

Interview with Tom Nguyen, Managing Director of Syndacast: Unveiling the Future of Digital Marketing for Hotels in 2025

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BANGKOK, THAILAND, August 29, 2024 /EINPresswire.com/ -- In a significant milestone, [Syndacast](#) has been recognized as the [Leading Performance Digital Marketing Company in Asia](#) for 2024. Travel and marketing news reporters had the privilege of sitting down with Tom Nguyen, Managing Director of Syndacast, to discuss the trends shaping the future of [digital marketing for hotels in 2025](#).



Managing Director of Syndacast - Tom Nguyen (Nguyen Truong Tung)

Interviewer: Congratulations on the recent award, Tom! What does this recognition mean for Syndacast?

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Tom Nguyen

Tom Nguyen: Thank you! This award underlines our years of hard work and innovation of our entire team in both Singapore and Thailand. It highlights our commitment to delivering results-driven digital marketing strategies. Being recognized as the leading performance marketing company in Asia reinforces our position as a pioneer in the industry, especially in the hospitality sector which we have been very much committed in. It motivates us to continue pushing boundaries and exploring new possibilities.

Interviewer: As we look ahead to 2025, what digital marketing trends do you foresee being most impactful for luxury hotels?

Tom Nguyen: The digital landscape is evolving rapidly, and the hotel industry is no exception. In 2025, we expect several key trends to dominate. Firstly, personalization will take center stage. With the rise of AI and machine learning, hotels will be able to offer hyper-personalized experiences to guests, from targeted ads to customized booking journeys.

Another significant trend is the integration of voice search and AI-powered chatbots. With the increasing popularity of smart speakers and virtual assistants, more travelers will use voice search to find and book hotels. Hotels need to optimize their digital presence for third party content and voice search to stay ahead.

Sustainability will also be a major focus. Consumers are becoming more environmentally conscious, and they expect the brands they engage with to reflect those values. Digital marketing campaigns that highlight a hotel's sustainability efforts, from eco-friendly practices to green certifications, will resonate strongly with future travelers.

Lastly, video content will continue to be a powerful tool. Short-form videos, in particular, are proving to be highly engaging. Hotels can leverage platforms like TikTok, Instagram Reels, and YouTube Shorts to showcase their properties and create compelling narratives that attract and retain guests.

Interviewer: How should hotels prepare to adapt to these trends?

Tom Nguyen: Hotels need to start by investing in the right technology. Adopting AI-driven tools for personalization and voice search optimization is crucial. Additionally, building a robust data infrastructure will allow hotels to gather and analyze guest data more effectively, enabling more precise targeting.



Award Winning Agency - Syndacast Digital Marketing



Syndacast Team in Bangkok

In terms of sustainability, hotels should not only implement eco-friendly practices but also communicate these efforts transparently through their digital channels. Storytelling around sustainability can create an emotional connection with guests, which is invaluable.

For video content, creativity is key. Hotels should experiment with different formats and platforms to see what resonates with their audience. Engaging with influencers and content creators who align with the hotel's brand values can also amplify their reach.

Interviewer: With the rise of AI and automation, how do you see the role of human touch in hotel digital marketing evolving?

Tom Nguyen: While AI and automation are powerful tools, the human touch will always be essential in hospitality. Technology can enhance efficiency and personalization, but genuine human connections are what create memorable experiences. In digital marketing, this means combining data-driven insights with empathetic storytelling. Personalizing content is important, but it's equally crucial to ensure that the messaging feels authentic and human.

Moreover, customer service will remain a key area where the human touch is irreplaceable. Even with AI-powered chatbots handling initial inquiries, having knowledgeable and empathetic staff ready to assist when needed can significantly enhance the guest experience.

Interviewer: Looking back at Syndacast's journey, what has been the key to your success in the digital marketing space, especially within the hotel industry?

Tom Nguyen: Our success is rooted in our ability to stay ahead of the curve. We've always been early adopters of emerging technologies, whether it's AI, programmatic advertising, or data analytics. But beyond that, our approach is highly collaborative. We work closely with our clients to understand their unique challenges and goals, which allows us to tailor our strategies to deliver the best possible outcomes.

We also place a strong emphasis on continuous learning. The digital marketing landscape is constantly changing, so we invest heavily in training and development to ensure our team is equipped with the latest knowledge and skills.

Finally, our commitment to performance is what sets us apart. We're not just focused on executing campaigns; we're focused on delivering measurable results that drive business growth for our clients.

Interviewer: Any final thoughts on what hotels can expect from Syndacast in 2025?

Tom Nguyen: Hotels can expect even more innovation from us. We're constantly exploring new technologies and strategies to keep our clients ahead of the competition. In 2025, we'll be rolling out more advanced AI-driven solutions, expanding our expertise in video content, and deepening our focus on sustainability in digital marketing. Our goal is to continue being the trusted partner that helps hotels navigate the complexities of the digital world and achieve their

business objectives.

Interviewer: Thank you, Tom, for sharing your insights and congratulations again on the well-deserved recognition.

Tom Nguyen: Thank you! It's been a pleasure speaking with you. We're excited for what the future holds and look forward to continuing our journey of innovation and excellence.

About Syndacast: Syndacast stands out as a top choice for hotels in Asia. Syndacast is known for its comprehensive and performance-driven digital marketing strategies, specifically tailored for the hospitality industry. Their expertise spans across various digital channels, including PPC, SEO, social media marketing, and content creation, making them a leader in driving bookings and enhancing brand visibility for hotels.

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