

## How AI is Transforming Hotel Spa & Wellness Operations



Source: Pexels (2021)

### **Background**

In today's rapidly evolving hospitality landscape, artificial intelligence (AI) has emerged as a powerful tool, enabling hotels to streamline operations and tailor services to meet the ever-changing needs of their guests. Notably, recent developments have led to an increasing trend of hotels and resorts investing in AI to enhance their spa and wellness operations.

In partnership with robot massage startup Aescape, the Lotte New York Palace debuted the world's first fully automated AI massage experience at its *ila Only Spa* in summer 2024 (Elite Traveler, 2024). Featuring two metal arms and seven precision-crafted attachments, the machine simulates the techniques of a skilled therapist (Aescape, n.d.). Guests are provided with a tablet, allowing them to easily adjust the position, pressure, or pause the massage at any time. This innovation is said to be ideal for introverts who wish to enjoy a massage without the need to communicate with a therapist frequently (Conde Nast Traveler, 2024). With the Aescape robot massage, hotels can also extend their spa operating hours and offer massages at midnight or in the early morning, times when human therapists are typically unavailable (Travel Weekly, 2024).

However, despite these technological advancements, many believe that person-to-person interaction remains at the heart of spa, wellness, and hospitality services (Hotel Technology News, 2025). For this reason, some hotels are incorporating AI to complement the work of human therapists. For instance, Sensei Lanai, a Four Seasons Resort in Hawaii, utilizes AI sensors to help practitioners identify sources of bodily tension and tailor treatment programs for their clients (Hospitalitynet, 2025). As a result, AI-powered thermal body mapping and massage not only promote more informed decision-making for therapists but also enable more personalized care for customers. In addition to enhancing the treatment process, the adoption of AI can help practitioners reduce administrative tasks such as scheduling and processing guest portfolios, thereby relieving their workload and allowing them to focus more on service delivery (Hotel Technology News, 2025).

### **Challenges**

While the introduction of AI enhances guest experiences in spa and wellness settings, it also carries underlying risks of machine malfunctions and system failures, which can lead to service disruptions

or even major safety issues. For example, although the Aescape robot massage is designed for guests to enjoy the service independently, there is a significant risk that the machine cannot be stopped if the control tablet malfunctions, as there is no human therapist present to intervene. This could endanger guests and potentially lead to lawsuits against the hotel.

### **Discussion Questions**

1. Would you prefer the increased privacy and autonomy offered by a robot-delivered massage or the traditional massage experience provided by a human therapist? Why?
2. What are the potential benefits and drawbacks of incorporating AI in spa and wellness services in terms of guest experience and operational efficiency?
3. What safety measures should hotels implement to mitigate the risks associated with machine malfunctions and system failures in AI-driven spa services?
4. How might the integration of AI in spa and wellness services impact the traditional role of human therapists in the hospitality industry? Do you think human therapists will be fully replaced by robots in the future?

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### **Keywords**

- Hotel
- Spa and Wellness
- Artificial intelligence (AI)
- Robot Massage
- Guest experience
- Safety risks

## AI 如何变革酒店水疗与健康运营



Source: Pexels (2021)

### 背景

在当今快速发展的酒店业格局中，人工智能已成为一个强大的工具，使酒店能够简化运营并定制服务，以满足客人不断变化的需求。值得注意的是，近期的发展使得酒店和度假村投资 AI 以提升其水疗和健康运营的趋势日益增长。

与机器人按摩初创公司 Aescape 合作，纽约乐天宫殿酒店于 2024 年夏季在其 Ila Only Spa 推出了世界上首个全自动 AI 按摩体验 (Elite Traveler, 2024)。该机器配备两只机械臂和七个精密设计的附件，能够模拟熟练治疗师的手法 (Aescape, n.d.)。为客人提供平板电脑，使他们可以轻松调整位置、压力或在任何时间暂停按摩。据说这项创新非常适合那些希望享受按摩但无需频繁与治疗师交流的内向客人 (Conde Nast Traveler, 2024)。通过 Aescape 机器人按摩，酒店还可以延长水疗运营时间，在通常没有人类治疗师的午夜或清晨提供按摩服务 (Travel Weekly, 2024)。

然而，尽管有这些技术进步，许多人认为人与人之间的互动仍然是水疗、健康和酒店服务的核心 (Hotel Technology News, 2025)。因此，一些酒店正在引入 AI 来辅助人类治疗师的工作。例如，夏威夷的四季度假村 Sensei Lanai 利用 AI 传感器帮助从业者识别身体紧张的根源，并为客户量身定制治疗方案 (Hospitalitynet, 2025)。因此，AI 驱动的热成像身体测绘和按摩不仅能促进治疗师做出更明智的决策，还能为客户提供更个性化的护理。除了提升治疗过程，采用 AI 还能帮助从业者减少行政任务，如排班和处理客人档案，从而减轻他们的工作负担，使他们能更专注于服务提供 (Hotel Technology News, 2025)。

