

Company Profile - Bookallil Advisory

<https://www.linkedin.com/in/martinbookallil/>



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 Technology 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.



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Please make an appointment to discuss your needs...

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