

TRAVEL AND HOSPITALITY

Mandarin Oriental introduces guests to Pepper, the "MObot"

November 8, 2017



Pepper stands at 4-feet tall, can tell stories and help guests with a slew of inquiries. Image credit: Mandarin Oriental

By STAFF REPORTS

The Mandarin Oriental, Las Vegas has appointed a humanoid robot as the newest member of its staff.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Developed by Softbank Robotics Europe, a French Societ par Actions Simplifie" company, Pepper will work as a technical ambassador at Mandarin Oriental's Las Vegas hotel property. Nearly all industry sectors have begun to toy with artificial intelligence-powered tools and services to better engage with and respond to consumers and their needs.

A MObot named Pepper

Mandarin Oriental's new team member, Pepper, will be based mainly in the Sky Lobby, located on the 23rd floor of the hotel, overlooking the Las Vegas cityscape.

Pepper will greet guests through engaging and playful entertainment that complements Mandarin Oriental's dedication to service.

Mandarin Oriental's Pepper is more than a fixture in its lobby, according to the hotelier. Pepper has been completely integrated into the hotel team and will act as any other colleague on staff.

Pepper stands at four feet tall and is able to discern a guest's gender, approximate age and even his or her mood. The humanoid robot's physical characteristics include large expressive eyes and lifelike movements and gestures.

Through natural and intuitive interactions, Pepper will provide guests with personalized communications by detecting facial, body and vocal cues. Pepper will be able to answer property-specific questions, give directions, tell stories, dance and even pose with guests for a selfie.

Meet our newest colleague, Pepper! Stop by for a selfie or to say hello' in the Sky Lobby during your next visit! [#PeppertheMObot pic.twitter.com/B21h8XUCaU](https://twitter.com/B21h8XUCaU)

Mandarin Oriental LV (@MO_LASVEGAS) **November 7, 2017**

"I am delighted to welcome Pepper to the Mandarin Oriental, Las Vegas team," said Donald Bowman, general manager of Mandarin Oriental, Las Vegas, in a statement. "Pepper will provide our guests with the option to receive hotel assistance and information in an exciting and innovative way.

"Not only can Pepper handle information requests, but will also serve as a source of entertainment that we hope will provide an enjoyable element of surprise for guests of all ages," he said.

At the most basic level, artificial intelligence, such as chatbots, is becoming essential to engage with consumers.

Chatbots for travel brands will soon likely go beyond something that is simply unique and interesting, but will be a necessity that guests will come to expect.

According to "Are bots worth the bother?", a new report from EyeforTravel, the cost of creating chatbots is lowering, which means it will be more accessible for brands and become more of a standard. Travel is a sector that could be significantly impacted by chatbots in a positive manner, as they can make booking and other tasks much simpler ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.