



A World First, Ovolo Hotels Partners with Nodal to Revolutionise Hotel Digital Marketing through AI-Powered Strategies



In a world first, Ovolo Hotels, an award-winning, dynamic and innovative boutique lifestyle hotel collection, has announced a strategic partnership with Nodal, a rising star in the marketing world with industry-leading AI-powered digital marketing solutions. This collaboration aims to harness the power of artificial intelligence to elevate Ovolo's marketing efforts, driving exceptional performance driven results.

Ovolo Hotels, known for its vibrant and eclectic approach to hospitality, has made a name for itself by challenging the status quo. With a commitment to providing guests with unforgettable experiences, Ovolo is poised to leverage Nodal's cutting-edge AI optimisation techniques to further amplify its brand presence and reach new audiences.

Nodal's expertise in AI optimisation at scale positions them as a trailblazer in the digital marketing landscape, by utilising advanced data analytics and machine learning algorithms.

Nodal uses AI to understand personas in a deeper way and craft targeted campaigns to ensure Ovolo's unique message reaches the right audience at the right time, whilst utilising 'Connect', their AI platform, to distribute insights, personalised reports and advanced analytics across the entire Ovolo business. This partnership will enable Ovolo to tap into Nodal's innovative strategies, driving engagement and conversions while maintaining the brand's unique identity.

As part of the engagement, Nodal will be rolling out 'Connect', their proprietary AI platform, to centralise all the disparate marketing, CRM and property management platforms into one customised interface. The stakeholders within Ovolo will all have their own personalised AI chatbot that uncovers market insights, brand monitoring and end-to-end performance reporting tailored to their specific needs. This is a world first for the hospitality industry that continues Ovolo's legacy as true innovators in the ever-challenging travel environment.

"We are excited to partner with Ovolo Hotels, a brand that embodies creativity and a fresh perspective in the hospitality and tourism sector," said Tim Durgan, Founder of Nodal.

Co-founder Daniel Gibson added "Our AI-powered solutions will empower Ovolo to not only enhance its marketing efforts but also to create personalised experiences that resonate with their guests. Together, we will redefine what it means to connect with travellers in today's digital age."

Ovolo Hotels is equally enthusiastic about the partnership. "At Ovolo, we pride ourselves on being a challenger brand that constantly seeks to innovate and elevate," said Stephen Howard, Group Director of Marketing of Ovolo Hotels. "Collaborating with Nodal is a world first and we are confident that we will unlock new opportunities for growth and engagement, ensuring that our marketing strategies are as dynamic and unique as our hotels, whilst also ensuring our internal communication and reporting is robust."

As the hospitality and tourism industry continues to evolve, the partnership between Nodal and Ovolo Hotels represents a significant step forward in leveraging technology to create impactful marketing strategies. Together, they will set a new standard for how brands can utilise AI to connect with consumers, drive loyalty, and ultimately, enhance the overall guest experience.

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For more information about Nodal and its innovative AI-driven marketing solutions, please visit www.nodalmarketing.com.

To learn more about Ovolo Hotels and their unique offerings, visit www.ovolohotels.com.

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About Ovolo Group:

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia's most dynamic independent owner operated hospitality firms, growing into a diversified international group with a collection of 9 designer hotels under two collections - Ovolo and Mamaka, and plans to keep growing. Ovolo owns and operates all of its real estate. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year", at the 2019, 2020 and 2022 HM Awards. A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating three hotels and two restaurants in Hong Kong, as well as five hotels and restaurants & bars across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Laneways By Ovolo in Melbourne Australia, Nishi Apartments in Canberra Australia, Southside By Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia. Website: www.ovolohotels.com/summer-concierge

Ovolo Why: We have a responsibility to contribute positively to the communities in which we operate. Fulfilling a Purpose Beyond Profit - by supporting initiatives related to education, health, environment, and social welfare, the impact we have contributes to the overall well-being of that society and provide a strong sense of meaning and motivation for our people. By actively engaging in philanthropy and community service, we can create a positive and sustainable impact that extends far beyond our business operations, that's truly meaningful.

About Nodal:

Nodal is an AI solution for marketers, specializing in insights and reporting at scale.

By staying at the forefront of technological advancements and data-driven decision making, Nodal is able to deliver exceptional results for businesses looking to optimize their online presence and drive growth in the digital landscape.