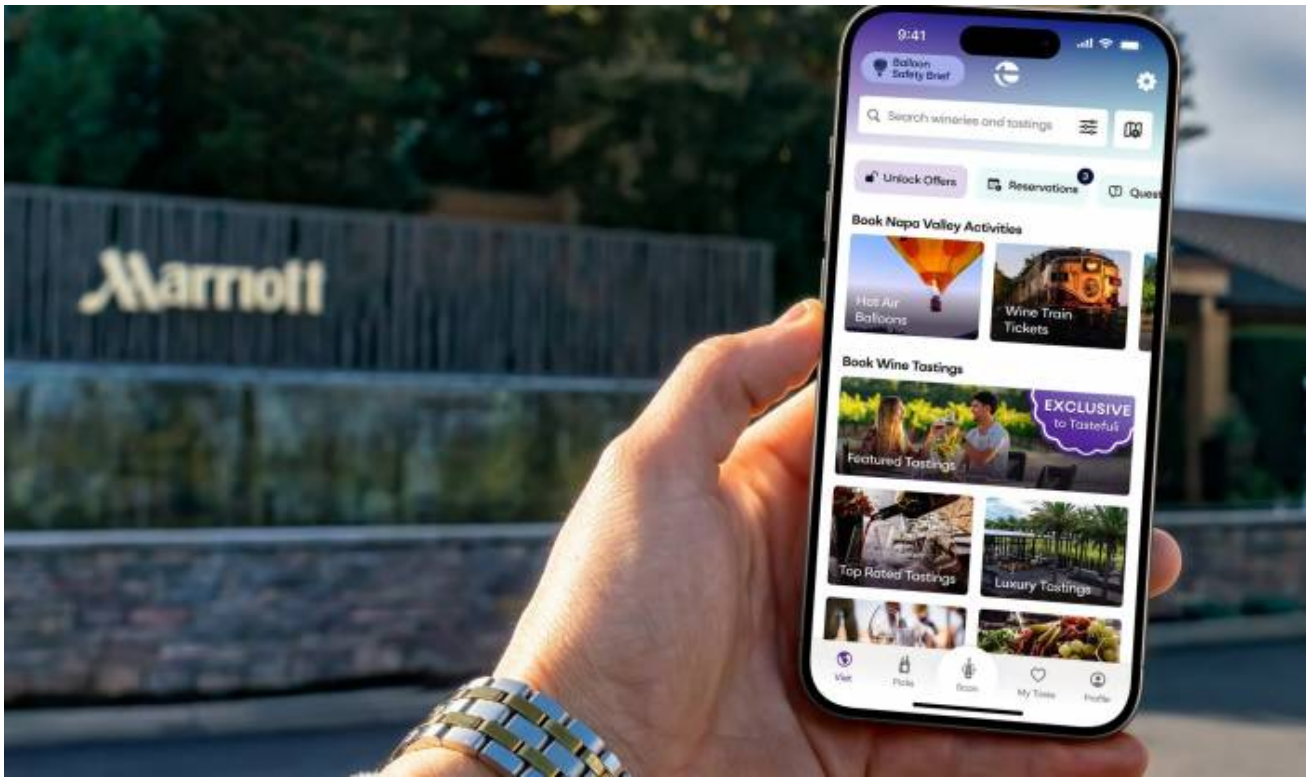
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78% of Napa Valley Visitors Seek Curated Experiences as Marriott Rolls Out AI Concierge

Tastefuli app uses patented AI to tailor wine, food, and activity recommendations, reflecting a shift in hospitality personalization trends.

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The Napa Valley Marriott Hotel & Spa is introducing artificial intelligence to personalize guest experiences in Wine Country, according to an announcement made Tuesday. The hotel has partnered with Preferabli, a New York-based software company, to offer AI-powered recommendations through the Tastefuli app. This technology will provide

guests with customized itineraries and suggestions for wine, spirits, food, and local activities based on their individual taste profiles.

The Tastefuli app uses Preferabli's patented "Sensorial AI" to analyze guest preferences and generate tailored recommendations. The software will support both the hotel's concierge services and its food-and-beverage operations. For example, it can suggest wine and spirit pairings that match each guest's unique flavor profile. Hotel staff will use the app to enhance service, aiming to meet the changing expectations of travelers who increasingly seek personalized experiences.

Pam Dillon, CEO of Preferabli, said the technology addresses shifting consumer patterns in hospitality. She noted that hotels, restaurants, and wineries are looking for ways to build loyalty among guests. "Travelers want food and drink that appeals to their personal tastes when out and about, and where they stay," Dillon said. "Our software brings them together with those hotels, restaurants and wineries they will like based on individual taste preferences."

Rachel Wilson, general manager of the 275-room Napa Valley Marriott, said in the announcement that Tastefuli is expected to be a significant driver of guest satisfaction. She explained that the app allows staff to deliver curated service even before guests arrive in Napa Valley. The hotel is part of Sage Hospitality Group and features 22,000 square feet of event space as well as amenities focused on regional food, wine, and relaxation.

Preferabli's move into hospitality-focused experiences accelerated earlier this year when it acquired Libation Labs, a Napa-based company known for its Wine Country experience platform. That acquisition brought together Preferabli's AI recommendation engine with a team of master sommeliers and wine experts who had cataloged the sensory characteristics of hundreds of products. The combined expertise aims to ensure that AI-generated recommendations are grounded in a deep understanding of wine and spirits.

Libation Labs had previously shifted toward a digital concierge model after customer research showed strong demand for curated Wine Country experiences beyond traditional tastings. Surveys indicated that 78% of respondents wanted activities such

as hot-air balloon rides during their visits. These insights led Libation Labs to expand its offerings before being acquired by Preferabli.

Dillon said Preferabli’s broader mission is to scale the guidance typically provided by expert sommeliers without replacing them. Instead, the AI handles the initial discovery process so human experts can focus on deeper engagement with guests. Chief Technical Officer Andrew Sussman added that the platform supports personalized journeys across hospitality and travel sectors worldwide.

Preferabli’s recommendation ecosystem now includes thousands of wineries, restaurants, and hotels globally. Some businesses are fully integrated into the system while others are still being added. Dillon emphasized that the company prioritizes quality over quantity when curating partners for the platform to maintain balance between supply and demand across different regions.

The software is designed to function like a human expert at scale while remaining accurate and unbiased. Pricing for Preferabli’s services varies depending on client type and scope. Wineries may pay as little as $10 for performance marketing fees, while small hotels, restaurants, and retailers start at $100 per month. Dillon said partners typically see immediate returns through increased consumer engagement, higher revenue, and labor cost savings.

Preferabli has also provided its AI tools to major retailers such as Albertsons in the United States and M&S in the United Kingdom. The company reports having business and consumer users in 100 countries.

The Napa Valley Marriott’s adoption of this technology reflects a broader trend in hospitality toward using AI to deliver more personalized service while addressing challenges such as labor shortages and evolving guest expectations.