

DIGITAL SIGNAGE GUIDE

HOTEL & HOSPITALITY

Upcoming **EVENT**

MAR. 24-26

2:00pm to 3:30pm

Fort Lauderdale
Florida

Pubcon Florida

PubCon unites SEO nerds from around the globe in this three-day conference. The conference features deep dives in search and social media marketing education, including the best practices of mobile SEO, AdWords, marketing automation, content marketing and more.

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ContentTECH

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C3 Conference

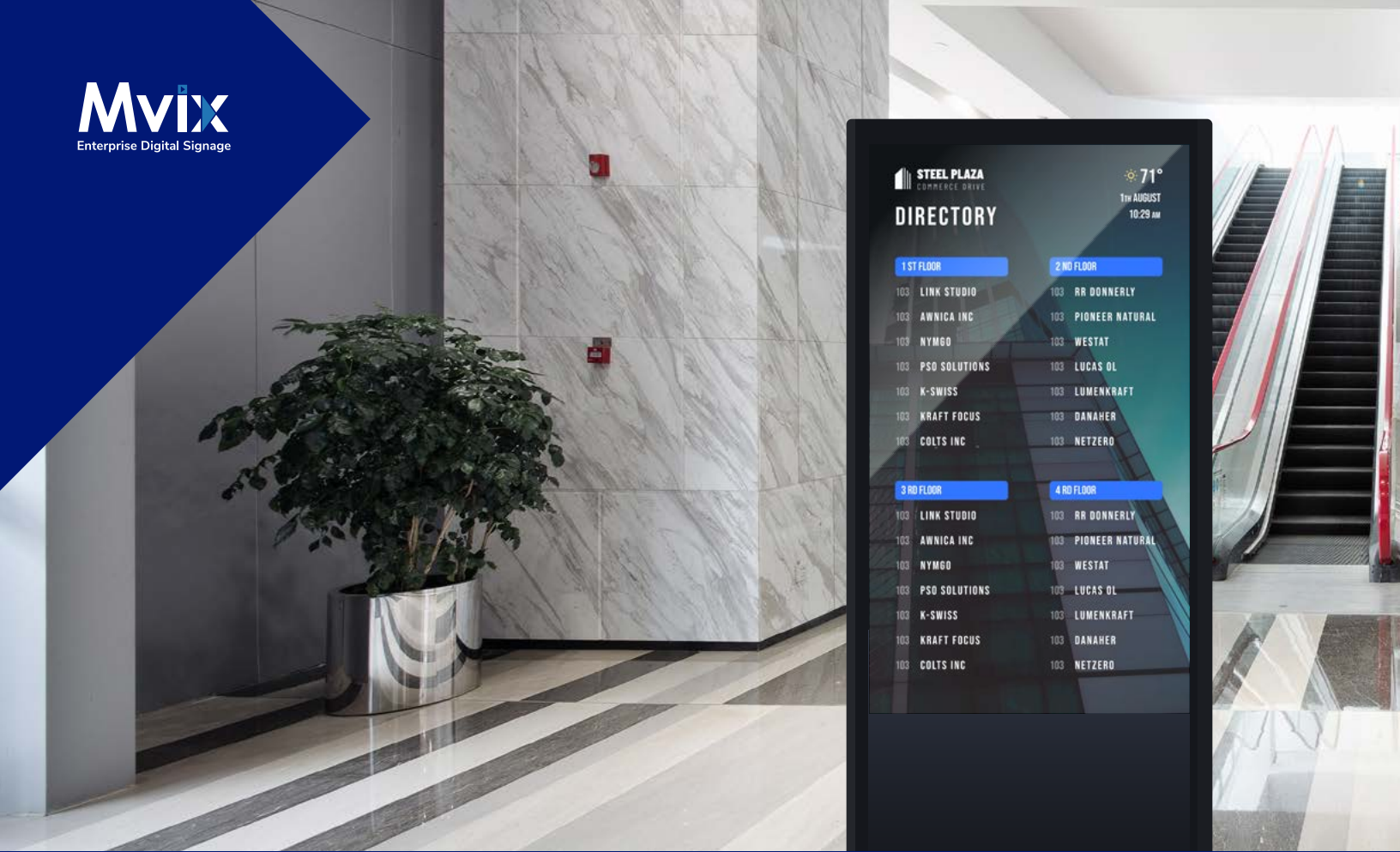
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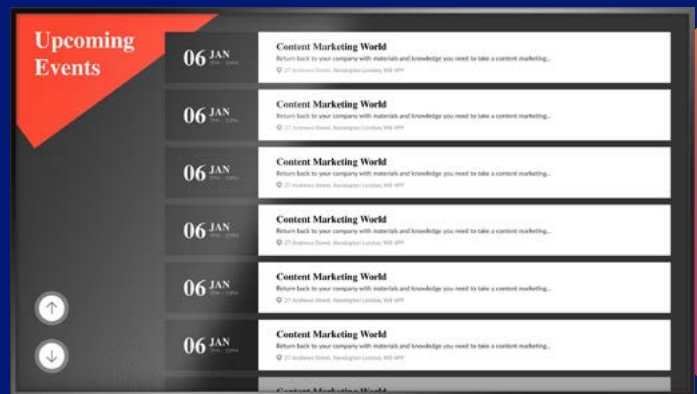
Hotel and Hospitality Guide

