

PROTECT  
GROUP

lighthouse

Shiji

agilysys

amadeus

Sabre

NOVOTEL  
AMBASSADOR SEOUL DONGDAEMUN  
HOTELS & RESIDENCES

# COMMERCIAL STRATEGY CONFERENCE

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



hsmái

SEOUL 28 June 2024

리테일링으로 호텔 총수입을 증진시키는 방법

How Retailing is Enabling Hoteliers to drive Total Revenue



커머셜 전략 컨퍼런스

# COMMERCIAL STRATEGY CONFERENCE

박지훈

**Carol Park**

Regional Retailing Sales Manager APAC  
Sabre

NOVOTEL AMBASSADOR DONGDAEMUN  
**SEOUL** 28 June 2024

현재 가입자수

**238M**

=

**238M** 개

퍼스널 프로필



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1 item added to Cart

Fire TV Stick with Alexa Voice Remote | Streaming...  
\$29.99  
Quantity added: 1  
 This is a gift  
Why is this important?

Order subtotal: \$29.99  
1 item in your Cart  
[Edit your Cart](#) [Proceed to checkout](#)

Add \$5.01 of eligible items to your order to qualify for **FREE Shipping** (Some restrictions apply)

Get a \$50 Amazon.com Gift Card instantly upon approval for the Amazon Rewards Visa Card

Current Total: \$ 29.99  
Savings: - \$ 50.00  
Cost After Savings: \$ 0.00 [Apply now](#)  
Savings Remaining: \$ 20.01

Amazon.com \$25 Gift Card 2-Year Protection Plan for Amazon...	Amazon.com \$50 Gift Card 3-Year Protection Plan for Amazon...	Amazon.com \$100 Gift Card 3-Year Protection Plan for Amazon...	Mission Cables USB Power Cable...	Nupro Travel Case for Fire...
provided by SquareTrade	provided by SquareTrade	provided by SquareTrade		
★☆☆☆☆ (14)	★☆☆☆☆ (1,557)	★☆☆☆☆ (1,557)	★☆☆☆☆ (418)	★☆☆☆☆ (366)
\$25.00	\$4.99	\$6.99	\$18.99	\$12.99
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>

# 35%

아마존의 총매출중  
추천 상품을 통해  
발생한 매출 비중

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**170,000** 가지의  
음료 콤비네이션

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스타벅스의 총 매출중  
음료가 차지하는 비중  
**60%**

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사용 되지 않은  
기프트 카드 / 음료 쿠폰  
매출

**2억 1200만 달러  
(2880억원)**

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# Customer behaviour

---

**PERSONALIZATION**



**퍼스널라이제이션**

**CONVENIENT &  
SEAMLESS**



**사용의 편리함**

**RIGHT  
NOW**



**신속함  
(지금 당장)**



**Where does the hotel  
industry fit into all of this?**

**호텔업계의 적용방법은?**

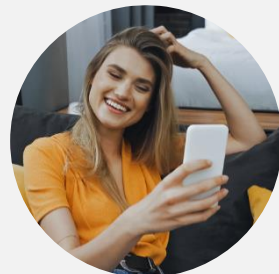
**60%** 의 트레블러는  
퍼스널라이제이션을  
원합니다

*Deloitte, 2023*

**77%** 의 트레블러는  
지출되는 비용보다  
올바른 여행경험을  
더 중요하게 생각합니다

*American Express Travel, 2024*

# 여행의 모든 단계에서 손님에게 상품 판매 할수 있다면 어떨까요?



## SHOP

가족 친화적인 숙소를  
알아 보고싶어요

## BOOK

“얼리 체크인과 도착시  
객실내 샴페인을  
준비하고 싶어요”

## PRE-STAY

“투숙중 마사지와  
아이들을 위한  
액티비티를  
예약해야 해요”

## IN-STAY

“호텔에서 진행되는  
쿠킹 클래스를  
해보고싶어요”

## POST-STAY

“호텔에서 너무 즐거운  
시간을 보냈습니다.  
같은 여행을 부모님께도  
선물하고싶어요”

