PURDUE SPIRIT OF HOSPITALITY · NOVEMBER 4, 2026 · MITCH MITCHEM, HUMAN HIVE

15 NEW RULES OF HOSPITALITY

The traveler has changed. AI clears the path. Humans make the moment.

01 YOUR GUEST IS NOT A TRANSACTION.
"How many nights?" becomes "What are you hoping to feel?"

02 EVERY VISIT HAS A PURPOSE. FIND IT.
Travelers don't just pick a place. They pick a reason. Design for the reason.

03 JUDGMENT BEATS INFORMATION.
AI hands every traveler the same map. Your people decide what matters for this guest, right now.

04 RELATIONSHIPS ARE THE REAL LOYALTY PROGRAM.
Points don't create loyalty. People do.

05 MAKE EXPERIENCES, NOT INVENTORY.
Rooms, seats and tables are commodities. What you create in them isn't.

06 EVERYONE IS A HOST.
The housekeeper, the driver, the front desk. Any one of them can make the moment.

07 MASTERY IS THE NEW LUXURY.
Thread count is cheap. The bartender who remembers your name isn't.

08 ATTENTION IS THE SCARCEST THING ON THE TRIP.
AI floods every traveler with options. Earn one real moment of their attention and they remember you.

09 REAL BEATS PERFECT.
Travelers will pay for what is genuinely local, live, imperfect and human.

10 KEEP THE GOOD FRICTION.
Remove the friction that steals time. Keep the challenge that creates the story.

11 TRAIN JUDGMENT, NOT SCRIPTS.
Teach your people curiosity, adaptability, and when to break the script.

12 GROW THE NEXT GENERATION OF HOSTS.
If AI takes the entry-level work, young people still need a place to practice.

13 DESTINATIONS ARE COMMUNITIES, NOT CATALOGS.
Visitors want to belong for a weekend. Connect them to the people who live there.

14 HUMANS OWN THE MOMENTS THAT MATTER.
Safety, apologies, emergencies, celebrations, care: a person decides.

15 SELL THE EXPERIENCE, NOT THE STAY.
"Get more" becomes: Feel more. Learn more. Connect more. Come back.