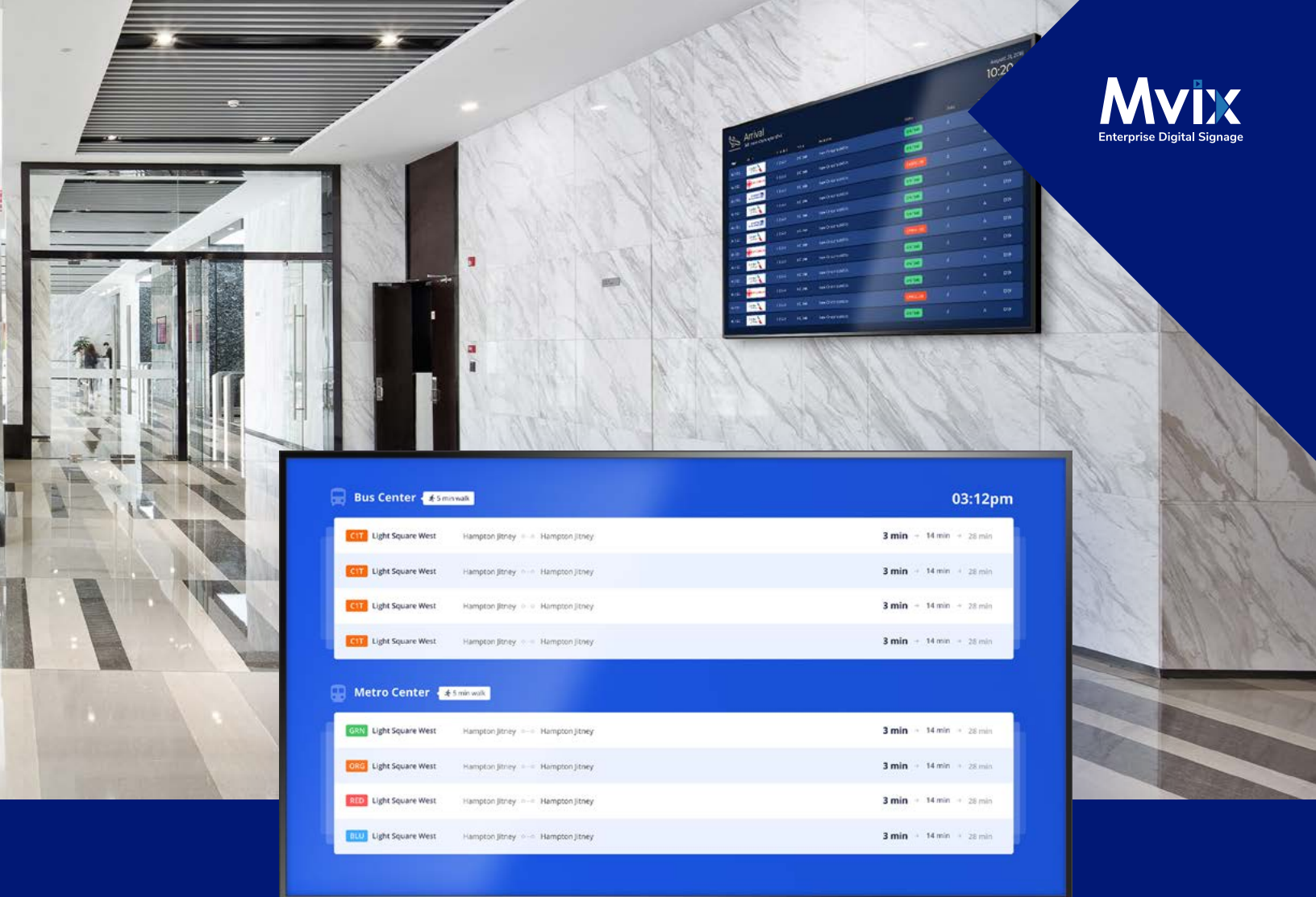
Digital signage continues to be a crucial technology across various industries. The hospitality industry is no exception. Indeed, digital signage in this industry has grown steadily over the years with no signs of slowing down.