고객 여정 전반에 걸친 퍼스널라이제이션은 특별하고 완벽한 경험을 창출합니다

# 머천다이제이션 툴을 이용한 퍼스널라이제이션



# Personalization is the Expectation

퍼스널라이제이션은 기본입니다



# Invest in your direct channel

다이렉트 채널에 더욱 투자를  
해야합니다

# Modernize your tech stack to Go Beyond >>

70%

맞춤형 오퍼를 선호하는 여행자의 비율

50%

2024년 다이렉트 부킹 비율

40%

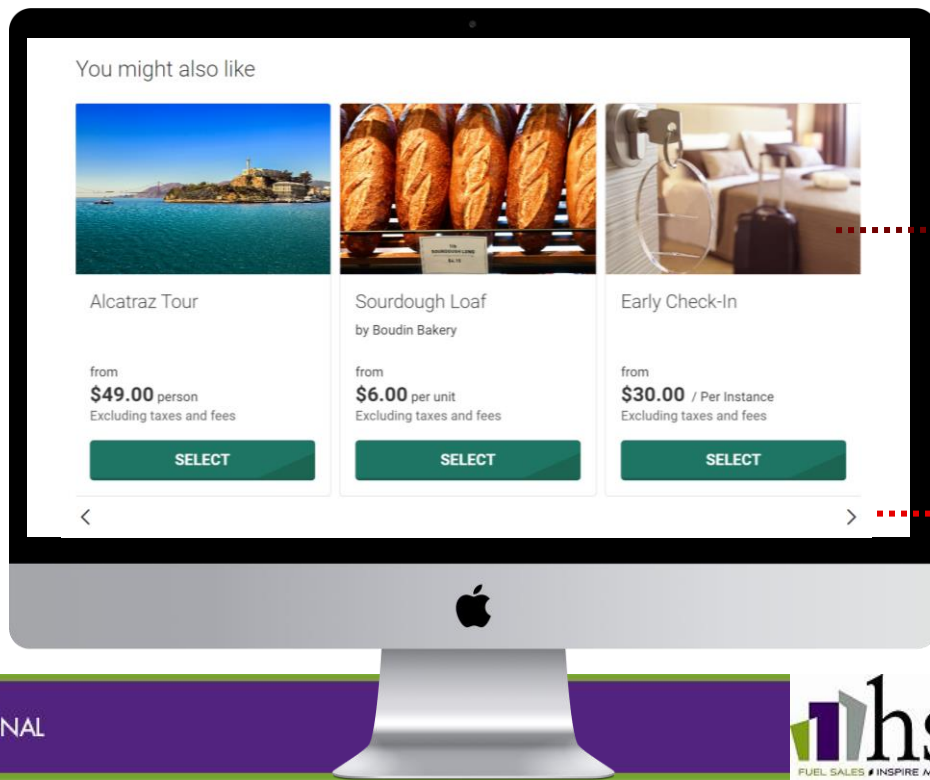
호스피탈리티 업계의 AI 기술 도입률

Hospitality Net, 2024

# 인공지능 기반 추천 엔진

머신러닝을 이용한 다양한 고객층에게  
맞춤형 상품 추천

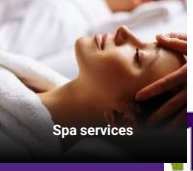
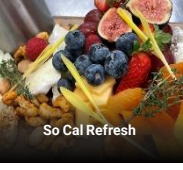
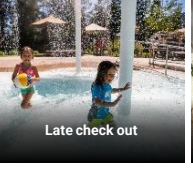
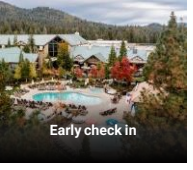
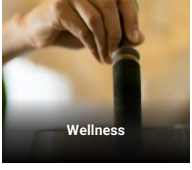
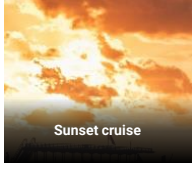
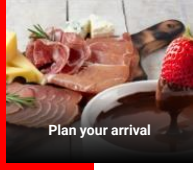
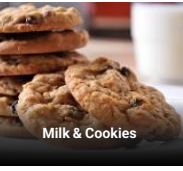
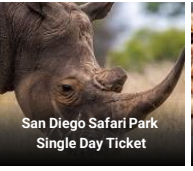
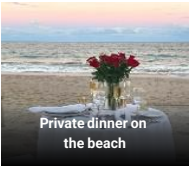
