



FINANCIAL
VIEW

GUEST
POTENTIAL

FROM INTERNAL
VIEW

TO LEARN
VIEW

OUR STRATEGY CHARGES

Dragon 3200

INCREASED INCOME

LONG-TERM

MY G HANDWORK

PRODUCTIVITY

ER IS KNOWN WITH WORK
PRICED MA

QUALITY

BRAND

O PE RASY ON

GUEST
MANAGEMENT

CONTINUOUS
IMPROVEMENT

PERSON
CAPITAL

INFORMATION CAPITAL

INSTITUTIONAL
CAPITAL