



THE ATHENEH HOTEL
BANGKOK

THE
LUXURY
COLLECTION



CHOLENG
GOH
GENERAL MANAGER



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code to connect



ENABLING SUSTAINABILITY INTO PROFITABILITY
1st TICA QUARTERLY LUNCHEON
15 February 2024



Profitability through sustainability

- Cost Savings through Efficiency
- Brand Reputation and Customer Loyalty
- Innovation and Competitive Advantage
- Supply Chain Resilience
- Access to Capital and Investment Opportunities



Please scan to learn more about
'Our Sustainability Story'





Key Takeaways

- Get a certification
- Energy and water efficiency/conservation
- Repurpose and Reduce waste - food, plastics, etc
- Local sourcing
- Engage - What's your story and get emotional



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**THE GREATEST THREAT TO
OUR PLANET IS THE BELIEF
THAT SOMEONE ELSE WILL
SAVE IT.**

-Robert Swan

THANK YOU