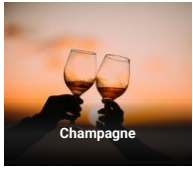
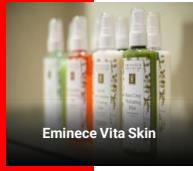
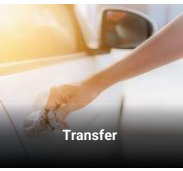
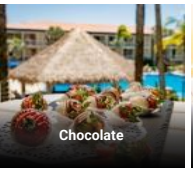
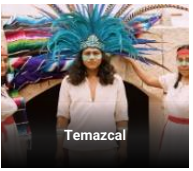
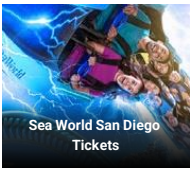
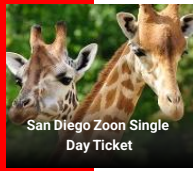
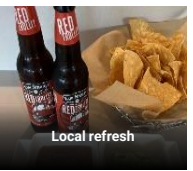
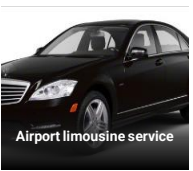
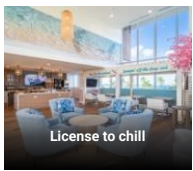
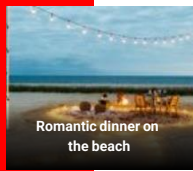
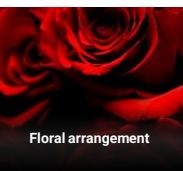
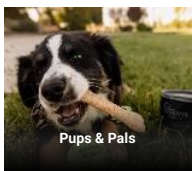
- 효과적인 업셀링과 크로스셀링
- 수익 증가



추천 엔진을 통해  
선택된 상품

최대 10가지 상품  
안내

# Enable guests to choose their experience





**Sabre**

Add-on 상품의  
평균 추가 지출  
**\$334**  
**(약45만원)**

Sabre Hospitality, 2023

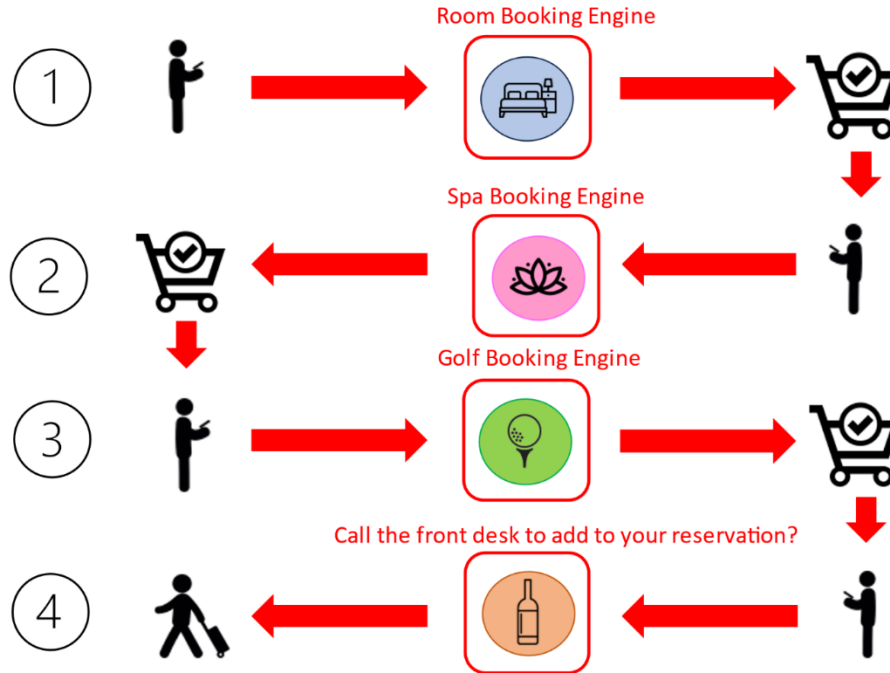
1 \*Average ancillary spend per booking, when an ancillary reservation is made (Sabre, 2023)

