

# KOREA COMMERCIAL LEADERS FORUM

*Revenue Beyond Rooms*



**SEOUL** 20 June 2025



개인화를 수익으로 연결하기: 정확한 데이터 활용을 통한 수익 증대 전략

Making the Personal Profitable: Leveraging Data Accuracy to Drive Revenue



커머셜 전략 컨퍼런스  
KOREA

# COMMERCIAL LEADERS FORUM

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**SEOUL** 20 June 2025



# The Guest **has changed...**

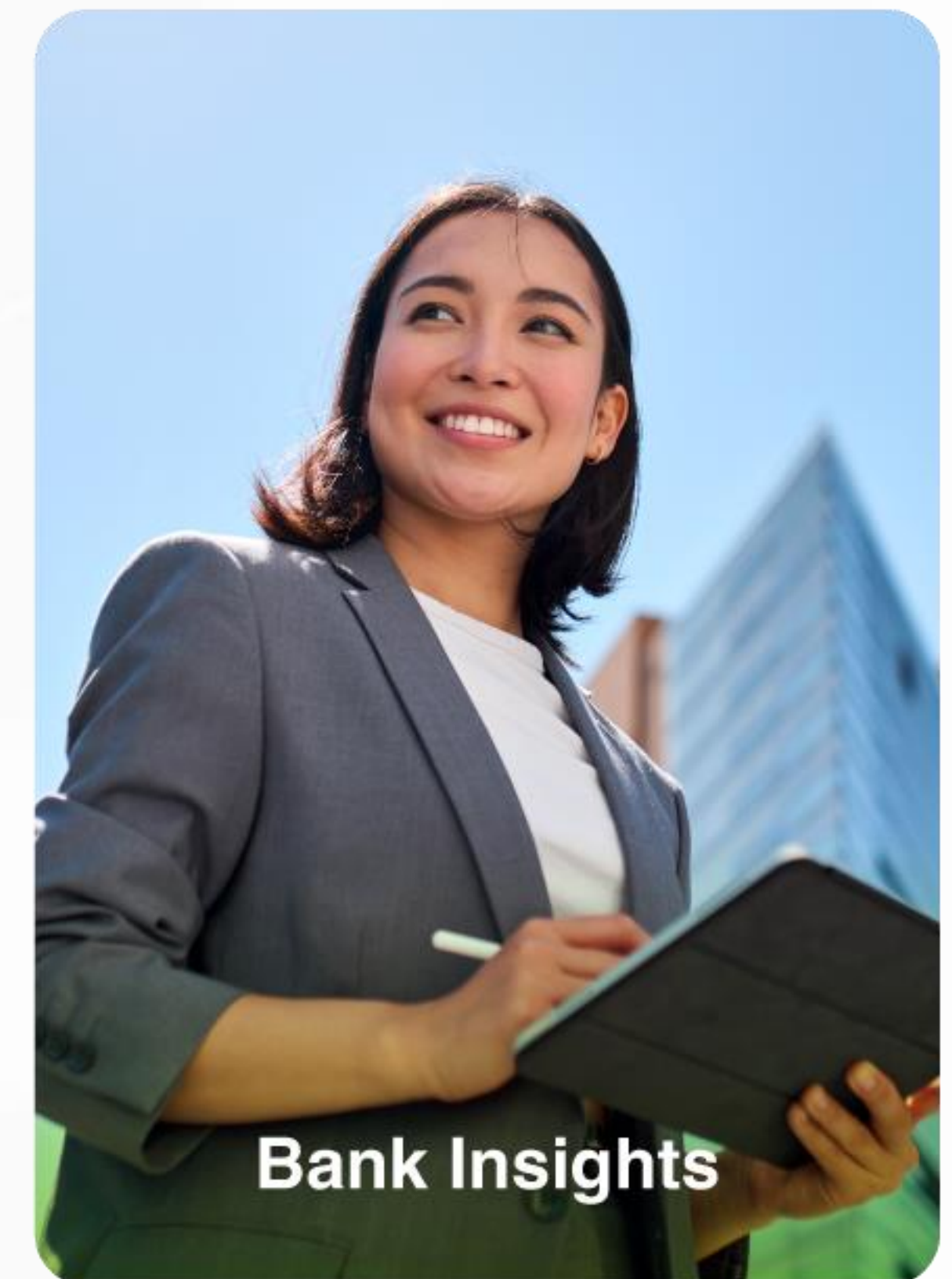
## Personalisation

We all experience high levels of personalization and recommendations in our everyday lives.

