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FOR COMMERCIAL HOTELIERS



HEDNA

Corporate Travel 2026



How Personalisation Drives Revenue: Engineering the Spend-Ready Guest Journey in Bangkok



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Sales Director
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BANGKOK

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For Commercial Hoteliers



How Personalisation Drives Revenue

Engineering the Spend-Ready Guest
Journey in Thailand

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Reality Check

90%

Satisfaction Rate

Hotel Guests in Thailand satisfied in their hotel stay

37%

Rebooking Rate

Less than 40% of guests plan to book again

We are not failing at
SERVICE;
We are failing at
RECOGNITION

The Three Tech Adopters

Gen Z Digital First



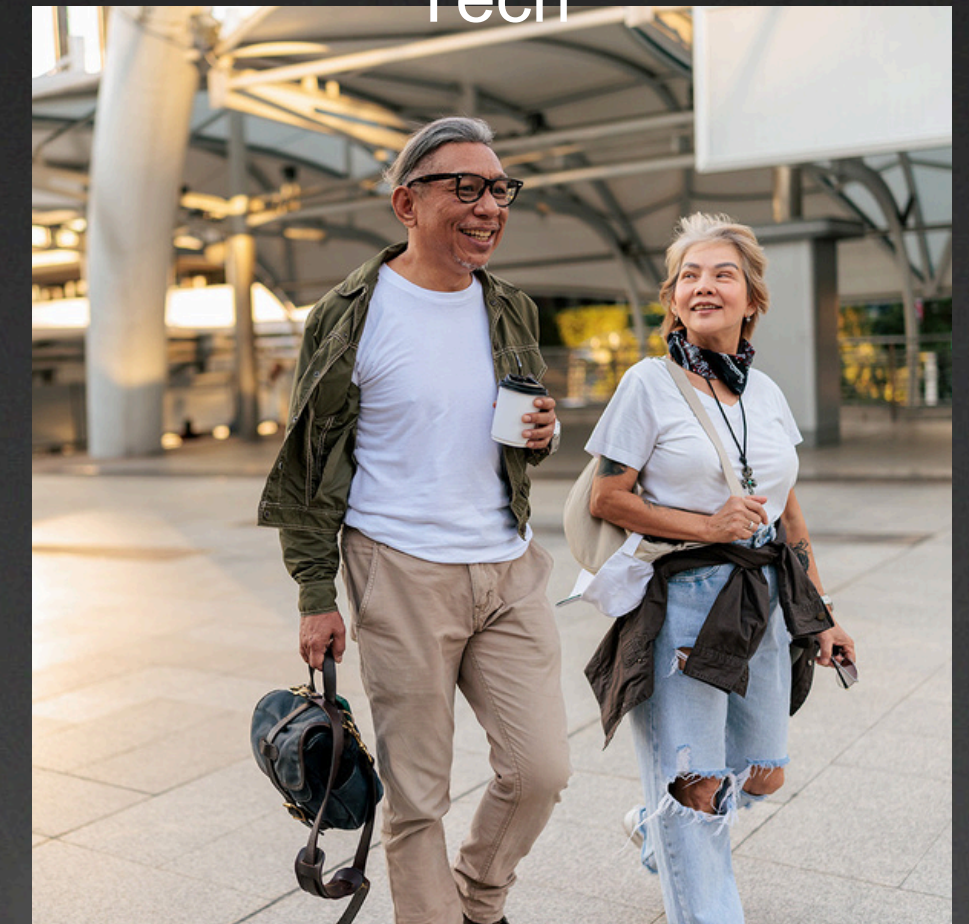
Expect tech, demand mobile check-in, and pay for personalised control.