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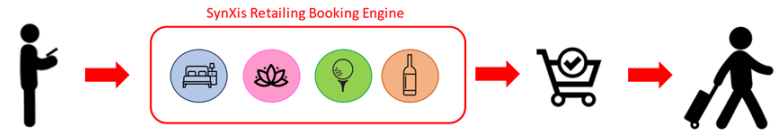
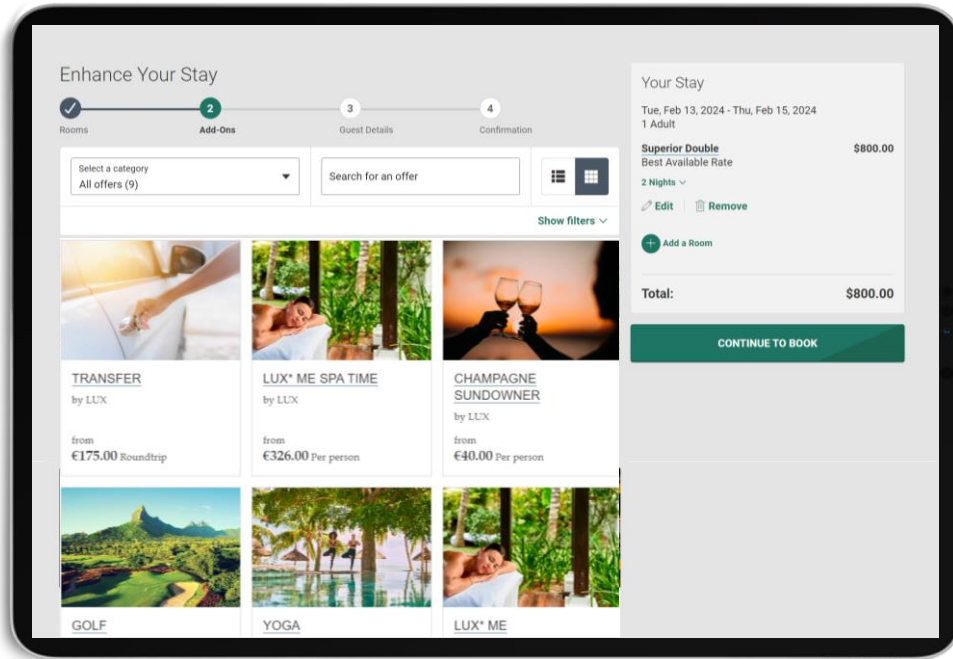




# 현재 객실외 서비스 예약 여정



# SynXis Retailing 을 사용한 예약 여정





# 2조 3000억 달러

2030년까지 글로벌 디지털  
기프트 카드 시장 규모

*Research and Markets, 2023*

# 2명 중 1명

기프트 카드를 실물 선물  
보다 선호 합니다.

*Civic Service, 2022*





**44%** 의 소비자는  
평소에 관심이 없었던  
쇼핑몰을 방문하거나  
방문하기 때문에  
바우처를 사용합니다.



**25%**의 기프트 카드와  
바우처는 사용되지 않고  
버려집니다.

*Sabre Hospitality, 2023*

**75%**의 손님은 기프트  
카드의 금액보다  
추가 지출합니다

*First Data Corp, 2017*

# Sabre SynXis 에서 제공하는 리테일링 상품

## SynXis Retailing 시넥시스 리테일링

Ancillary offers with a room

Ancillary offers without a room

## Gift Cards & Vouchers 기프트카드 & 체험바우처

Alternative payment methods

## 3<sup>rd</sup> Party Offers 3<sup>rd</sup> Party 상품

By end of 2024

***Sabre***®

PROTECT  
GROUP

lighthouse

Shiji

agilysys

amadeus

Sabre

NOVOTEL  
AMBASSADOR SEOUL DONGDAEMUN  
HOTELS & RESIDENCES

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hsmái

SEOUL 28 June 2024