE HOSPITALITY PORTFOLIO

# Same operating layer. 24/7 multi-property tuning.

Four programs. Sequenced to a 24/7, multi-property reality. Cohorte does not require participants to be reachable during fixed working-hour blocks; live sessions are recorded and mentor 1:1s schedule around shift patterns.

**ENTRY · DE-RISKER**

## Hospitality Pilot

€8K-€12K · 4 weeks · 2-3 people

One workflow, taken to proof: a working, verified prototype (guest-comms copilot, revenue-management assistant, review-response, or OTA optimisation), in one property or one segment. Half-fee refund clause. 100% credit toward follow-on within 90 days. **First-named-reference trade available.**

**SINGLE-TEAM DEPTH**

## Hospitality Team Bootcamp

€4,200 / seat · 12 weeks · 6-15 seats

Private cohort. Your team, your PMS / OTA stack. Pre-bootcamp scoping with Charafeddine. 12 months Engine Room per graduate. Capstone defensible to your brand owner.

**FIRM-WIDE BREADTH**

## Hospitality Curriculum License

€12,000 / year · up to 25 seats

Five role-based paths (GMs, Revenue Managers, Guest Services, Marketing, IT). Completion dashboards. SSO. Quarterly Q&A with Charafeddine. 12 months Engine Room access for all seats.

**TRANSFORMATIONAL**

## Hospitality AI Readiness Program

from €35,000 · 3 to 6 months

Two-day on-site assessment. Multi-property training. Monthly 2h founder advisory. Written AI Operating Model playbook at close. The portfolio-wide engagement.

**Funding (honest).** Cohorte is not Qualiopi-certified today (2026 roadmap, in progress). Direct CPF and direct OPCO not available right now. Standard path: direct L&D budget. For OPCO routing: via Qualiopi-certified partner. Email [teams@cohorte.co](mailto:teams@cohorte.co).

## 06 HOSPITALITY OBJECTIONS WE ALWAYS HEAR

# The honest answers. Before the call.

The four objections an enterprise hospitality buyer raises in every conversation. Answered here so the call can spend its time on the work.

**"You don't have a named hospitality reference yet."**

True. Honest about it. **First named hospitality reference is openly negotiated.** If you are open to becoming our first reference, we negotiate that into the engagement explicitly: a discount, a case-study scope you choose to publish, a shared communications plan, named reference-call commitments only after results. The methodology has shipped 60+ AI systems in adjacent regulated industries; the verification primitives transfer directly.

**"Brand standards will not allow AI on guest-facing channels."**

Module 3 (Trust & Verification) and Module 5 (Brand & Data Governance) install the brand-voice gate that makes AI-assisted guest-facing communication defensible to a Forbes Five-Star, AAA, or LQA standard. **The brand-compliance audit log** is the artifact a brand owner or franchisor signs off.

**"Multi-property: what works in one property won't replicate to ten."**

Module 4 (Accountable Agents) installs **multi-property routing and GM escalation gates** by design. The 20% over-enrollment policy on Curriculum License absorbs turnover. The discipline survives because it lives in playbooks, gates, and audit logs, not in tribal knowledge held by one trained person who left.

**"We already have a vendor for guest-comms."**

Cohorte does not replace your vendor. Cohorte trains your team to operate any vendor's output through a brand-voice gate, a verification layer, and a GM escalation workflow. **The vendor is the model. Cohorte teaches the operating layer.**

**DIRECT LINE · NO SALES GATE**

## Talk to Charafeddine directly.

Sixty-minute discovery. No deck. We help you scope the right entry point: Pilot to de-risk, Bootcamp to install, License to scale, AI Readiness to transform.

**[charafeddine@cohorte.co](mailto:charafeddine@cohorte.co)**

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**Cohorte SAS** · Paris & Rabat · Founded 2022  
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