



WHITE PAPER

RECEPTION

# Digital Signage for Hotels and Hospitality

**Screens That Serve:** How Digital Signage Elevates Guest Experience in Hotels & Hospitality

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# Elevating Experiences

Modern guests arrive with mobile-first expectations and short attention spans. In hotels, **digital signage** – from lobby LED walls to interactive wayfinding touchscreens – has become a frontline channel for service, merchandising, and real-time communications. Hotels report measurable benefits: higher guest satisfaction, increased ancillary revenue, and reduced operational friction from automated updates (events, flights, weather, capacity, and alerts). Research and market data indicate steady growth in hospitality deployments and positive ROI when screens are paired with integrations (e.g., Amadeus-Delphi for events, FIDS for flights) and an intentional content strategy. ([AI Screen](#))





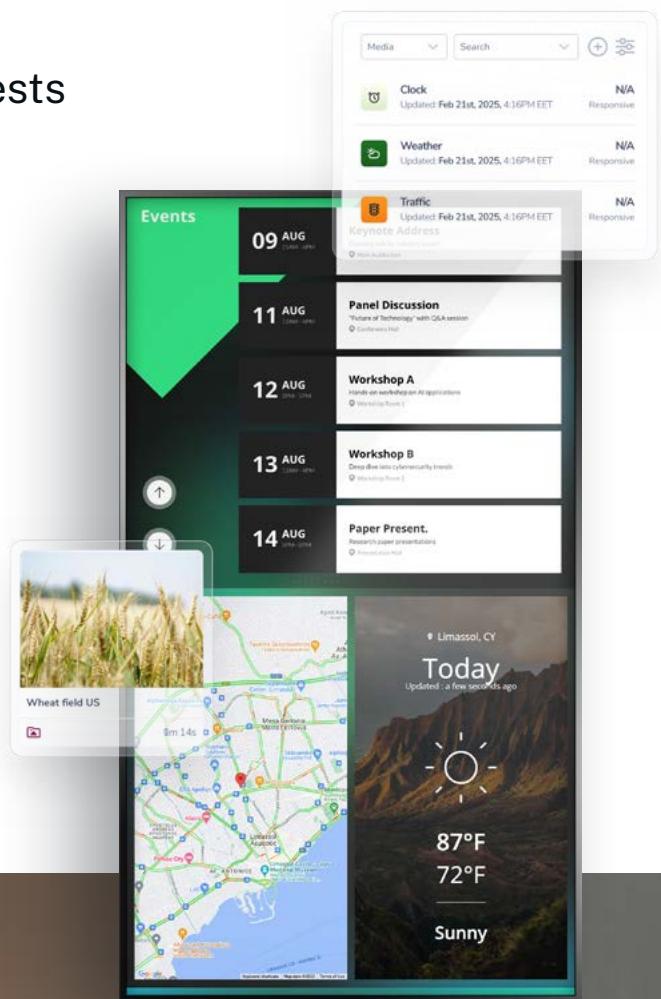
# Why Now? Economics, and Technology have Aligned

- **Guest Expectations:** A majority of travelers say digital displays improve their stay when used for relevant wayfinding, amenity discovery, and timely updates.
- **Revenue and Efficiency:** Hotels using digital promotions report upsell gains and higher engagement, while eliminating print cycles and last-minute concierge reprints cuts recurring costs.
- **Mature Integrations:** Reader boards, meeting-room signs, and lobbies increasingly **auto-populate** from systems of record (e.g., Amadeus-Delphi, Google/Microsoft calendars, PMS, POS), reducing manual work and errors.
- **Market Signals:** The hospitality digital signage segment is forecast to grow at ~6.5% CAGR through 2032, reflecting sustained investment in guest-facing tech to streamline interactions and drive on-site revenue.