**NORMALISED**

+

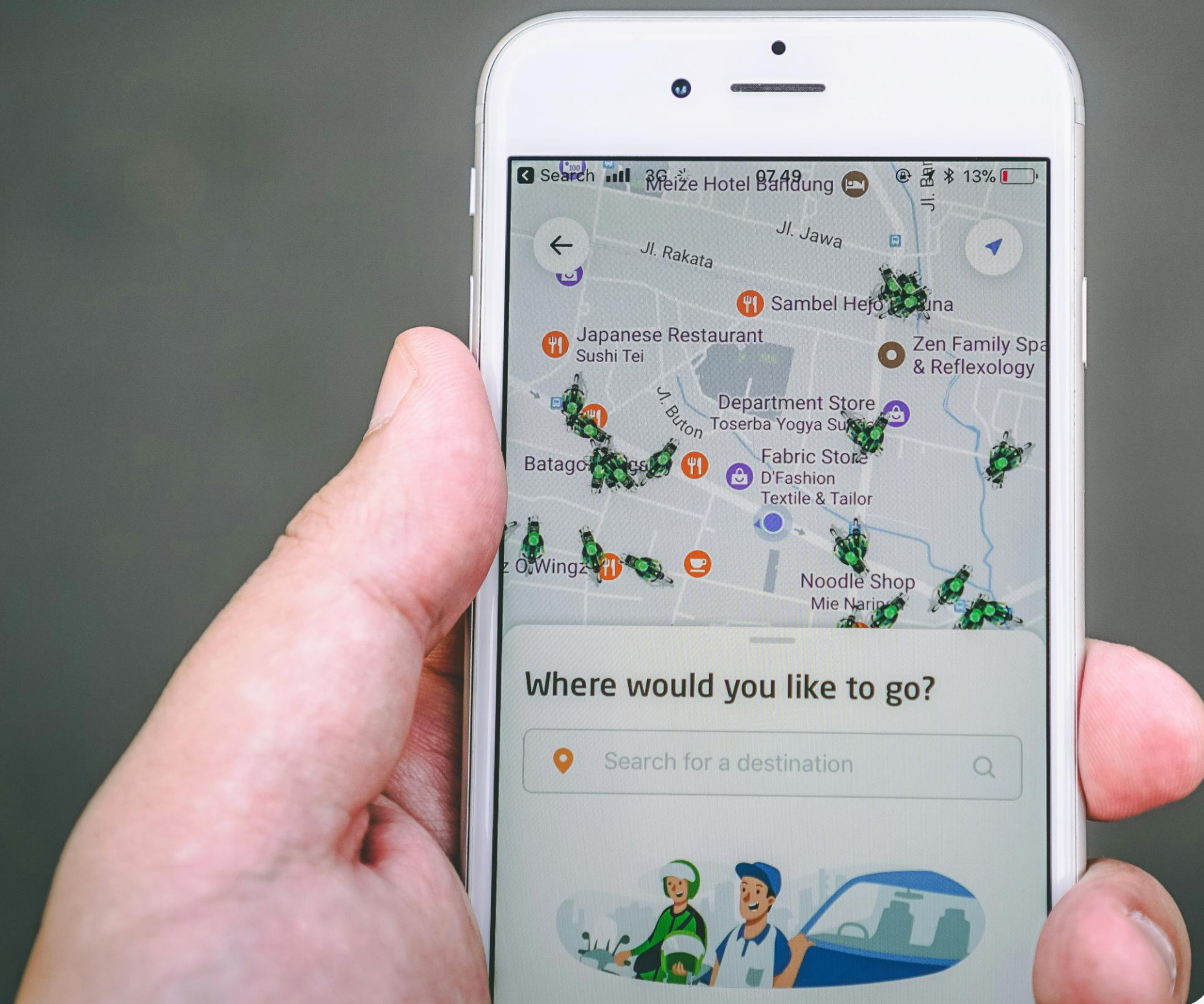
**EXPECTED**



Reality Check: **Has Hospitality Industry fallen behind?**



It was **never about the Cab.**



Traditional  
Cab Company



=



Occupancy x Average  
Passenger Fare



It's about **the passenger**





## RevPAR

### Space

Constrained  
Sell once  
Sometimes commissioned  
Price pressure downward  
Inanimate and Unimaginative

