

The Human-Centric AI Revolution

How People Create More Value with AI



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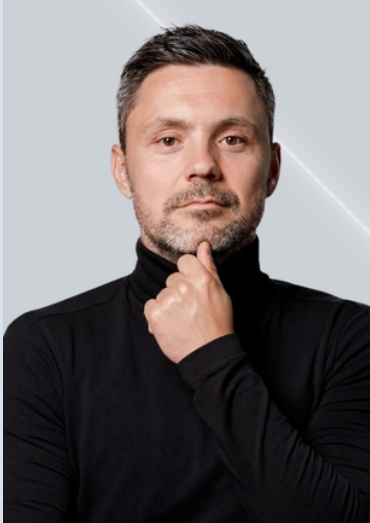
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Session Summary

About the speaker



Tomasz Leszczynski leads BEONx's expansion across Northern, Central and Eastern Europe, helping hotel groups and independent properties use data, automation and AI to improve decision-making, optimise performance and drive sustainable growth.

3 Key Takeaways

1. The most successful organisations combine AI with human expertise to create high-performing teams.
2. Automation creates more time for strategic, commercial and guest-focused activities.
3. Sustainable value creation comes from people and AI working together.

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THE HUMAN-CENTRIC AI REVOLUTION

AI gets a lot of attention for cutting costs and automating processes. But hospitality organisations seeing the greatest gains are using it for something far more valuable: giving their people more time to do what they do best.

Think of AI as the ultimate assistant. It handles repetitive, time-consuming tasks while analysing large volumes of data, identifying patterns and highlighting opportunities in seconds.

The result? Hospitality professionals spend less time gathering information and more time acting on it. AI does not replace human judgement. It sharpens it.

For revenue managers, commercial leaders and hotel teams, this creates a fundamental shift. Instead of pulling reports and chasing numbers, teams can focus on interpreting insights, collaborating across departments and creating memorable guest experiences.

The future of hospitality is not human versus machine.

It is people and AI working together to create more value than either could achieve alone.



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TURNING INSIGHTS INTO ACTION

FOR REVENUE MANAGERS

- Let AI handle routine analysis and data processing.
- Focus more time on strategy, pricing decisions and market interpretation.
- Use AI recommendations as a starting point, then apply experience and judgement to make the final decision.

FOR COMMERCIAL LEADERS

- Identify repetitive tasks that consume time without creating value.
- Ensure technology enhances expertise rather than replacing it.
- Create space for innovation and commercial thinking.

FOR GENERAL MANAGERS

- Empower teams with tools that create value every day.
- Competitive advantage comes from people supported by technology.
- Make AI part of your culture, not just your tech stack.

THE GUEST PERSPECTIVE

Guests may never see the technology operating behind the scenes.

What they notice is faster service, better personalisation and employees with more time to focus on their needs.

Technology may be invisible. Its value is not.

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THE HUMAN + AI FRAMEWORK



Automation



More Time



Better Decisions



Better Experiences



Better Results

WHY THIS FRAMEWORK MATTERS

AI delivers the greatest value when it enhances human capabilities rather than replacing them. Organisations that use automation to free up time can focus more energy on decision-making, innovation and creating value for guests, employees and owners alike.



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**"The future of
hospitality is not AI
replacing people to
meet guest
expectations.**

**The future of hospitality
is AI empowering people
to create value beyond
guest expectations."**

TOMAS LESZCZYNSKI

Regional Sales Director, BEONx



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