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NOVOTEL
AMBASSADOR SEOUL DONGDAEMUN
HOTELS & RESIDENCES

COMMERCIAL STRATEGY CONFERENCE

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



hsmái

SEOUL 28 June 2024

변화하는 호스피탈리티 트렌드 적응법 - 이벤트 및 웨딩 고객의 다양한 요구 사항 충족
Adapting to Evolving Hospitality Trends :
Meeting the Diverse needs of Event and Wedding Customers



커머셜 전략 컨퍼런스

COMMERCIAL STRATEGY CONFERENCE

제숙현

Tiffany Je
Director of Events
Grand Hyatt Seoul

NOVOTEL AMBASSADOR DONGDAEMUN
SEOUL 28 June 2024

AGENDA

<Trends>

- Customized/Individualized Experience Demand
- Digitalization and Technology Utilization
- Sustainable Choices
- Wellbeing activities into MICE/EVENT program
- Localization and personalization

Customized/Individualized Experience Demand

Customers are still prepared to pay however it's all about value and the overall experience.



Digitalization and Technology Utilization

Digitalization and the use of Artificial Intelligence into meetings and events.



Sustainable Choices

Showcase sustainability efforts and work with local suppliers who source ethically and responsibly.



Wellbeing activities

Wellbeing into MICE programmes that are thoughtful, intentional and meaningful.



Localization and personalization

local and personalized experiences that are unique and provide the “wow”.



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