Many hoteliers and other players in the hospitality industry appreciate the value-add of digital signage in improving both guest experiences and operational efficiencies. There is no shortage of [examples of digital signage in hotels](#) throughout the country and globally.

In this guide, we will take an in-depth look at what hotel digital signage is, how an hotel can use digital signage, and how it can benefit hoteliers, including the expected return on investment.

We'll also closely examine how digital signage can improve the guest experience across various establishments in the hospitality industry.





What Is Hotel Digital Signage?

Digital signage is the use of display technology such as LED and LCD screens for electronic communication. Hotel digital signage is used for communication purposes in hotels and similar establishments in the hospitality industry.

A digital signage system consists of several components which work together seamlessly to deliver and bring to life the signs you see in hotel lobbies, hallways, rooms, and throughout the facilities.

A digital signage screen or display is the main hardware component. The display is connected

to or comes embedded in a media player. The media player downloads and stores content from the software for displaying on the screen. You can design, upload, and manage content on the digital signage software, also known as the content management software (CMS).

In the hospitality sector, the guest experience is everything. By being an effective communication tool, hotel digital signage helps deliver this excellent experience in various ways.

How Can Hotels Use Digital Signage?

Hotels can use a digital signage system in various ways to benefit not only the guests but also the hoteliers or hotel owners and employees. The success of your strategy will depend on factors such as the type of content and knowing the [places to put digital signage in hotels](#).

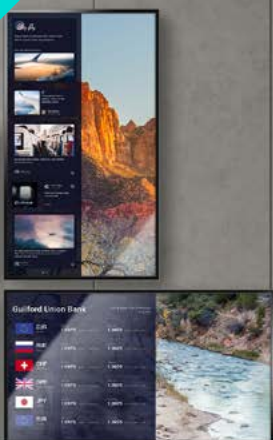
Among the key areas that hotel digital signage can significantly impact include the following.



Marketing and Upselling

Hotel digital signage is highly effective in marketing hotel amenities and services. You can upsell offerings such as upgraded rooms, room service, limited-time offers, and more with attractive marketing campaigns across your digital signs.





WHAT YOU NEED TO KNOW

COURTYARD BY MARRIOTT
COURTYARD SAN DIEGO DOWNTOWN

Sunday, June 09, 2023
12:50:04 PM

SAN DIEGO WEATHER

75°F
scattered clouds

Thursday	Friday	Saturday	Sunday	Monday
75°F 64°F	75°F 65°F	77°F 66°F	77°F 66°F	75°F 65°F

PLEASE JOIN US FOR THE WEDDING OF

EMMA & LIAM

SUNDAY, JUNE 09, 2023
AT 3:00PM
THE LOBBY

THE LOBBY

DAILY HAPPY HOUR SPECIALS

Microbrew Monday

- \$6 BBQ Chicken Flatbread Appetizer
- \$4 Local Draft & Bottled Beer



Streamlining Communication

Share up-to-date information with your guests through hotel digital signage. You'll reduce the number of guests queuing up to raise queries and save your staff a lot of time. From providing directions and sharing weather forecast information to updating event information and sharing housekeeping preferences, you can streamline communication with your guests.

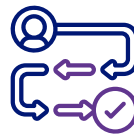
Additionally, you can use digital signs throughout your hospitality venue to communicate emergency alerts. Also, you can enhance the health and safety of your guests by outlining any standards they must observe. Let your guests know exactly what to do in the event of dangerous weather, a fire, or a natural disaster. Ultimately, digital signage screens can help guide your guests on what to do and where to go.



