



## HOSPITALITY DIGITAL SIGNAGE

Digital signage in hospitality can involve a wide variety of uses such as digital menu boards, special price promotions, activity announcements and after hours staff training. Restaurants, pubs and hotels have lost no time deploying some extremely successful, not to mention profitable, digital signage systems to help promote their business.

This fast paced industry focuses on customer satisfaction, where keeping customers entertained and informed provides new and repeat business. To engage the customer a good place to locate screens is where they are killing time in queues, foyers or elevators. In pub or club venues, screens that usually play music videos or sport can be used as digital signs between scheduled screenings or even during the event. After hours, screens can be used for staff training and important company announcements.

### Important Considerations for Hospitality Digital Signage

- 1. Screen location** – high traffic areas such as the reception area, bar, restaurant, conference area or pool are good spots for screens.
- 2. Content** – the content needs to be relevant for the screens location.
- 3. Multi-venue management** – different locations could have different content and therefore requires a categorisation and scheduling engine to target the campaigns.



*promote your business*

### Goals of Digital Signage in a Hospitality Environment

- 1. Improve the customer experience** – inform and entertain.
- 2. Improve communications to customers and staff** – timely announcements, directions and staff training is all possible.
- 3. Increase sales** – promote products or services relevant to the environment.
- 4. Increase revenue** – collect ad-revenue from third party advertisers.

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*we look forward to hearing from you*