



TOP 10 THINGS TO SHOW ON HOTEL DIGITAL SIGNAGE

Hotels and resorts always strive to deliver excellent service to distinguish themselves from competitors. Whether you deliver digital communications to digital signs, video walls, or interactive kiosks, you can improve the guest experience, increase customer engagement and satisfaction, reduce perceived wait times in queues, increase revenues and brand loyalty, and cut printing costs.

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1 Wayfinding and Directories

Help your guests get where they need to go quickly with self-service touchscreen maps and directories. Show property and floor maps, as well as locations for elevators, ATM, restaurants, fitness room, etc. List directories of rooms, events, personnel or departments, and give point-to-point directions on your maps.
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2 Event Schedules

Show daily event schedules pulled right from your own calendar system. You can also mount room signs outside each room instead of using cumbersome signs and placards. Digital room signs can also show messages to remind guests of quiet zones and break schedules.
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3 Weather

When people are on vacation, weather can make all the difference. Show the current temperature, today's weather and five-day forecasts that are updated automatically throughout the day so your guests can plan accordingly. Also, be sure to include the basics like the day, date and time.
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4 Announcements

Show news and announcements in your lobby or the back office. Guests can see greetings, promotions and highlights of local attractions, while your personnel get messages with sales numbers and vacancy reports. Separate playlists let you schedule messages to a single screen or to every screen on your property.
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5 Advertising

Increase revenues by advertising your services and amenities. Show still or video promotions for your on-site dining, gaming and retail outlets to drive sales, advertise special offers and discounts, and increase customer engagement. You can also sell ad space on your screens to local vendors for additional revenues.
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6 Property Highlights

Show off your property highlights so guests don't miss the best parts of your facility. Display beautiful photography paired with information about your pool, spa or business center, with available services, hours of operation, and a phone extension to make appointments.
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7 Brand Awareness

Use digital signs for reputation management. Promote loyalty programs, show your social media feeds to gain followers and participation, or advertise your mobile app. Use touchscreen kiosks to allow people to sign up for your rewards program, fill out satisfaction surveys, and post online reviews and ratings.
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8 Transportation Options

Make sure your guests travel to and from your property, and around the area, with ease. Show airline info, public transport options, Uber and taxi stands, or numbers for private car services. Take the burden off reception and concierge staff by offering car rentals, bus tickets, or flight check-in on interactive screens.
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9 Exchange Rates

International travelers account for a large chunk of hotel business. Display the latest currency conversion rates pulled from the web so they update automatically on screens. You can show the current status of NASDAQ, NYSE or S&P 500, the top gainers and losers, as well as individual stocks' performance.
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10 Emergency Alerts

In a crisis, people's health and safety depends on the speed and the accuracy of your response. Whether it's severe weather or a security situation, you can instantly override what's on your screens to show predesigned alert messages with clear instructions for guests and staff.



Transform the way your **hotel communicates**.
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