

Rio Hotel & Casino Becomes First Las Vegas Resort to Launch a Fully Transactional ChatGPT Experience for Hotel Guests

Powered by Traversing.ai, Rio expands its AI ecosystem to let guests book rooms, request services, and engage with the resort directly through ChatGPT

LAS VEGAS, NV, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- [Rio Hotel & Casino](#) announced the launch of the hospitality industry's first fully transactional ChatGPT experience, giving travelers and guests the ability

to interact with the resort through natural conversation—from discovering accommodations and booking suites to requesting towels, contacting the bell desk, exploring amenities, and much more.



The new experience is powered by [Traversing.ai](#), Rio's AI orchestration platform, which also powers the resort's AI voice assistant, website concierge, SMS messaging, and guest engagement channels. Rather than creating a separate AI experience for each channel, Rio has unified every guest interaction through a single intelligence platform, allowing guests to receive the same personalized experience whether they call the resort, chat on the website, send a text message, or interact directly through ChatGPT.

"Today's travelers expect instant, personalized service wherever they choose to engage," said Vince Lentini, Senior Vice President of Marketing of Rio Hotel & Casino. "Our partnership with Traversing.ai allows us to meet guests where they already are while delivering a seamless experience across every touchpoint before, during, and after their stay."

Hospitality Meets the Next Generation of AI

Guests can now simply ask ChatGPT:

- "Get me a suite at Rio tonight."
- "What cabanas are available this weekend?"

- "Send extra towels to my room."
- "Contact the bell desk."
- "What restaurants are open tonight?"
- "Where is the closest parking garage?"
- "Help me plan my stay."

Behind every interaction is the same AI platform powering Rio's digital concierge, known as Rio Rita, ensuring guests receive consistent answers, real-time availability, and seamless service regardless of where the conversation begins.

Because every channel shares the same intelligence layer, no duplicate workflows or disconnected systems are required. Improvements made to Rio's AI ecosystem are automatically reflected across ChatGPT, voice, messaging, and web interactions, creating a truly unified guest experience.

Setting a New Standard for Hospitality

As AI increasingly becomes a primary way consumers discover, research, and purchase travel, Rio is positioning itself at the forefront of this shift.

The launch also represents one of the first hospitality implementations leveraging Model Context Protocol (MCP) technology, allowing ChatGPT to move beyond answering questions and into completing real guest transactions.

Instead of simply providing information, guests can now complete meaningful actions directly within the conversation, including:

- Booking hotel accommodations
- Exploring room types and packages
- Discovering resort amenities
- Browsing pool cabanas
- Requesting housekeeping items
- Contacting hotel departments
- Accessing concierge services

This conversational approach removes friction from the guest journey while creating faster, more personalized service across every stage of travel.

Built for the Future of Hospitality

Rio's AI strategy extends beyond guest convenience.

By consolidating voice, messaging, web chat, ChatGPT, and future AI discovery channels into a

single platform, Rio gains a unified view of guest engagement while reducing operational complexity and ensuring consistent service delivery.

"Hospitality is entering a new era where guests expect AI to do more than answer questions—they expect it to help them accomplish things," said Blaire McCoy, Co-Founder & CRO of Traversing.ai. "Rio is setting the pace for the industry by embracing a unified AI platform that supports every guest interaction, whether it's booking a room before arrival or requesting fresh towels during a stay. We're proud to partner with Rio as they continue redefining the modern hospitality experience."

As conversational AI continues to transform travel planning and guest engagement, Rio Las Vegas is demonstrating how hotels can leverage emerging technologies to deliver faster service, greater convenience, and more personalized experiences without changing the systems that already power hotel operations.

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About Rio Las Vegas

Rio Hotel & Casino, part of the Destination by Hyatt brand, is located just one block off the Las Vegas Strip on Flamingo Road. The resort features more than 2,500 suite-sized guestrooms, including 1,500 newly remodeled suites in the Ipanema Tower. Highlights include a reimagined 117,000-square-foot casino floor with 800 slot machines and 40 table games, a 3-acre pool paradise, and an evolving lineup of dining and nightlife options including Canteen Food Hall, Eggslut, Lapa Lounge, Revolution Bar & Grill, The Kitchen Table and High Stakes Vegas by acclaimed Chef James Trees. With 220,000 square feet of convention and meeting space, the property is also well-suited for conferences, trade shows, and large-scale events. The entertainment program features a standout roster of resident shows, including the long-running magic duo Penn & Teller, the visually stunning WOW – The Vegas Spectacular, The Empire Strips Back, a sci-fi burlesque parody with cult appeal, and Comedy Cellar, the West Coast outpost of the iconic New York comedy club. For more information, visit riolasvegas.com and follow Rio on Facebook, Instagram and X.

About Traversing.ai

Traversing.ai is the AI Orchestration Platform for Modern Hospitality, connecting guest engagement, hotel operations, and commerce through a unified team of custom AI agents. Built by hospitality operators for hotels, resorts, and casinos, Traversing.ai combines industry expertise with engineering to deliver AI that reflects each property's brand voice, service philosophy, and operational priorities.

The platform brings together AI Concierge, AI Contact Center, MCP Booking Engine, Internal Agent, and Reputation Management capabilities to support the guest journey—from discovery

and booking to on-property service and post-stay engagement. Working within existing property management, reservation, and operational systems, its agents answer calls and messages, facilitate direct bookings, coordinate service requests, support staff workflows, and respond to guest reviews. Its conversational booking and distribution capabilities also help properties connect with travelers through emerging AI discovery channels.

Traversing.ai builds and continuously improves each deployment around the property's needs, with shared context across channels and clear rules for human involvement. The result is more responsive service, greater operational efficiency, and measurable revenue opportunities—while hotels retain control of their standards and guest relationships. For more information, visit traversing.ai.

One Guest Profile. One Brand Voice. One Intelligence Layer. One Reporting Environment.

Rio Hotel & Casino

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