OR

## RevPAG

### Guest

Experiential  
Spend more  
Advocacy and loyalty  
Pay for value  
Human, stories, life



# Do we really **know our guests?**

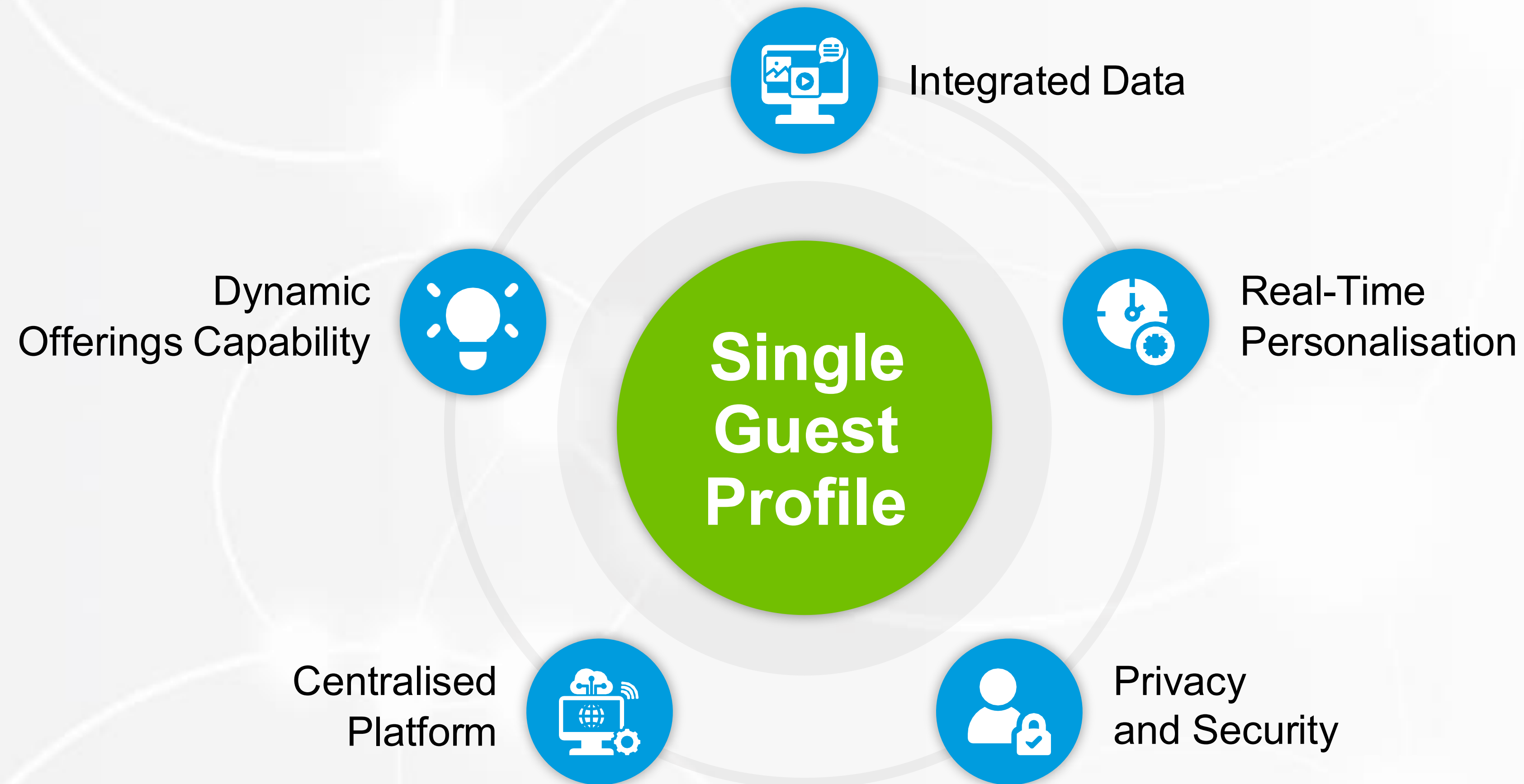
## **Data is siloed and inaccessible**

- Data held by OTAs who account for 50% of hotel bookings.
- Data held in the reservation system.
- Data held in the restaurant booking system.
- Data held in the amenities booking system(s).