# Fundament Use Cases at Hotels

## 1. Visual Communication to Inform Guests

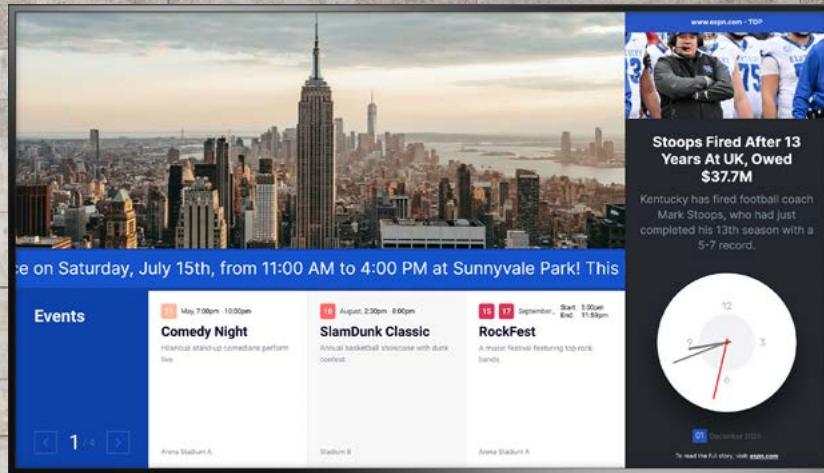
- Real-time Events & Schedules:** Replace static reader boards with live listings pulled from Amadeus-Delphi or enterprise facility booking calendars. Lobby displays and meeting-room door signs update automatically when a planner changes an agenda.
- Wayfinding & Property Navigation:** Interactive maps guide guests from the lobby to venues, outlets, elevators, and parking; contextual prompts (e.g., “you are here”) reduce front-desk questions and improve dwell flow.
- Travel Continuity:** FIDS integrations surface live flight status for airport-adjacent hotels and convention properties, decreasing lobby congestion and improving perceived service quality.





## 2. Visual Communication to Promote Products & Services

- **Ancillary Revenue:** Dynamic promos for late checkout, spa, F&B specials, day-use workspace, parking, and local experiences—targeted by time of day and location—consistently outperform static signage. Studies and industry round-ups report **20–25% upsell lifts** in hospitality from well-executed digital promotions.
- **Brand Storytelling:** Large-format displays and interactive boards highlight property identity, neighborhood guides, and UGC moments that influence on-site decisions and cross-selling.



## Where it Adds the Most Value

### 1. Lobby & Guest-Welcome Displays

**Use Case:** Large-format screens or video walls in the lobby, guest arrival areas, and check-in zones displaying welcome messages (often personalized for group arrivals or VIPs), hotel branding, day/month events, weather, local news, and current hotel promotions.

#### Why Value is Added:

- Brand Perception:** A dynamic, visually rich welcome screen reinforces the hotel's positioning (luxury, modern, boutique, tech-savvy) and meets guest expectations for a "connected" experience. According to industry data, about 70% of hotel guests find digital signage entertaining and thus memorable.
- Revenue Uplift:** By including promotional content in the welcome stream (spa deals, late checkout, F&B offers) you tap guests at their moment of arrival – a key decision-window. A higher recall rate for digital ads (83% in one study) means better chance for upsell.
- Operational Efficiency:** Rather than static signs or print, dynamic content can be updated remotely and in real time – reducing print cost, revision cycles, and ensuring timely messaging of changes (like event delays).

## 2. Wayfinding & Interactive Touch Kiosks

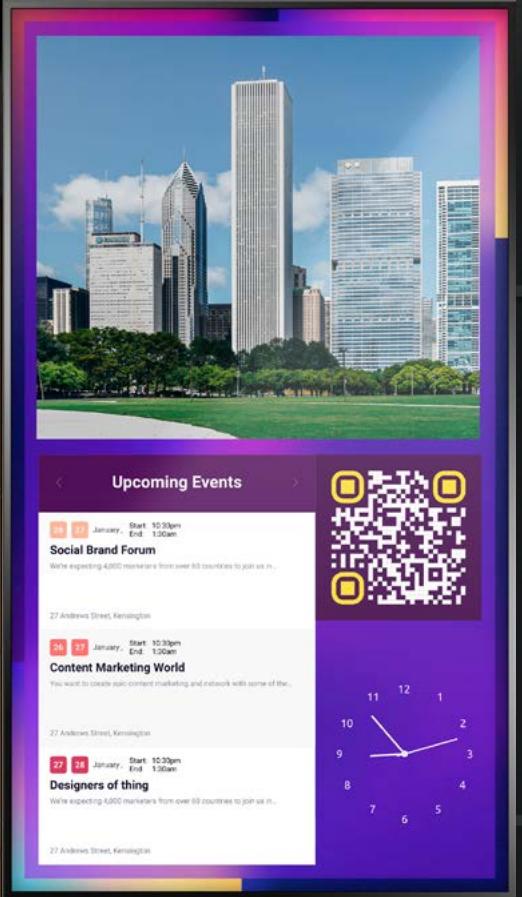
### Why value is added:

- Improved Guest Experience:**  
Guests don't get lost or frustrated; quick orientation reduces queries to front desk and enhances satisfaction. In complex or large hotels/resorts, wayfinding is a pain-point and digital signage alleviates it.
- Brand Promise of Service/Innovation:**  
Enables the hotel to demonstrate tech-forward, guest-centric service. That builds loyalty and drives positive reviews (which drive future bookings).
- Revenue and Cost Benefit:**  
When guests easily find outlets (restaurants, bars, spa) they are more likely to use them. Also, staff time spent directing guests is reduced, improving operational efficiency.

