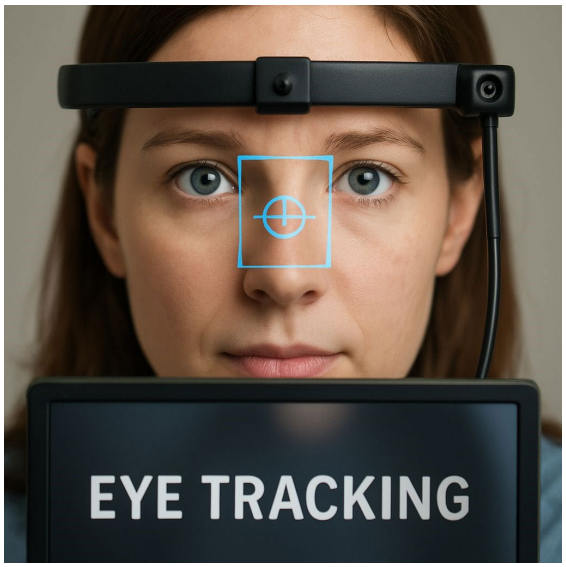
Tap into the Subconscious Mind with Eye-Tracking Technology: A Case of IHG's Mind Lobby



Source: Perplexity AI. (2025).

Background

Travellers today are presented with countless travel ideas thanks to the Internet. However, the vast amount of information and variety of options can sometimes be overwhelming. A study by IHG Hotels & Resorts (2024) shows that 29% of travellers feel lost when navigating the abundance of travel options, with 61% feeling overwhelmed by important decisions. Remarkably, selecting a holiday destination has now become a top three stressor, alongside starting a new job and planning a major family event (IHG, 2024). This indicates that travellers are increasingly finding it challenging to discover what they truly desire when there is simply too much to choose from.

In light of these findings, the IHG group introduced an innovative guest engagement experience called the "Mind Lobby," which utilizes eye-tracking technology to analyze travellers' subconscious preferences and tackle decision fatigue (Hotel Technology News, 2024). The experience begins with the participant seated in front of a giant monitor within a small, darkened room, where they are shown hundreds of images of destinations around the world, from sandy beaches and palm trees to ancient vineyards (Travel Weekly, 2024). By monitoring eye movements and pupil dilation, an algorithm identifies and analyzes patterns and correlations, categorizing the participant's subconscious preferences into one of five distinct travel typologies: Culinary Indulgence, City Escape, Sundrenched Retreat, Holistic Haven, and Remote Escapism (Hotel Technology News, 2024). In less than 60 seconds, the technology taps into the subconscious mind and helps users plan their next trip stress-free through a futuristic cinematic experience (Hospitalitynet, 2025).

Challenges

The effectiveness of the "Mind Lobby" greatly depends on the user's perception of the technology. If users do not place much emphasis on the results, the technology may fall short in alleviating decision fatigue and reducing feelings of overwhelm. Moreover, eye-tracking technology requires precise calibration, which may not function effectively for all individuals. Additionally, concerns regarding the algorithm's accuracy persist, as actual cases have indicated that the technology sometimes points users to their hometown instead of other travel destinations (Travel Weekly, 2024). These factors collectively underscore the challenges that need to be addressed for the successful implementation of such innovative technology.

Discussion Questions

1. What are the potential benefits and drawbacks of using eye-tracking technology to determine subconscious travel preferences?
2. In what ways could the "Mind Lobby" technology be improved to ensure accurate calibration and results for a diverse range of users?
3. What are the potential privacy concerns associated with eye-tracking technology?
4. How can the "Mind Lobby" technology be integrated into operation across the IHG group or applied to the broader hospitality industry to enhance guest experiences and streamline travel planning on a larger scale?
5. What ethical considerations are involved in collecting and analyzing subconscious data?

