



# DIGITAL MARKETING CONFERENCE

*A Commercial Strategy Event*



23rd August 2023 | PHUKET THAILAND

# Why Hotels & Resorts Need Bars & Restaurants, Not Outlets? **AT**

## DIGITAL MARKETING CONFERENCE



**Rohit Sachdev**  
Chief Executive Officer  
Soho Hospitality



**Yogi Rana**  
Cluster Gen. Manager  
Avista Group of Hotels (Accor)



**Mark Shrives**  
Senior Director of Client Services  
Marriott Digital Services, APEC

23<sup>rd</sup> August 2023

**PHUKET THAILAND**



# SOHO HOSPITALITY

The **secret sauce** to driving yield to your hotel balance sheet through food and beverage

Rohit Sachdev  
CEO, Soho Hospitality

HAVANA  
SOCIAL

*Cantina*  
PIZZERIA & ITALIAN KITCHEN

NEW YORK STYLE  
**SOHO**  
- PIZZA -

.ii.  
ABOVE ELEVEN

**CHAR  
COAL**  
TANDOOR GRILL & MIXOLOGY

  
**YANKII**

Note on Covid

The Covid Pandemic is  
now behind us.  
Welcome to  
Hospitality V2.0



Takeaway:

But the impact it has had on  
the food and beverage  
industry is unprecedented,  
with new opportunities and  
challenges



—  
Asian hotel owners are becoming increasingly vigilant.

*Aspirations on the rise, propelling the quest for elevated standards.*

They are placing higher expectations on their hotel operators



—

Hotel operators have  
acquired the skill of agility

Streamlined operations  
with fewer resources

*Embracing the philosophy that  
'less is more,' we uncover the  
power of simplicity to drive greater  
efficiency*



—

Consumers are more fickle on where they want to spend their money

*Consumers exhibit increasingly shifting preferences, challenging brand loyalty*

Prioritizing experience over price, while acknowledging the significance of value



# Key Takeaways





It's time to

# Experience Better.



It's time to

# Drive yield to the owner's balance sheet



# Critical Success Factors

01

## Experience Curation, By Design



- + Interior Design
- + Food and Beverage Concept
- + Cocktail Programming
- + Brand Development
- + Lighting Design
- + Tabletop Concept
- + Uniform Concept
- + Music Programming

# Critical Success Factors

02

## Market Positioning

- + Defining your product and its differentiation in the market
- + Conducting a Gap Analysis
- + Defining where you will place your product in a very crowded and competitive market
- + Demographics you will target
- + Determining Pricing Strategy



# Critical Success Factors

## 03

### Brand Ideology

- + Restaurant branding is key and hiring a qualified agency is vital
- + Placed a great emphasis on the branding ideology
- + Humanized the brand
- + Defined the brand personality, messaging and tone of voice to ensure clarity of communications



# Critical Success Factors

04

## Focus on the needs of the Generation Z



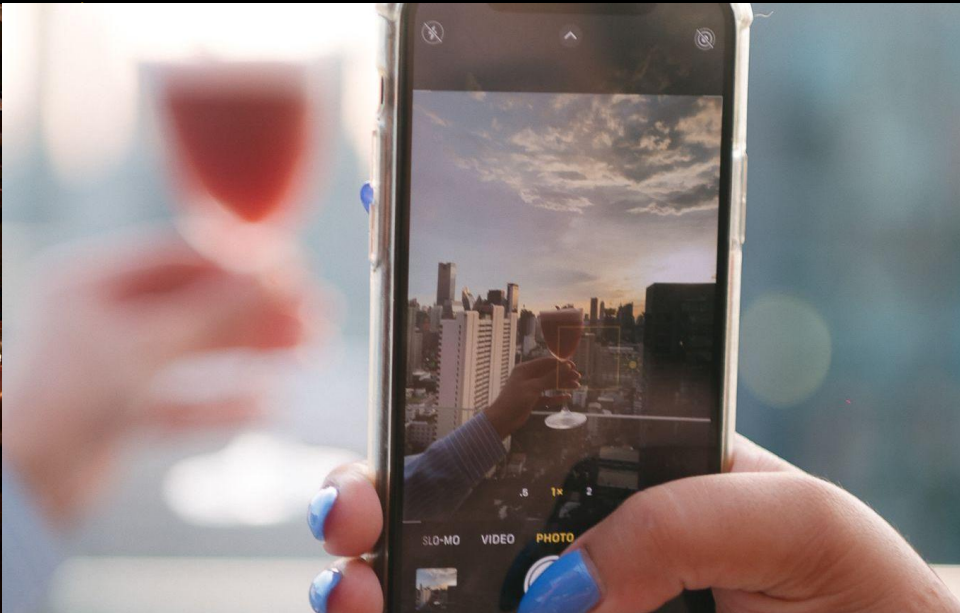
- + Gen Z's were born between 1996 and 2010
- + Over 25% of the global workforce will be made up of Gen Z's by 2025.
- + Very loyal consumers, yet completely unforgiving
- + Prefer luxury goods that promote their individuality then pretentiousness
- + Living with Anxiety
- + Over correcting the past mistakes of their older demographics