# The Unified Guest Profile

Guest profile exists only once in the database.





# Generating Growth Beyond the Room

## A Research Study of Hotel Executives

**Scan to access**

2025 Global Hospitality  
Impact Report:



### THE 2025 GLOBAL HOSPITALITY IMPACT STUDY: **Revenue Beyond the Room**

A Global Analysis of the Real Gap Between Guest-Centric Revenue Aspirations and Industry Readiness





# Technology **Integration**

**Hotels will prioritise connected technology platforms to eliminate siloes**



**72%** executives plan to enhance infrastructure

**68%** aim for technology serving operational and future needs

**56%** prefer a single end-to-end platform



# Data-driven **Guest experiences**

**Guest data is the new  
currency for hospitality**



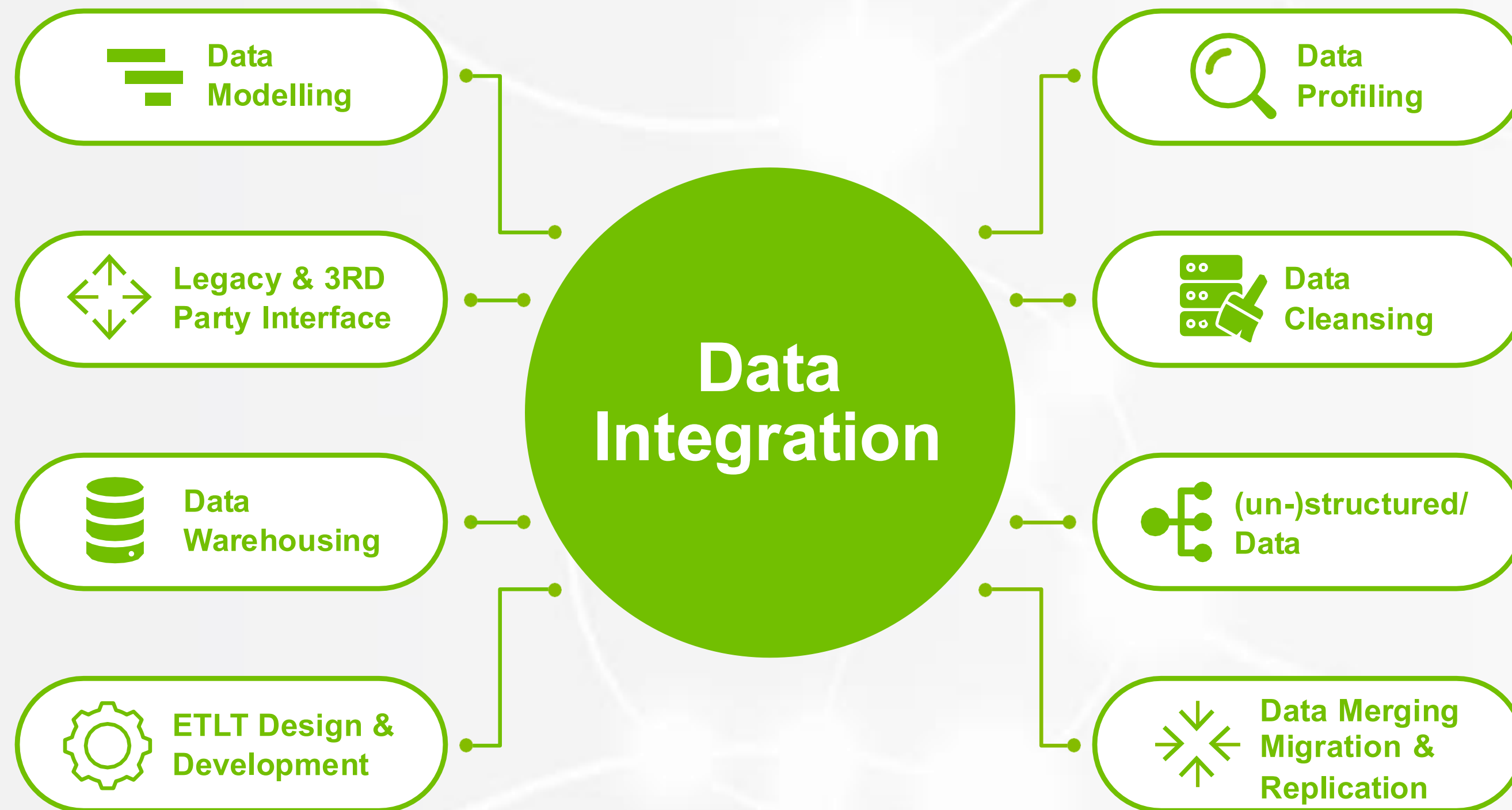
**68%** executives prioritise  
enhancing guest experiences