**Use Case:** Interactive touchscreens (and mounted displays) placed in corridors, elevator banks, conference pre-function areas, parking entrances — enabling guests to self-navigate (maps, routes, "you are here"), discover amenities (spa, restaurant, pool), check event locations, and get real-time directions.



### 3. Meeting Room / Event Space Digital Signage



#### Why Value is Added:

- Brand Credibility & Professionalism:** For business and convention-oriented hotels, seamless event signage signals high standards, reduces mis-booking and confusion, and elevates the property's reputation.
- Reduced Service Friction:** Live updates reduce mismatches between events and printed signage, meaning fewer guest complaints and less staff time managing signage changes manually.
- Revenue Protection & Growth:** Better event signage improves event organiser satisfaction which drives repeat bookings and referrals. For ancillary services (F&B for events, AV upgrades), the signage is the channel to upsell.

**Use Case:** Deploy screens outside meeting rooms or ballrooms that pull live retrievals from systems like Amadeus Delphi or calendar feeds to show function names, room assignments, time changes; in-venue displays for event agendas; interconnected signage for announcements.

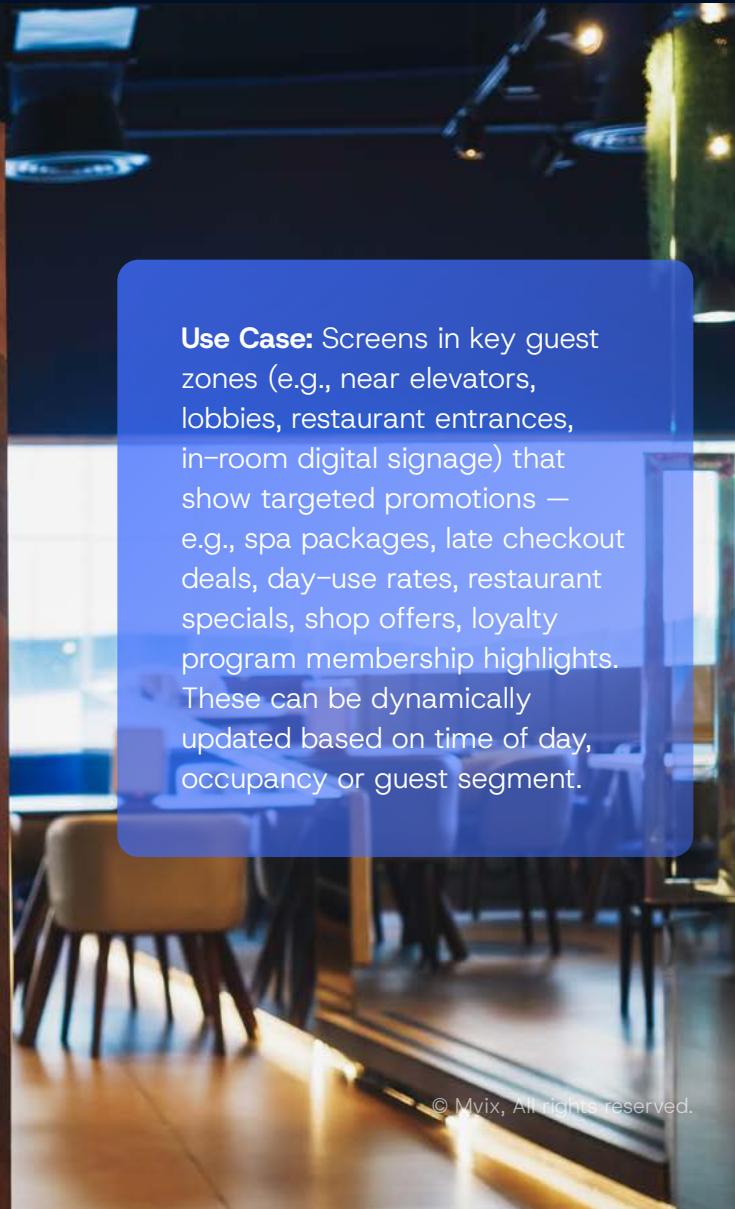
## 4. On-Property Promotions & Upsell Displays