References

Hospitalitynet. (2025). IHG Hotels & Resorts sparks travel inspiration at AIME 2025 with the Mind Lobby. Retrieved from https://www.hospitalitynet.org/news/4125749.html

Hotel Technology News. (2024). IHG Explores Innovative Eye-Tracking Technology as Way to Personalize and Enhance the Guest Experience. Retrieved from https://hoteltechnologynews.com/2024/10/ihg-explores-innovative-eye-tracking-technology-as-way-to-personalize-and-enhance-the-guest-experience/

IHG Hotels & Resorts. (2024). IHG Hotels & Resorts Taps into the Future of Travel Planning at SXSW Sydney 2024. Retrieved from https://www.ihgplc.com/en/news-and-media/news-releases/2024/ihg-hotels-and-resorts-taps-into-the-future-of-travel-planning-at-sxsw-sydney-2024

iStock. (2018). 觸控式螢幕幕分析商務. Retrieved from https://www.istockphoto.com/hk/%E7%85%A7%E7%89%87/%E8%A7%B8%E6%8E%A7%E5%BC%8F%E8%9E%A2%E5%B9%95%E5%B9%95%E5%88%86%E6%9E%90%E5%95%86%E5%8B%99-gm885690052-246053683?searchscope=image%2Cfilm

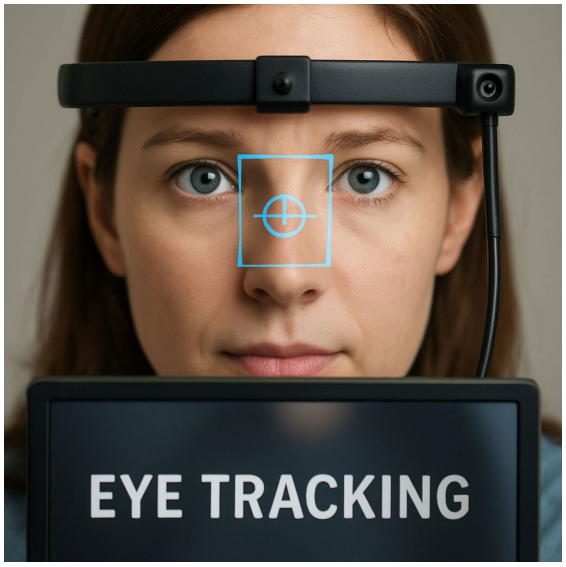
Perplexity AI. (2025). Illustration of eye tracking technology [AI-generated image].

Travel Weekly. (2024). SXSW: Among thousands of destinations, there's no place like home: IHG's 'Mind Lobby' tells me. Retrieved from https://travelweekly.com.au/of-the-thousands-of-images-theres-no-place-like-home-ihg-hotels-resorts-mind-lobby-tells-me/

Keywords

- Hotel
- Algorithm Accuracy
- Eye-Tracking Technology
- Subconscious Preferences
- Personalization
- Decision Fatigue

运用眼动追踪技术探索潜意识：IHG "Mind Lobby" 案例



Source: Perplexity AI. (2025).

背景

得益于互联网，如今的旅行者面临着无数的旅行灵感。然而，海量的信息和多样的选择有时会让人不知所措。洲际酒店集团的一项研究（2024）显示，29%的旅行者在面对丰富的旅行选择时会感到迷茫，61%的人在做重要决定时感到压力巨大。值得注意的是，选择度假目的地如今已成为三大压力来源之一，与开始一份新工作和筹划重大家庭事件并列（IHG，2024）。这表明，当选择过多时，旅行者越来越难以发现自己真正渴望的是什么。

鉴于这些发现，洲际酒店集团推出了一项创新的宾客互动体验，名为"Mind Lobby"，该体验利用眼动追踪技术分析旅行者的潜意识偏好，以应对决策疲劳（Hotel Technology News，2024）。体验开始时，参与者坐在一个黑暗小房间的巨型显示屏前，屏幕上会展示数百张来自世界各地的目的地图片，从沙滩棕榈树到古老葡萄园（Travel Weekly，2024）。通过监测眼球运动和瞳孔扩张情况，一种算法可以识别并分析其模式和关联，将参与者的潜意识偏好归类为五种不同的旅行类型之一：美食盛宴、城市逃离、阳光静修、整体康养和偏远遁世（Hotel Technology News，2024）。在不到 60 秒的时间内，该技术便能探索用户的潜意识，并通过未来主义的电影式体验，帮助用户轻松规划下一次旅行（Hospitalitynet，2025）。