**64%** aim to leverage  
data effectively

**61%** focus on increasing  
guest revenue



# The future of hospitality technology is about Data Integration and Business Transformation



## The Challenge

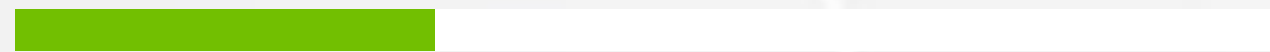
- The industry relinquished control of vital guest data.
- Data is locked in the silos of multiple booking systems.
- By 2030 OTAs will still own 43% of customer bookings\*
- Hoteliers bear the burden of data integration



# Start by Finding Guest Data Sources

- 1 Examine your current manual processes in managing guest personalisation.

Are manual processes performed today, able to join up the various guest data for personalisation of services?





# Start by Finding Guest Data Sources

- 2 Pin down the data sources that are visible within the PMS

To what degree are these data sources visible in your PMS today?





# Start by Finding Guest Data Sources

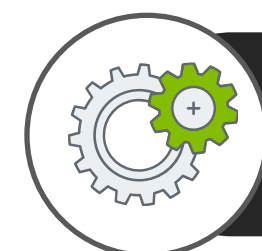
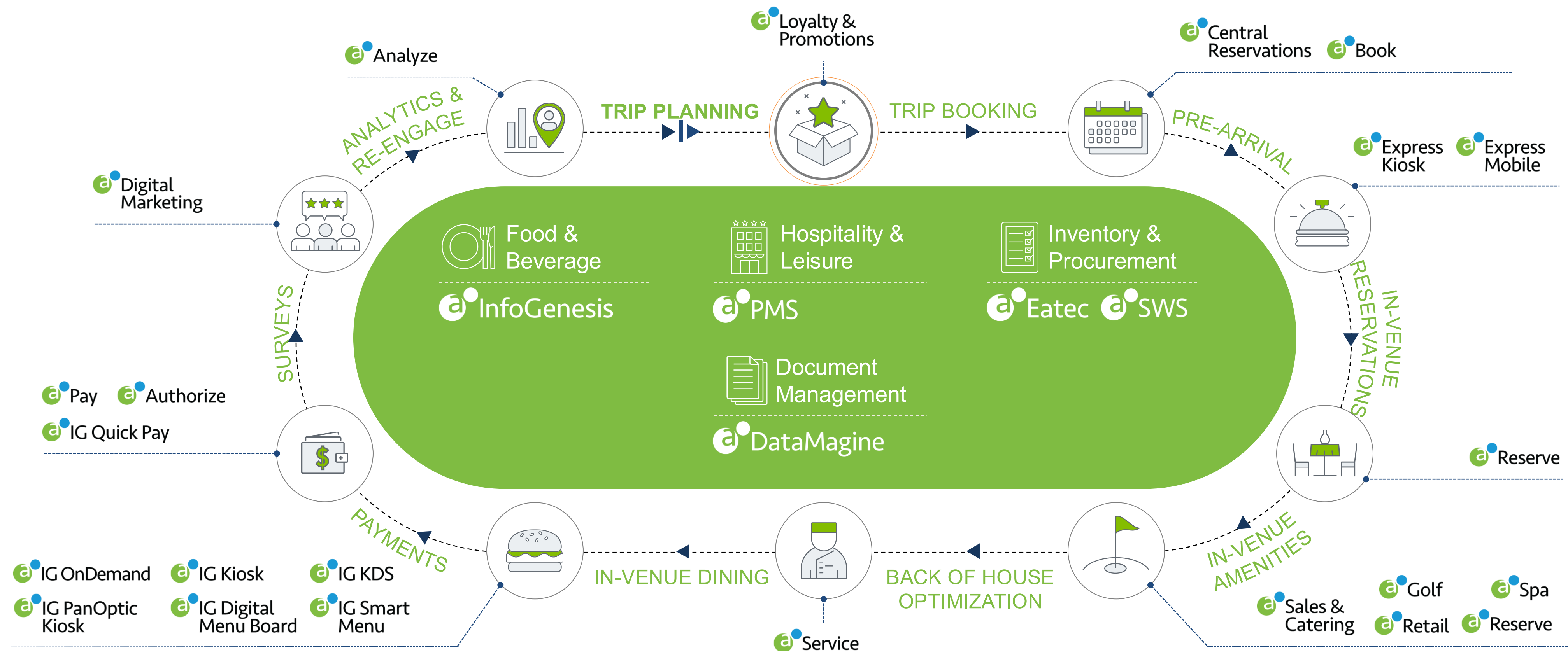
- 3 Identify sources of guest profile and data