Optimized Operations

Hotel digital signage helps streamline hotel operations, making it easier on the staff and helps to reduce some redundant expenses. Automated self-check-in, wayfinding maps, digital menu boards, and digital concierge services are all digital signage solutions that ease the pressure on the front desk and other hotel staff, who can then prioritize other tasks.

By going digital, the hotel can eliminate or otherwise reduce printing expenses. Hoteliers can also reduce labor costs as they will not need as many staff to help guests when you have self-service kiosks.



Maximize Guest Experience

Streamlining the guest check-in process, ensuring guests can place their orders at the restaurant easily, and having quick access to infotainment greatly improves the guest experience. Some guests enjoy it even more when they don't need to engage directly with hotel staff and prefer self-service.

Hotel digital signage increases customer satisfaction, which strengthens customer loyalty. These loyal customers are more likely to visit your hotel and will also gladly recommend your venue to others.



Drive Engagement

Hotel digital signage provides a unique way for guests to interact with your business. Digital signage is highly engaging, and your guests will no doubt be eager to place their orders and get directions on a touchscreen display.

Moreover, you can use targeted messaging to encourage guests to interact with your business on various social media platforms. Additionally, you can include a survey or quiz at the check-out stations to get feedback from your guests and get reviews on your business. Such interactions and the feedback you receive can help you identify areas where you need to improve for better customer satisfaction.





Hotel Digital Signage Solutions

Digital signage is a powerful asset in hotels and hospitality venues. Hotels owners and managers have long ditched the use of static signs, as guests and employees will no doubt ignore and overlook them.

You can maximize the benefits of this asset with various [hotel digital signage best uses](#). Deploy these solutions to create a great first impression when guests come to your hospitality venue and create a memorable experience during their stay.



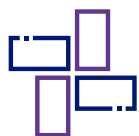
Lobby Signs

Lobby signs are excellent for spotlighting property highlights and amenities like the conference halls, pool, and the spa. You can also display important announcements and information for your guests. Have an event or celebration coming up? Share the date, time, theme, and other information and invite guests by displaying it on the lobby signs.



Welcome Boards

Display generic or personalized welcome messages on your welcome boards. Create an inviting space and let your guests know they are appreciated as soon as they step in through your doors. Welcome boards also assure visitors that they are indeed in the right place.



Video Walls

Stunning and immersive video wall displays will greatly improve the ambiance and guest experience. Whether it's a casino, sports bar, or restaurant, the bright displays instantly enhance the attraction of your venue. The unique ambiance and visual appeal of these video walls creates an interesting atmosphere.

By creating such an immersive experience, you can be confident of a higher brand recall rate. What's more, enhance user experience with not just entertainment but also informative content such as wayfinding and a list of on-site amenities.



Digital Building Directory

These digital signage displays show building layouts, lists of offices, and locations of offices, meeting rooms, and conference rooms. These building directories are available in various types, ranging from simple digital signage screens with the building information to interactive digital building directories that use touchscreen or touchless technologies.

In addition to building directories, provide your guests a hassle-free and interactive experience with wayfinding maps, interactive 3D floor plans, QR codes for building maps, and animated directional signs.



Departure									
Baltimore Washington (BWI)									
Airline	Scheduled	Actual	Destination	Flight	Status	Delay	Terminal	Gate	
American Airlines	8:20 AM	8:10 AM	ATLANTA (ATL)	KL 5322	ON-TIME	-	A	A3	
American Airlines	8:20 AM	8:10 AM	NEW ORLEANS (MSY)	KL 5322	ON-TIME	-	A	A3	
American Airlines	8:20 AM	8:10 AM	ATLANTA (ATL)	KL 5322	CANCELLED	-	A	A3	
American Airlines	8:20 AM	8:10 AM	ATLANTA (ATL)	KL 5322	ON-TIME	-	A	A3	
American Airlines	8:20 AM	8:10 AM	NEW ORLEANS (MSY)	KL 5322	ON-TIME	-	A	A3	
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American Airlines	8:20 AM	8:10 AM	ATLANTA (ATL)	KL 5322	ON-TIME	-	A	A3	
August 22, 2019									
Current local time: 8:46 AM									