### Why Value is Added:

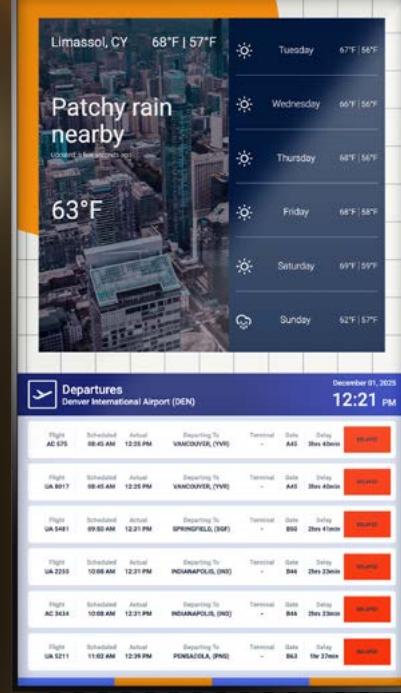
- **Revenue Growth:** Digital signage prompts impulse buys and increases guest spend. One study found ~19% of consumers made impulse purchases after seeing digital signage ads.
- **Segmented Relevancy:** With digital signage you can tailor offers for time/day/traffic (e.g., show spa deals in the afternoon lull, or parking discounts on shuttle arrival times). That increases conversion versus static posters.
- **Brand Value & Differentiation:** Shows that the property is actively engaging guests with relevant offers (not just passive décor), which enhances the guest experience and perceived value.
- **Cost Efficiency:** Ability to change content without print means faster promo cycles, timely deals, and potentially lower cost per impression.



**Use Case:** Screens in key guest zones (e.g., near elevators, lobbies, restaurant entrances, in-room digital signage) that show targeted promotions — e.g., spa packages, late checkout deals, day-use rates, restaurant specials, shop offers, loyalty program membership highlights. These can be dynamically updated based on time of day, occupancy or guest segment.



**Use Case:** Screens that pull live data feeds — for example: flight status boards (FIDS) for airport-hotels, local weather and traffic updates, live event schedules, shuttle departures/arrivals, loyalty status boards, and emergency/closing alerts.



## 5. Real-Time Guest Information & External Data Integration

### Why Value is Added:

- Service Excellence & Guest Convenience:** Providing live, relevant information improves guest confidence and experience (especially for travellers). For example, showing live flight delays helps airport-adjacent hotels stand out.
- Brand Enhancement:** Such high-value functionality communicates that the hotel thinks ahead and supports guest needs beyond just lodging.
- Operational Upside & Cost Avoidance:** By automating data feeds, the hotel reduces manual update burden and risk of outdated info (which can lead to guest frustration, service calls, or reputational damage).
- Revenue Adjacencies:** Real-time info can trigger promotion opportunities (e.g., flight delay compensation offers, lounge usage, late-checkout when guest arriving late) and hence incremental spend.
- As One Industry Summary Noted:** “Nearly 65% of hotel guests feel that digital signage solutions improved their stay.”

Use Case	Why it Adds Brand Value	Why it Adds Revenue/Cost Benefit
<b>Lobby/Welcome Displays</b>	Modern image, strong first impression	Upsells at check-in, lower print cost
<b>Wayfinding &amp; Touch Kiosks</b>	Smooth guest journey, fewer frustrations	More outlet usage, less staff time
<b>Meeting/Event Signage</b>	Professional, high-end service perception	More events, stronger upsell, better retention
<b>On-property Promotions</b>	Communicates that you're proactive and guest-centric	Increased ancillary spend, dynamic offers
<b>Real-Time Guest Info &amp; Data</b>	High-value service, differentiator	Operational savings, revenue triggered via relevant data



**In Summary:** when aligned correctly, digital signage becomes a **cross-functional asset** – part branding, part service, part revenue engine, and part operational tool.