Millennials Selective Adopters



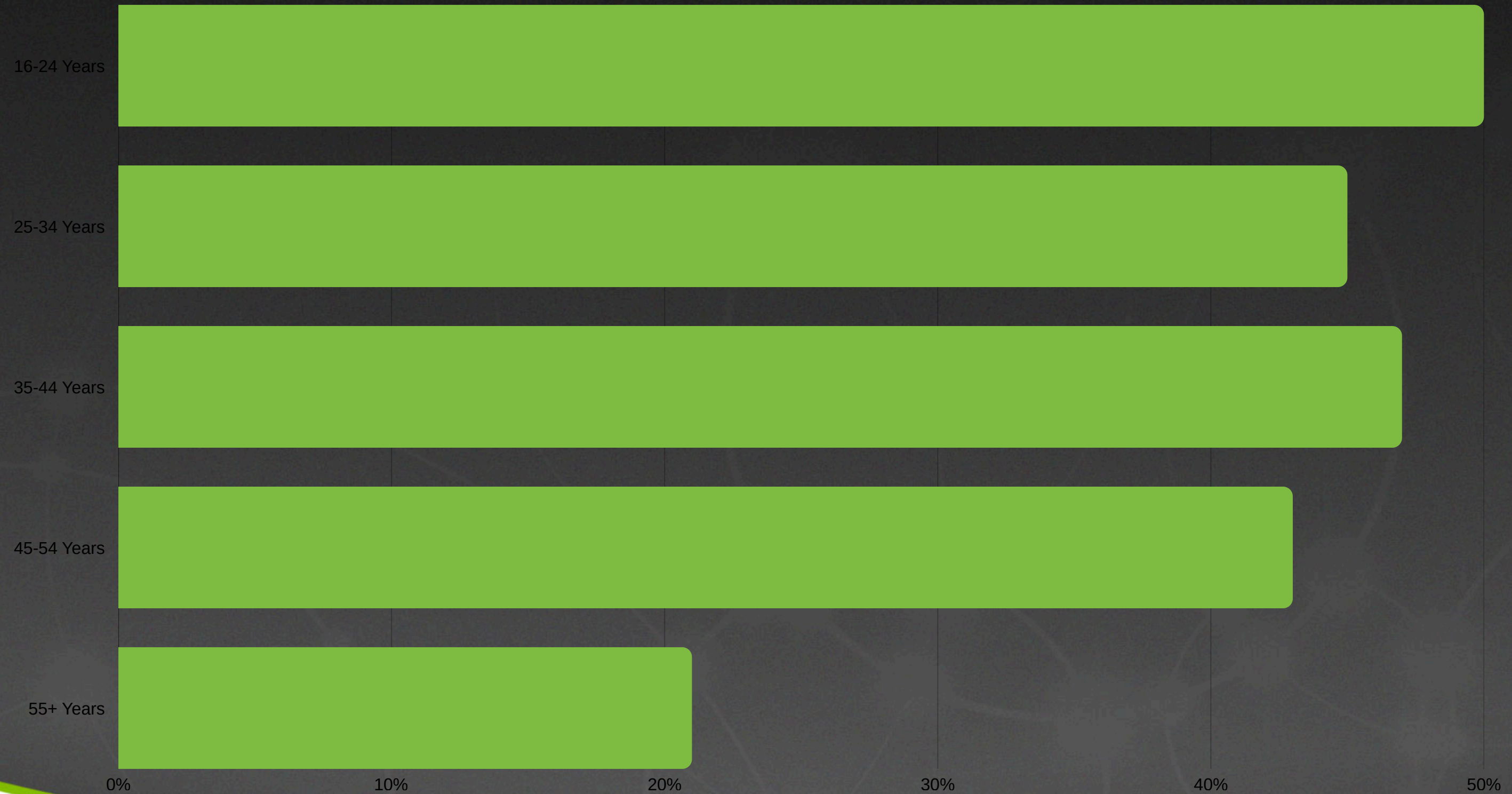
Pragmatic travellers adopt tech for value, balancing digital and human.

Boomers Human-Enhanced Tech



They embrace tech that complements service. High loyalty drivers.

The Age-Travel Pattern



Reality Check

By 2030, 83% of your guests will be Gen Z/Millennials.



If your tech feels like **2015**, you are **invisible to them.**

Thailand: Premium Stays & Higher Guest Spend



>35M

International Visitors*

1.8T THB

Tourism Revenue*

Technology Touchpoints That Matter



MOBILE CHECK-IN/OUT

Reduces lobby congestion while giving guests control over their arrival experience. When integrated with room selection and upgrade options, it becomes a revenue driver rather than just an operational efficiency.



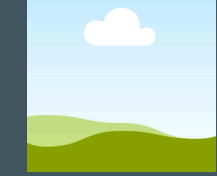
DIGITAL ROOM KEYS

Eliminate the friction of physical keys while enabling properties to track movement patterns (with appropriate privacy safeguards) to optimise service delivery and amenity placement.



IN-ROOM TABLETS AND VOICE ASSISTANTS

Serve as central command centres for the room experience, from adjusting environmental controls to ordering services and cleaning. They also provide valuable data on guest preferences and behaviour patterns.



REAL-TIME MESSAGING PLATFORMS

Enable guests to communicate needs without phone calls or lobby visits. More importantly, they create documented interaction histories that inform future stays.



The Human-Digital Balance

46% WHILE **41%**

Of guests value staff who go the extra mile

Appreciate personalized activity recommendations



Bridging Generations Through Intelligent Hospitality



Use technology to enable Higher Touch at scale



Different strokes for different folks (age groups)

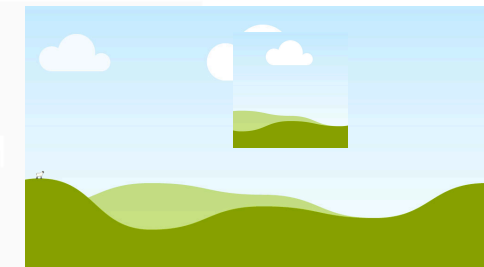


Embrace intelligent data-driven hospitality with human warmth



Scan here for The Digital Divide Report

Thank you



**Nattawuth(March)
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Sales Director, Thailand

Let's connect!



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