Arrival									
Baltimore Washington (BWI)									
August 21, 2019 10:20 AM									
UNITED AIRLINES	Flight LH 8855	Scheduled 8:10 AM	Actual 8:10 AM	Destination NEW ORLEAN (MSY)	Terminal A	Gate A12	Delay 9:20 AM	ON-TIME	
UNITED AIRLINES	Flight LH 8855	Scheduled 8:10 AM	Actual 8:10 AM	Destination NEW ORLEAN (MSY)	Terminal A	Gate A12	Delay 9:20 AM	CANCELLED	
UNITED AIRLINES	Flight LH 8855	Scheduled 8:10 AM	Actual 8:10 AM	Destination NEW ORLEAN (MSY)	Terminal A	Gate A12	Delay 9:20 AM	ON-TIME	
UNITED AIRLINES	Flight LH 8855	Scheduled 8:10 AM	Actual 8:10 AM	Destination NEW ORLEAN (MSY)	Terminal A	Gate A12	Delay 9:20 AM	ON-TIME	
UNITED AIRLINES	Flight LH 8855	Scheduled 8:10 AM	Actual 8:10 AM	Destination NEW ORLEAN (MSY)	Terminal A	Gate A12	Delay 9:20 AM	CANCELLED	
UNITED AIRLINES	Flight LH 8855	Scheduled 8:10 AM	Actual 8:10 AM	Destination NEW ORLEAN (MSY)	Terminal A	Gate A12	Delay 9:20 AM	ON-TIME	



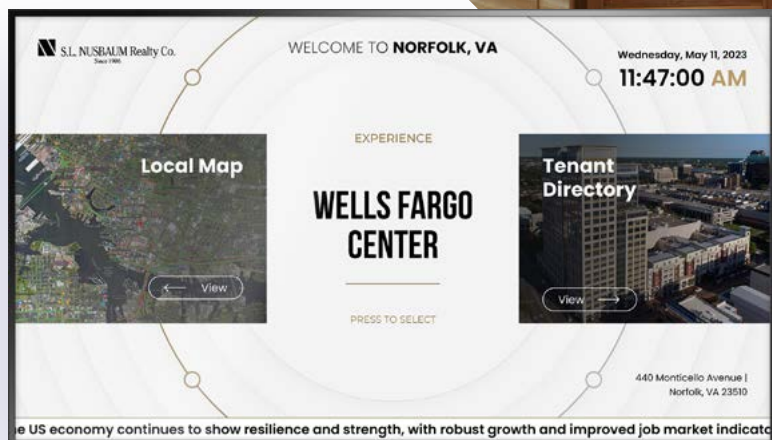
Flight Information Displays (FIDS)

These digital signage solutions for airports are crucial for both the control room and passenger information functions. Sharing up-to-date information on the FIDS database guides passengers to correct check-in, flight, departure, baggage check-out, and airport concierge services.

This information is also crucial to controlling and monitoring flights, developing and updating

schedules as well as maintaining overall operations and security throughout the airport.

Displaying flight updates and other travel information, such as nearby train and bus stations at your hotel, will help your guests to plan for their travels accordingly. For example, guests can extend their stay at the hotel if a flight has been delayed or canceled.



Interactive Digital Signage

Interactive maps placed strategically throughout your premises will help guests find their way around quickly and easily.

A digital concierge is also a revolutionary interactive hotel digital signage solution. These concierge kiosks provide guests with real-time and up-to-date information right at their fingertips. From nearby events and restaurants to must-see attractions in the area, concierge stations provide guests with exactly what they need. Your guests will also greatly benefit from the tips and tricks of navigating the areas shared on the concierge kiosks.

Interactive digital signage delivers a personalized experience that your guests will undoubtedly love. **According to a survey**, 73% of travelers said they'd be more likely to stay at a hotel that offers self-check-in and digital concierge services.



Digital Menu Boards

Digital menu boards are a mainstream staple for restaurants and full-service hotels. Use the menu boards to display food and drink items and to highlight and advertise specials. Some guests have an easier time deciding on what to order when you display the nutritional information of each menu item. You can also display the restaurant hours, reservation requirements, and the details of your restaurant's dress code.

With interactive menu boards, you can also share estimated ready times with the guests once they select their desired food items from the menu. With an idea of the wait time, to-go diners can even explore more of the amenities at the hotel and pick up their order when it is ready.



Advertising & DOOH

Promote products and services your restaurant, hotel, casino, or sports club offers. DOOH solutions are attention grabbers, providing a channel for targeted communication about your facility, including amenities and special offers to drive foot traffic, upsell and enhance customer experience. With strategic placement and content management, you can greatly reinforce your brand with DOOH solutions.