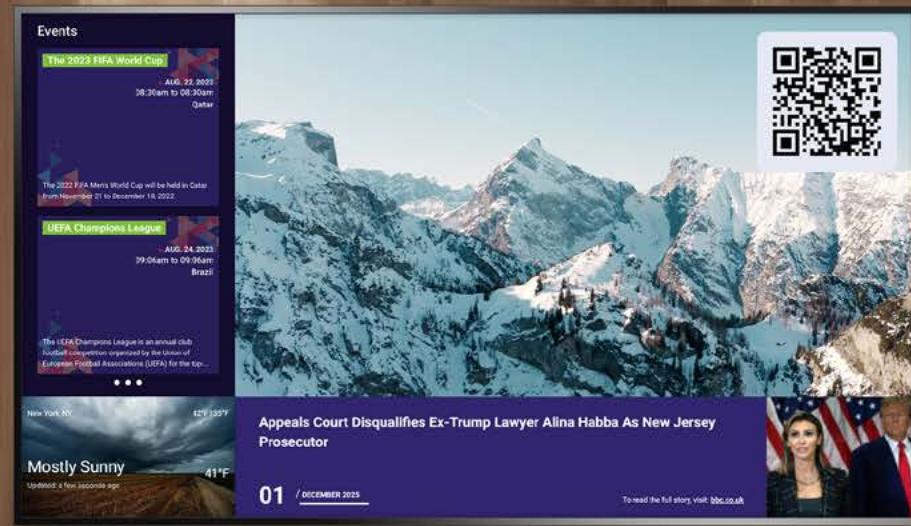
# Why Digital Signage Matters for Hotel Leadership

- **Marketing & Brand Managers** see digital signage as a tool to amplify brand identity, unify guest communication, and make every screen a brand moment rather than an afterthought.
- **Customer Experience Managers** benefit because signage touches multiple guest-journey moments: arrival, navigation, events, purchase decisions; improving satisfaction and NPS.
- **General Managers** care because signage touches both ROI (upsell, cost savings) and reputation (guest reviews, repeat business).
- **IT and Operations Managers** appreciate that a well-implemented system reduces manual workflows (printing, updates), supports integrations (e.g., Delphi or FIDS), and is scalable across venues.

# Property-Type Segmented Uplift Guidance

Here's how to translate these benchmarks into actionable targets based on your hotel type and use case.

Hotel Type	Baseline Assumptions	Target Uplift + Justification
<b>Full-Service Convention Hotel</b> with large meeting space and event volume	High walk-traffic, many decision-points (lobby, ballrooms, corridors)	<ul style="list-style-type: none"><li>Engagement up ~28% → aim for <b>25-30%</b> guest engagement lift.</li><li>Upsell revenue via digital signage → aim for <b>20-25%</b> uplift in ancillary services (F&amp;B, spa, parking) compared to static signage baseline.</li><li>Wait-time / signage confusion reduction → aim for <b>30%+</b> reduction in directional/concierge queries.</li></ul>
<b>Airport-Adjacent Business Hotel</b>	Travelers with tight schedules, flight-driven check-in/out, higher impulse decisions	<ul style="list-style-type: none"><li>Guest satisfaction improved: aim for <b>65%+</b> guests reporting improved stay (use signage for flight boards, wayfinding).</li><li>Revenue uplift via real-time offers (day-use, lounge, upgrades): aim for <b>15-20%</b> uplift in ancillary compared to prior year.</li><li>Benefit from travel-disruption triggers: use digital signage + FIDS to convert delay situations into revenue opportunities.</li></ul>
<b>Resort / Leisure Property</b>	More relaxed pace, fewer meeting rooms, more focus on amenities/spa/experiences	<ul style="list-style-type: none"><li>Guest engagement: aim for <b>20-25%</b> uplift using interactive kiosks/wayfinding.</li><li>Ancillary upsell: aim for <b>10-15%</b> uplift in spa/restaurant/bookings via targeted promotions.</li><li>Operational savings: wait-time reduction ~25-30% in guest services or check-in queues.</li></ul>



