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NOVOTEL
AMBASSADOR SEOUL DONGDAEMUN
HOTELS & RESIDENCES

COMMERCIAL STRATEGY CONFERENCE

*Transforming Hospitality: Innovative Strategies
for today's customer journey*



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SEOUL 28 June 2024

호텔의 디지털 변환 투자의 이점

The Benefits of Investing in Digital Transformation for Hotels



김지영

Yana Kim
Hotel Manager
Grand Hyatt Seoul

커머셜 전략 컨퍼런스 **COMMERCIAL STRATEGY CONFERENCE**

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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