Entertainment

Turn in-room and other screens into a source of relevant and personalized entertainment for your hotel guests. Create a playlist of fun and engaging content, including posts from social media apps, fun music, exciting travel videos and blogs, and more. Furthermore, allow guests the freedom to explore the entertainment content they want to engage with as best suits their tastes and preferences.



Getting First Impressions Right

Guests view hotels and other hospitality venues with digital signage solutions as forward-thinking and technologically-advanced. Digital signs add that wow factor that will make your venue look and feel luxurious and modern. In this way, digital signage helps to create an extraordinary first impression. Guests will already have a great perception of your venue even before you can pile on the guest experience.

Content Apps

Digital signage content apps feed your displays with **professional**, **relevant**, and **rich content**. The top options include:



Weather

Displaying the current weather captures the attention of passersby and encourages them to remember your brand.



QR Code

The QR Code application lets hotels direct visitors to websites, social media, and landing pages for community events and trade shows.



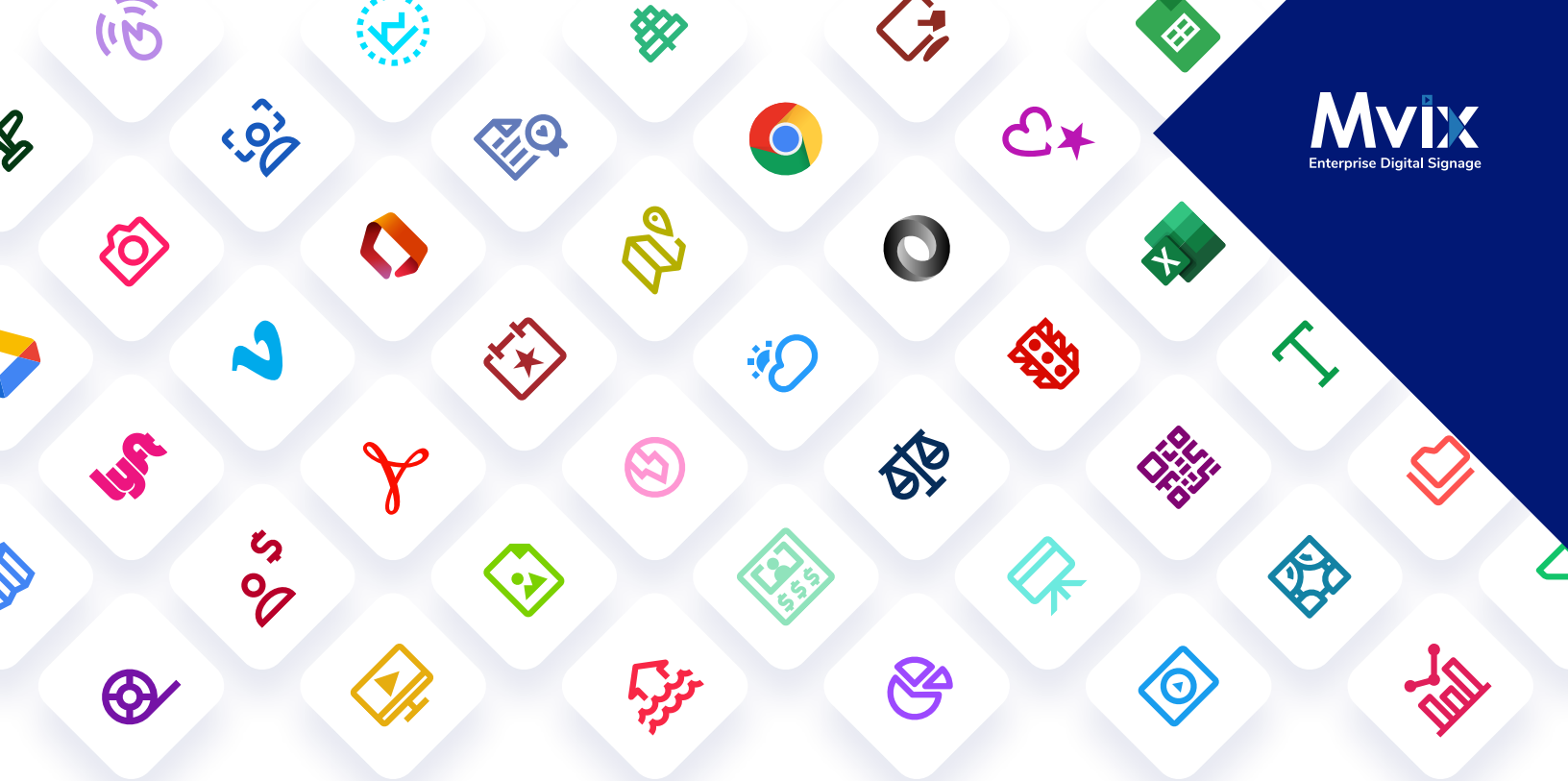
Social Wall

The Social Wall app lets users select feeds from Pinterest, Vimeo, Facebook, and other platforms to entertain visitors in waiting areas.



Emergency Alerts

The Emergency Alert application overrides usual content to alert visitors and employees of emergencies like fires and severe weather.



Images & Videos

High-quality images and interesting videos are great at promoting offers and discounts.



Live Transit

Show live wait times for planes, shuttle buses, and taxis.



Traffic

Track local traffic conditions and highlight potential snarl-ups.



Event Listings

This app integrates with calendar applications like MS Outlooks and promotes upcoming events.



RSS Feeds

RSS feeds offer automated content for news, sports, and food channels.



Clock

This core app is used to help keep guests aware of either the local or other time-zones.



Wayfinding

Display navigational information for improved traffic control.



YouTube/Vimeo

Entertain passersby with videos from YouTube or Vimeo to pique their curiosity and highlight your hotel's marketing videos.



Return on Investment (ROI)

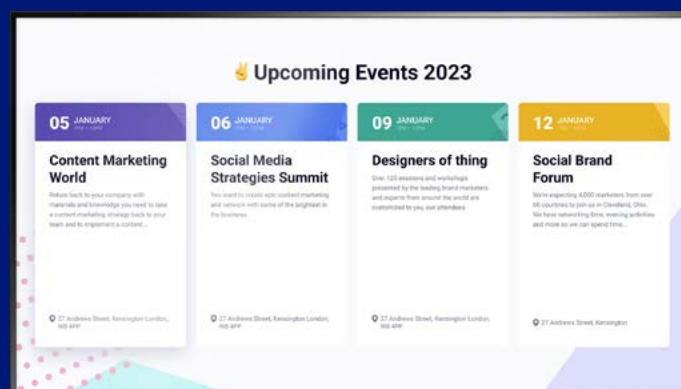