## Key Takeaways

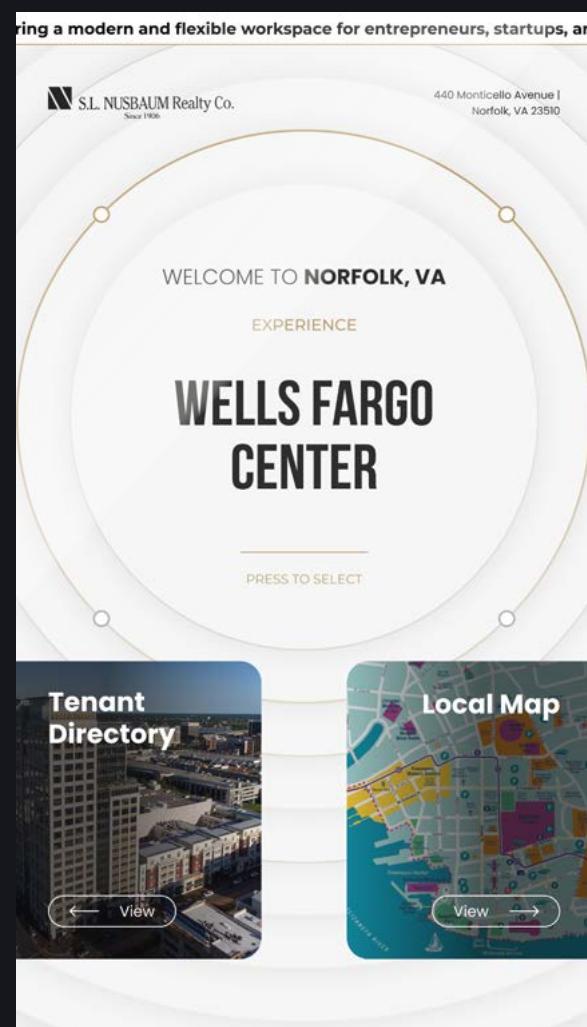
- The **~20-25% uplift** in ancillary revenue is realistic for well-executed digital signage in hotels with sufficient traffic and decision points.
- Guest experience improvements (65% say signage improved stay) support harder to quantify value but correlate to higher repeat business and brand advocacy.
- Operational efficiencies and cost savings (less print, fewer manual updates) are “hidden” benefits that improve ROI but are often undervalued.
- Market growth and guest preference stats (e.g., personalization valued by 84% of travelers) indicate this isn’t a gimmick—it’s becoming a standard expectation in hospitality.
- When presenting to your leadership team, tie each metric to a financial impact: e.g., if F&B incremental revenue via signage at 20% uplift equals \$300k more, note pay-back timeline.

# The Rising Star: Interactive Displays & Wayfinding Touchscreens

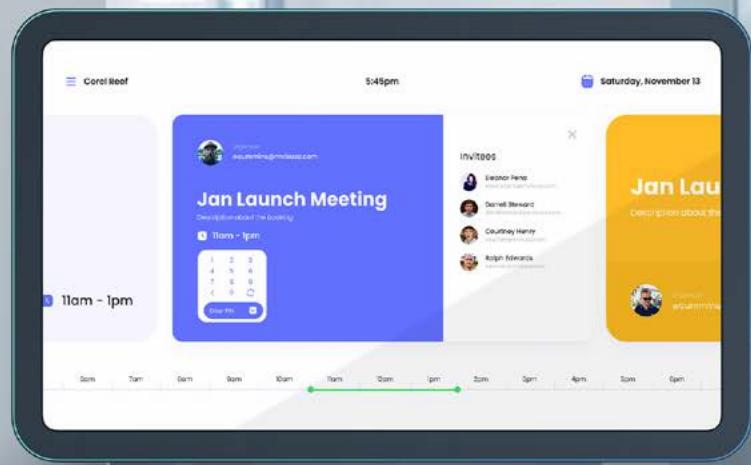
Touch-first interfaces move guests from passive viewing to **self-service**: tap to find a ballroom, filter today's sessions, preview menus, or call up accessibility routes. Modern deployments layer:

- **Context Awareness** (time, location, event calendars) to serve relevant choices first.
- **Live Data Tiles** (events, flights, rideshare ETAs, weather) to keep screens "fresh" without manual updates.
- **Route Logic** (e.g., ADA-friendly paths, elevator-first directions) that cuts friction for guests and staff.
- **Analytics** (heatmaps, tap paths) to inform layout changes and content strategy.

Together, these reduce queue times, lighten concierge load, and raise guest satisfaction scores reported in hospitality case studies.



**Bottom Line:** Over the last decade, these integrations **shifted signage from “static decor” to a real-time service layer**, directly improving the guest journey while lowering operational toil.



# Integrations That Matter

## And Why They Changed the Game

### Amadeus-Delphi & Reader Boards

- **What it Does:** Syncs function names, times, spaces, and logos from Delphi straight to lobby reader boards and meeting-room signs—no duplicate entry.
- **Why it Matters:** Real-time corrections (room swaps, timing changes) propagate in seconds; planners and banquets operate from a single source of truth; staff avoid nightly reprint runs.

### Flight Information Display Systems (FIDS)

- **What it Does:** Streams live arrivals/departures, gates, delays, and cancellations; can filter by nearest airports and time windows.
- **Why it Matters:** Airport-area hotels proactively assist travelers, enabling better lobby flow, timely shuttles, and upsells (e.g., day rooms during irregular operations).

