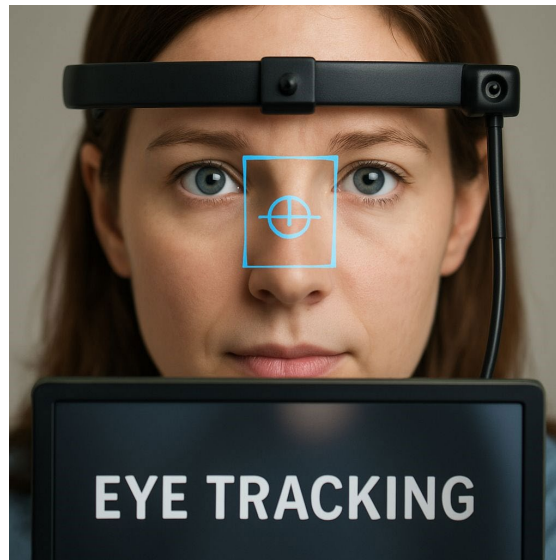# Tap into the Subconscious Mind with Eye-Tracking Technology: A Case of IHG's Mind Lobby

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?

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Keywords

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