Digital signage is indeed a sound investment with a great ROI for businesses in the hospitality industry. It is unsurprising, given that digital displays capture **400% more views** than static displays. From creating lasting impressions to targeted advertising and improving customer experiences, hotel digital signage improves ROI in several ways.

Follow these steps for an excellent digital signage ROI strategy.



1. Focus on Return on Objective (ROO)

Shift the focus to **return on objective**. Clearly define these objectives, that is, the return you are looking for during your hotel digital signage deployment. Do you wish to lower the cost of providing wayfinding information to guests and event attendees by installing digital signs? Are you looking to increase the number of guests at your hotel?



3. Compare Performance Against a Baseline

How was your performance before deploying the hotel digital signage? That will be your baseline. To maximize your ROI, get customer feedback and carry out A/B testing with different digital signage content. How can your hotel digital signage be more interesting? How can it be more responsive to the needs of your guests? You can always optimize your digital signage strategy for maximum return on your investment.



2. Determine Overall Costs

Calculate the total cost of ownership, which includes both the hardware and digital signage software costs during the initial deployment as well as any running operational costs.



The Wrap-Up

Hotel digital signage can greatly enhance how you visually share information. As outlined, the deployment of digital signage in the hospitality industry has many benefits, including improving the guest experience, streamlining operations, and enhancing communication.

You can design highly targeted and relevant content for your advertising campaigns, activities and event listings, and guest service information. [Mvix's cloud-based digital signage solution](#) is highly

suited for the hospitality industry and comes with a wide range of drag-and-drop widgets and a catalog of easy-to-customize templates. You can design and manage content across all your screens.

Stand out. Promote your hospitality venue. Help guests find their way around your venue. Inform. Entertain. Do all this and much more with hotel digital signage to transform your hospitality business into a first-rate premise that offers excellent guest experiences.



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