

AGENDA

From Insight to Action: How AI & Analytics Are Reshaping Guest Engagement

Executive Event

SPEAKERS



Sapana Patel
VP Solutions
Architecture
Spirit Airlines



Margarita Rivera
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Global CISO
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FROM INSIGHT TO ACTION: HOW AI & ANALYTICS ARE RESHAPING GUEST ENGAGEMENT



July 24, 2025

5:30 PM-9:00 PM

Eastern Time

Rising guest expectations, workforce constraints, and legacy operations are forcing travel and hospitality brands to rethink how they engage, support, and retain customers. Brands deploying AI-powered services are already seeing measurable gains, like 25% faster response times and double-digit reductions in cost-to-serve, while capturing deeper insights from every interaction. AI-driven automation, real-time analytics, and scalable cloud infrastructure are no longer experimental—they're essential to compete in an increasingly digital and service-intensive market.

Join your peers for a candid, strategy-focused discussion on what's working, what's next, and how to turn customer data into a competitive advantage. Walk away with actionable insights to accelerate your AI and analytics roadmap—while driving better experiences at every touchpoint.

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