

# Company Profile - Bookallil Advisory

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## Introduction

Bookallil Advisory, based in Hong Kong, upwardly mobile with global reach, **specializes in hospitality technology consulting**. We provide strategic advice, leadership, and project governance to hospitality focused clients through technology optimization. Our focus is on offering **trusted technology decision-making** support for businesses and agencies engaged in hospitality across short, medium, and long-term horizons.

## Founder and Expertise

Founded by Martin Bookallil in 2024, the firm leverages his **three decades of technology leadership** at Marriott International, Four Seasons, Radisson, and InterContinental. Martin's extensive experience, particularly in the **Asia Pacific region**, provides a unique industry perspective.

## Deep Industry Insights

Most recently at Marriott International, he led a \$20 billion business with 1,800 technology employees across 27 countries in the APAC region, achieving top 5% for individual performance, employee engagement, and customer service.



## Our Approach

Bookallil Advisory specializes in delivering **strategic solutions** that leverages our industry knowledge, operational expertise, and technical bench strength using methodologies that **scale for any size business**, optimizing both financial and human capital.

## Client Segments

**Owners & Asset Managers:** Strategic advice to optimize returns on assets.

**Hospitality IT Vendors:** Increase sales and customer engagement.

**Hotel Above Property Technology:** On-demand technology advisory resourcing.

**Mentoring:** Personalized mentorship for hospitality technology professionals.

**Government Regulators:** Hospitality industry technology operation perspectives.

We offer services through ongoing retainer models, fixed project fees and daily rates, providing flexibility to meet diverse client needs.

**Bookallil Advisory** is dedicated to delivering **impactful results**, providing the expertise and support needed to thrive in the rapidly evolving hospitality industry.



# Bookallil Advisory - Your IT Partner

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**Please make an appointment to discuss your needs...**

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