# Adoption, Benefits & ROI

~6.5%

CAGR

65%

up to

~28%

up to



~18K

per year

~16K

per year

~6K

per year

~25K

~6-18

months

- **Adoption & Growth:** Hospitality digital signage continues robust growth; analysts forecast **~\$4.1B** by 2032 for hospitality use cases, ~6.5% CAGR.
- **Guest Impact:** Up to **65% of hotel guests** report that digital signage enhanced their stay when used for timely, relevant information.
- **Engagement & Upsell:** Reports show **~28% engagement lift** and **~23% promo conversion lift** in hotels adopting digital screens for guest comms and offers.
- **Cost Savings:** Properties reduce print and labor cycles (daily event sheets, elevator inserts, table tents). Over a year, large convention hotels report thousands saved in print + staff hours—often enough to fund new screens.

## A Simple ROI Model



- **Assumptions** (mid-size convention hotel):
  - 12 meeting-room signs + 2 lobby reader boards + 2 interactive wayfinding kiosks.
  - Average **F&B Upsell** increase equal to **2 additional covers/day** per outlet at \$25 contribution margin = **~\$18,250/year** across 2 outlets.

- **Spa/Late Checkout Promotions** drive 3 incremental transactions/day at \$15 contribution margin = **~\$16,425/year**.
- **Print/Labor Savings** from automated reader boards: **~\$6,000/year**.
- **Total incremental benefit ≈ \$40,000–\$45,000/year**

- **Typical First-Year Costs** (see TCO below): \$25k–\$60k depending on hardware choices and scope.
- **Payback:** ~6–18 months in many properties; faster when large event volume or airport adjacency concentrates demand for real-time information. (Figures align with industry ROI narratives; validate with your property's contribution margins and traffic.)

# Implementation Blueprint

## Define Objectives & KPIs

- **Guest Service:** Reduce front-desk/event services queries by X%; improve OSAT/Net Promoter related to “ease of navigation.”
- **Revenue:** Lift F&B/sundries/spa/parking/day-use sales by X%; increase meeting-space bookings via professional reader boards.
- **Operations:** Cut print runs and manual updates by X%; reduce calls to banquets/concierge regarding room locations or last-minute changes.

## Map the Journey & Screen Placement

- **High-Impact Zones:** Porte-cochère, lobby, elevator banks, conference pre-function, restaurant entries, spa/fitness, gift shop, shuttle stops.
- **Sightlines & Dwell:** Prioritize where guests linger or decide (check-in queue, elevators, breakfast lines) and where staff field most questions.





## Select a Platform with Hospitality-Grade Integrations

- **Must-Haves:** Amadeus-Delphi (or event system) connectors; FIDS feeds; calendar/PMS integration; emergency override; role-based access; remote device health; template library; analytics.

## Hardware Standards

- **Commercial Displays** (24/7 duty cycle) with OPS/SoC or external media players; PoE where door signs are used; ADA mounting for kiosks.
- **Touch Kiosks:** Anti-glare, anti-microbial overlays; 40–55" for wayfinding; wheelchair-accessible height and angle.

## Content Design & Governance

- **Templates:** Distinct layouts for “Inform” (events, flight tiles, maps) vs. “Promote” (offers with clear CTAs).
- **Cadence:** Rotate promotional sets by daypart; cap animation to maintain legibility.
- **Localization:** Multilingual support for international properties; accessibility contrast ratios and font sizes.
- **Approvals:** Marketing owns creative; Events owns accuracy; IT ensures uptime/security; Ops enforces standards.



## Data, Security, and Reliability

- Data Flow:** Read-only pulls from Delphi/Calendars; API keys vaulted; network segmentation for players; SSL/TLS.
- Monitoring:** Proactive device health, content heartbeat, and alerting to minimize blank screens.
- Fail-Safes:** Offline playlists; emergency takeover channel coordinated with security.

## Train, Launch, Iterate

- Train** marketing/events to edit templates and schedule content; **enable** banquets to troubleshoot door signs.
- Pilot**, collect tap/engagement metrics, and iterate placements and offers for lift.

# Stakeholders



## General Manager

Sponsor; align signage goals to guest experience & RevPAR/ancillary revenue targets.



## Marketing/Brand Manager

Content calendar, creative, promotional strategy, measurement of upsell/engagement.



## Event Services / Banquets Manager

Source-of-truth for function data; validate and govern Delphi/reader board accuracy.