挑战

"Mind Lobby"的有效性在很大程度上取决于用户对该技术的认知。如果用户不太重视其结果，该技术在缓解决策疲劳和减少压力感方面可能效果有限。此外，眼动追踪技术需要精确校准，这可能并非对所有个体都有效。另外，关于算法准确性的担

忧依然存在，实际案例表明，该技术有时会将用户指向他们的家乡，而不是其他旅行目的地（Travel Weekly，2024）。这些因素共同凸显了要成功实施此类创新技术所需应对的挑战。

讨论问题

1. 使用眼动追踪技术来确定潜意识旅行偏好有哪些潜在的益处和弊端？
2. 可以如何改进"Mind Lobby"技术，以确保为多样化的用户提供准确的校准和结果？
3. 与眼动追踪技术相关的潜在隐私担忧是什么？
4. 如何将"Mind Lobby"技术整合到洲际酒店集团的整体运营中，或应用于更广泛的酒店业，以大规模地提升宾客体验并简化旅行规划？
5. 收集和分析潜意识数据涉及哪些伦理考量？

参考文献

Hospitalitynet. (2025). IHG Hotels & Resorts sparks travel inspiration at AIME 2025 with the Mind Lobby. Retrieved from https://www.hospitalitynet.org/news/4125749.html

Hotel Technology News. (2024). IHG Explores Innovative Eye-Tracking Technology as Way to Personalize and Enhance the Guest Experience. Retrieved from https://hoteltechnologynews.com/2024/10/ihg-explores-innovative-eye-tracking-technology-as-way-to-personalize-and-enhance-the-guest-experience/

IHG Hotels & Resorts. (2024). IHG Hotels & Resorts Taps into the Future of Travel Planning at SXSW Sydney 2024. Retrieved from https://www.ihgplc.com/en/news-and-media/news-releases/2024/ihg-hotels-and-resorts-taps-into-the-future-of-travel-planning-at-sxsw-sydney-2024

iStock. (2018). 觸控式螢幕幕分析商務. Retrieved from https://www.istockphoto.com/hk/%E7%85%A7%E7%89%87/%E8%A7%B8%E6%8E%A7%E5%BC%8F%E8%9E%A2%E5%B9%95%E5%B9%95%E5%88%86%E6%9E%90%E5%95%86%E5%8B%99-gm885690052-246053683?searchscope=image%2Cfilm

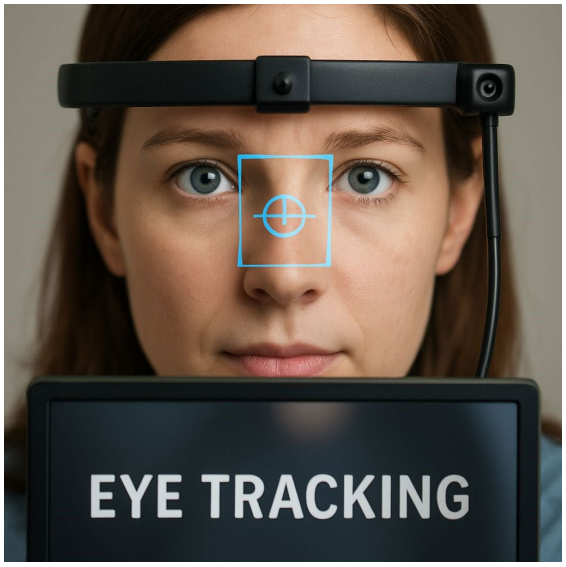
Perplexity AI. (2025). Illustration of eye tracking technology [AI-generated image].

Travel Weekly. (2024). SXSW: Among thousands of destinations, there's no place like home: IHG's 'Mind Lobby' tells me. Retrieved from https://travelweekly.com.au/of-the-thousands-of-images-theres-no-place-like-home-ihg-hotels-resorts-mind-lobby-tells-me/

关键词

- 酒店
- 算法准确性
- 眼动追踪技术
- 潜意识偏好
- 个性化
- 决策疲劳

運用眼動追蹤技術探索潛意識：IHG "Mind Lobby" 案例



Source: Perplexity AI. (2025).