How many sources of guest profile do you have?





# Agilysys End-to-End Hospitality Eco-System



**3rd PARTY SOLUTION INTEGRATION THROUGH  
MODERN RESTFUL APIs**





**Best of Breed** or  
**Best of Experience?**





agilysys



**Tony Marshall**  
Vice President &  
Managing Director



**Let's connect!**

# Thank you!

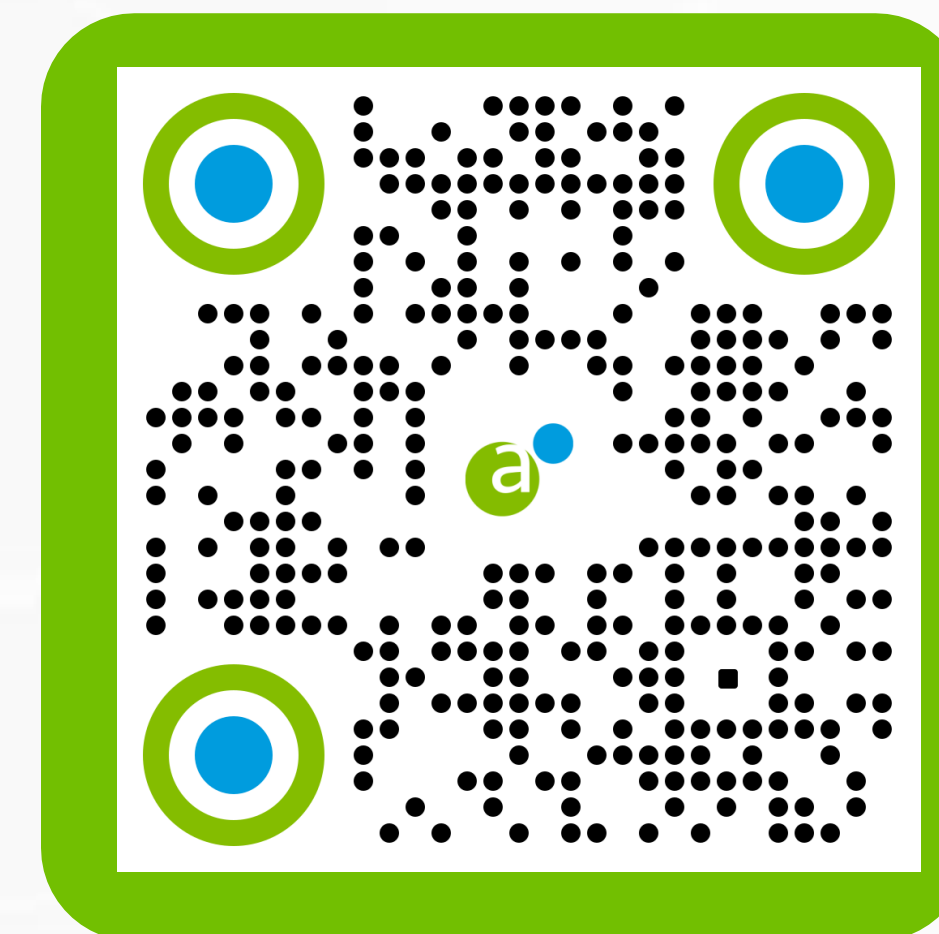
THE 2025 GLOBAL HOSPITALITY IMPACT STUDY:

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## **A Research Study of Hotel Executives**





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