# Critical Success Factors

## 05

## Marketing Activation

- + Digital Marketing as the dominant marketing tool
- + Aggressive Content Creation Strategy
- + Using technology as an enabler for the collection, storage and retrieval of customer data
- + Data is the new currency



06

## Driving Emotional Transformation

# The McDonald's Curve



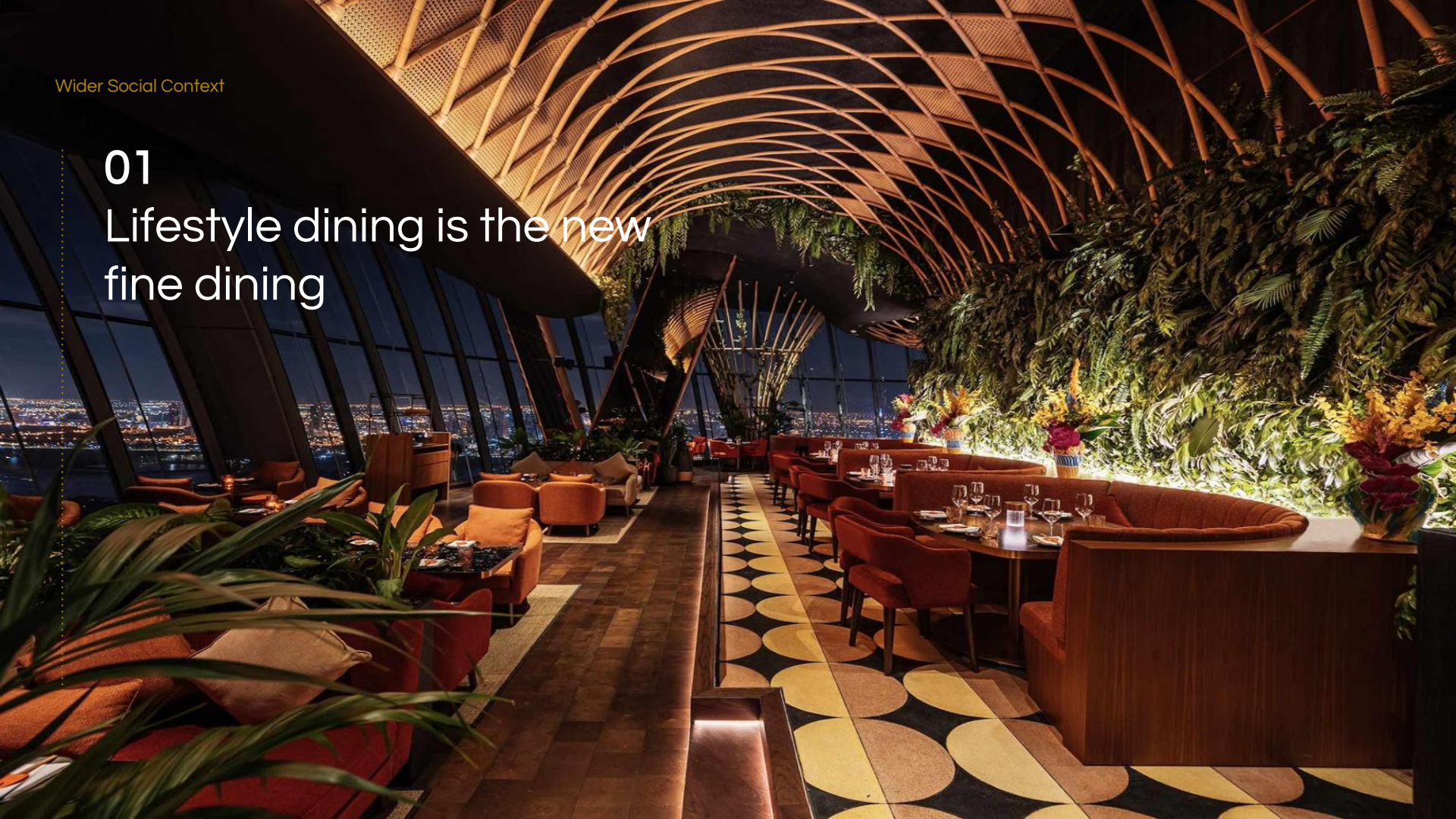


What's looming ahead?



# 01

Lifestyle dining is the new fine dining



## 02

# Dynamic Pricing and Revenue Management for Restaurants



# 03

## Escapism and Gamification is Real





ヤンキー

# YANKII

LEGACY  
遺産

REBELLION  
反抗

ROBATAYAKI  
& BAR



AN ENGAGING, CURATED  
EXPERIENCE THAT REFLECTS OUR  
DESIRE TO BE:

- FUN
- SOCIAL
- IMMERSIVE
- PLAYFUL





# Experience Better.

Our complete service offering ensures your concept is woven into every aspect of the venue

[info@sohohospitality.com](mailto:info@sohohospitality.com)

Feasibility Studies  
Interior Design  
F&B Concept Development  
Brand Development  
Uniforms & Tabletop Concepts  
Cocktail Programming  
Music Programming

Digital Marketing  
Pre-opening Services  
Technical Services  
Restaurant Management Services



# DIGITAL MARKETING CONFERENCE

*A Commercial Strategy Event*



23rd August 2023 | PHUKET THAILAND