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COMMERCIAL STRATEGY CONFERENCE

Transforming Hospitality: Innovative Strategies for today's customer journey





호텔의 디지털 변환 투자의 이점 The Benefits of Investing in Digital Transformation for Hotels



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NOVOTEL AMBASSADOR DONGDAEMUN **SEOUL** 28 June 2024



AGENDA

- Click to action
- Minimize production cost
- Sustainable Method
- Generating revenue using virtual images via digital
- MZs are digital-savvy



Click To Action

Order can be made easily-generate production, avoid human mistakes, orders can be made direct without going through operator





Minimize production cost

Reduce printing, content - images can be lower resolution at times-, framing costs



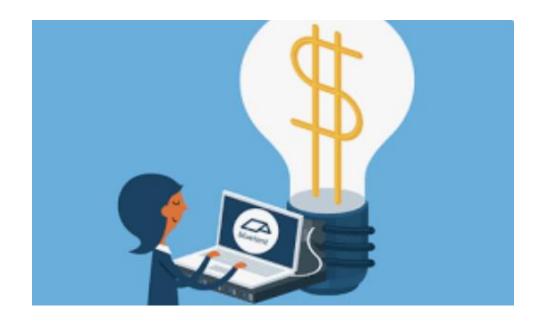


Sustainable Method





Generating revenue using virtual images via digital





MZs are digital-savvy

visual contents are more effective













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