背景

得益於互聯網，如今的旅行者面臨著無數的旅行靈感。然而，海量的資訊和多樣的選擇有時會讓人不知所措。洲際酒店集團的一項研究（2024）顯示，29%的旅行者在面對豐富的旅行選擇時會感到迷茫，61%的人在做重要決定時感到壓力巨大。值得注意的是，選擇度假目的地如今已成為三大壓力來源之一，與開始一份新工作和籌劃重大家庭事件並列（IHG，2024）。這表明，當選擇過多時，旅行者越來越難以發現自己真正渴望的是什麼。

鑑於這些發現，洲際酒店集團推出了一項創新的賓客互動體驗，名為"Mind Lobby"，該體驗利用眼動追蹤技術分析旅行者的潛意識偏好，以應對決策疲勞（Hotel Technology News，2024）。體驗開始時，參與者坐在一個黑暗小房間的巨型顯示屏前，螢幕上會展示數百張來自世界各地的目的地圖片，從沙灘棕櫚樹到古老葡萄園（Travel Weekly，2024）。通過監測眼球運動和瞳孔擴張情況，一種演算法可以識別並分析其模式和關聯，將參與者的潛意識偏好歸類為五種不同的旅行類型之一：美食盛宴、城市逃離、陽光靜修、整體康養和偏遠遁世（Hotel Technology News，2024）。在不到 60 秒的時間內，該技術便能探索用戶的潛意識，並透過未來主義的電影式體驗，幫助用戶輕鬆規劃下一次旅行（Hospitalitynet，2025）。

挑戰

"Mind Lobby"的有效性在很大程度上取決於用戶對該技術的認知。如果用戶不太重視其結果，該技術在緩解決策疲勞和減少壓力感方面可能效果有限。此外，眼動

追蹤技術需要精確校準，這可能並非對所有個體都有效。另外，關於演算法準確性的擔憂依然存在，實際案例表明，該技術有時會將用戶指向他們的家鄉，而不是其他旅行目的地（Travel Weekly，2024）。這些因素共同凸顯了要成功實施此類創新技術所需應對的挑戰。

討論問題

1. 使用眼動追蹤技術來確定潛意識旅行偏好有哪些潛在的益處和弊端？
2. 可以如何改進"Mind Lobby"技術，以確保為多樣化的用戶提供準確的校準和結果？
3. 與眼動追蹤技術相關的潛在隱私擔憂是什麼？
4. 如何將"Mind Lobby"技術整合到洲際酒店集團的整體營運中，或應用於更廣泛的酒店業，以大規模地提升賓客體驗並簡化旅行規劃？
5. 收集和分析潛意識數據涉及哪些倫理考量？

參考文獻

Hospitalitynet. (2025). IHG Hotels & Resorts sparks travel inspiration at AIME 2025 with the Mind Lobby. Retrieved from https://www.hospitalitynet.org/news/4125749.html

Hotel Technology News. (2024). IHG Explores Innovative Eye-Tracking Technology as Way to Personalize and Enhance the Guest Experience. Retrieved from https://hoteltechnologynews.com/2024/10/ihg-explores-innovative-eye-tracking-technology-as-way-to-personalize-and-enhance-the-guest-experience/

IHG Hotels & Resorts. (2024). IHG Hotels & Resorts Taps into the Future of Travel Planning at SXSW Sydney 2024. Retrieved from https://www.ihgplc.com/en/news-and-media/news-releases/2024/ihg-hotels-and-resorts-taps-into-the-future-of-travel-planning-at-sxsw-sydney-2024

iStock. (2018). 觸控式螢幕幕分析商務. Retrieved from https://www.istockphoto.com/hk/%E7%85%A7%E7%89%87/%E8%A7%B8%E6%8E%A7%E5%BC%8F%E8%9E%A2%E5%B9%95%E5%B9%95%E5%88%86%E6%9E%90%E5%95%86%E5%8B%99-gm885690052-246053683?searchscope=image%2Cfilm

Perplexity AI. (2025). Illustration of eye tracking technology [AI-generated image].

Travel Weekly. (2024). SXSW: Among thousands of destinations, there's no place like home: IHG's 'Mind Lobby' tells me. Retrieved from https://travelweekly.com.au/of-the-thousands-of-images-theres-no-place-like-home-ihg-hotels-resorts-mind-lobby-tells-me/

關鍵詞

- 酒店
- 演算法準確性
- 眼動追蹤技術
- 潛意識偏好
- 個人化
- 決策疲勞