### 挑战

尽管引入 AI 提升了水疗和健康环境中的宾客体验，但它也潜藏着机器故障和系统失灵的风险，这可能导致服务中断甚至重大安全问题。例如，虽然 Aescape 机器人按摩的设计初衷是让客人独立享受服务，但如果控制平板电脑发生故障，由于没有人类治疗师在场

干预，机器可能无法停止，这存在显著风险。这可能危及客人安全，并可能导致针对酒店的诉讼。

## 讨论问题

1. 您更喜欢机器人按摩提供的增强隐私和自主性，还是人类治疗师提供的传统按摩体验？为什么？
2. 从宾客体验和运营效率的角度来看，将 AI 融入水疗和健康服务有哪些潜在的益处和弊端？
3. 酒店应实施哪些安全措施来降低 AI 驱动水疗服务中机器故障和系统失灵相关的风险？
4. AI 与水疗和健康服务的整合可能会如何影响人类治疗师在酒店业的传统角色？您认为未来人类治疗师会完全被机器人取代吗？

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## 关键词

- 酒店
- 水疗与健康
- 人工智能 (AI)
- 机器人按摩
- 宾客体验
- 安全风险

## AI 如何變革酒店水療與健康營運



Source: Pexels (2021)

### 背景

在當今快速發展的酒店業格局中，人工智慧已成為一個強大的工具，使酒店能夠簡化營運並定制服務，以滿足客人不斷變化的需求。值得注意的是，近期的發展使得酒店和度假村投資 AI 以提升其水療和健康營運的趨勢日益增長。

與機器人按摩初創公司 Aescape 合作，紐約樂天宮殿酒店於 2024 年夏季在其 Ila Only Spa 推出了世界上首個全自動 AI 按摩體驗 (Elite Traveler, 2024)。該機器配備兩隻機械臂和七個精密設計的附件，能夠模擬熟練治療師的手法 (Aescape, n.d.)。為客人提供平板電腦，使他們可以輕鬆調整位置、壓力或在任何時間暫停按摩。據說這項創新非常適合那些希望享受按摩但無需頻繁與治療師交流的內向客人 (Conde Nast Traveler, 2024)。透過 Aescape 機器人按摩，酒店還可以延長水療營運時間，在通常沒有人類治療師的午夜或清晨提供按摩服務 (Travel Weekly, 2024)。

然而，儘管有這些技術進步，許多人認為人與人之間的互動仍然是水療、健康和酒店服務的核心 (Hotel Technology News, 2025)。因此，一些酒店正在引入 AI 來輔助人類治療師的工作。例如，夏威夷的四季度假村 Sensei Lanai 利用 AI 感測器幫助從業者識別身體緊張的根源，並為客戶量身定制治療方案 (Hospitalitynet, 2025)。因此，AI 驅動的熱成像身體測繪和按摩不僅能促進治療師做出更明智的決策，還能為客戶提供更個人化的護理。除了提升治療過程，採用 AI 還能幫助從業者減少行政任務，如排班和處理客人檔案，從而減輕他們的工作負擔，使他們能更專注於服務提供 (Hotel Technology News, 2025)。

### 挑戰

儘管引入 AI 提升了水療和健康環境中的賓客體驗，但它也潛藏著機器故障和系統失靈的風險，這可能導致服務中斷甚至重大安全問題。例如，雖然 Aescape 機器人按摩的設

計初衷是讓客人獨立享受服務，但如果控制平板電腦發生故障，由於沒有人類治療師在場干預，機器可能無法停止，這存在顯著風險。這可能危及客人安全，並可能導致針對酒店的訴訟。

## 討論問題

1. 您更喜歡機器人按摩提供的增強隱私和自主性，還是人類治療師提供的傳統按摩體驗？為什麼？
2. 從賓客體驗和營運效率的角度來看，將 AI 融入水療和健康服務有哪些潛在的益處和弊端？
3. 酒店應實施哪些安全措施來降低 AI 驅動水療服務中機器故障和系統失靈相關的風險？
4. AI 與水療和健康服務的整合可能會如何影響人類治療師在酒店業的傳統角色？您認為未來人類治療師會完全被機器人取代嗎？

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## 關鍵詞

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- 機器人按摩
- 賓客體驗
- 安全風險