## IT Manager

Platform selection, network/security, SSO, device management, monitoring, SLA adherence.



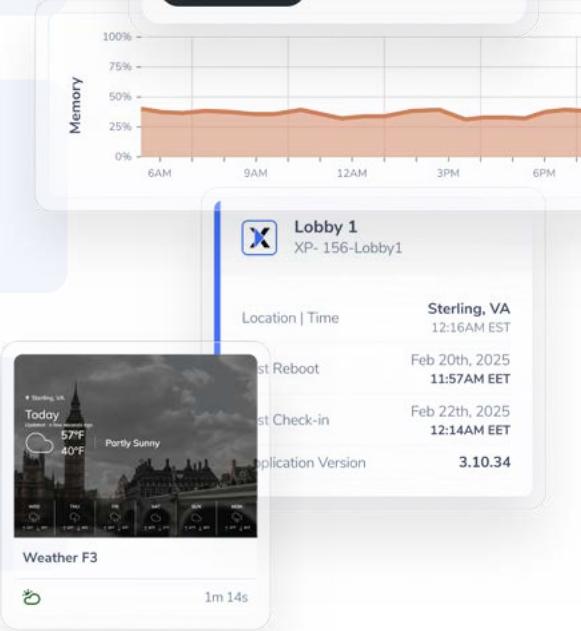
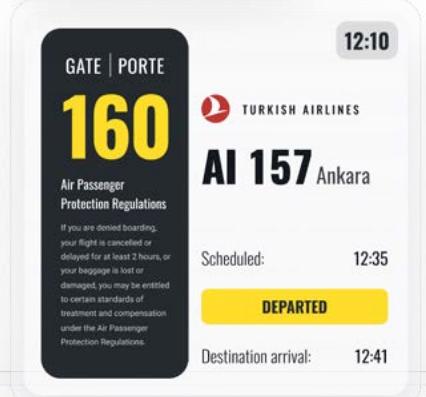
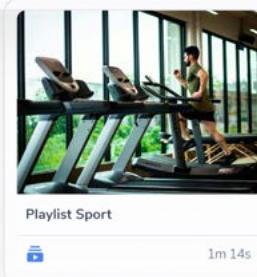
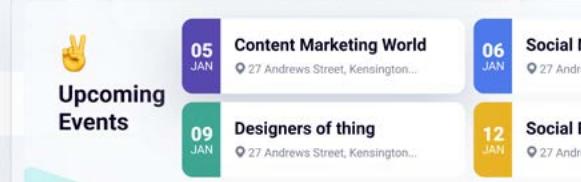
## Operations/Front Office

Placement, traffic flow, daily validations, feedback loop from guest interactions.



## Vendors/Integrator

Hardware spec, mounting, power/data, commissioning, training, warranty/RMA process.





# Total Cost of Ownership (TCO)

## One-Time (CapEx)

~\$500

from

- **Commercial Displays:** \$500–\$2,500 per unit (size/duty cycle dependent).

~\$1,5K

from

- **Interactive Kiosks:** \$1,500–\$5,000 each (touch, enclosure, ADA, branding).

~\$200

from

- **Media Players** (if external): \$200–\$900 per screen.

~\$300

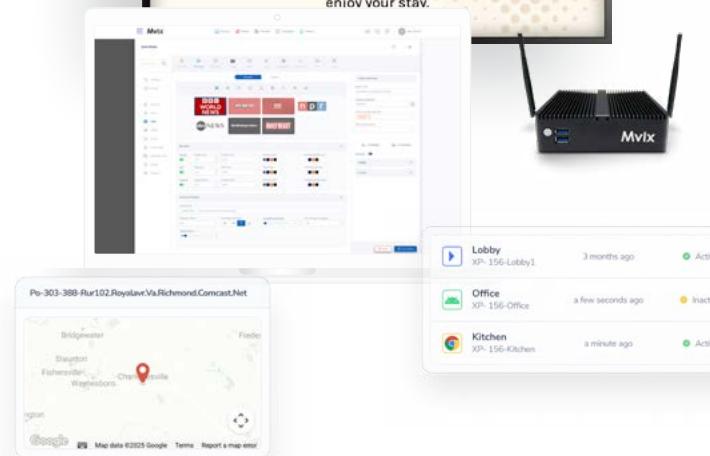
from

- **Mounts, Power/Data, Install:** \$300–\$1,200 per location (site-specific).

~\$1K

from

- **Wayfinding Design** (maps, routing): \$1,000–\$4,000 (scope/complexity).

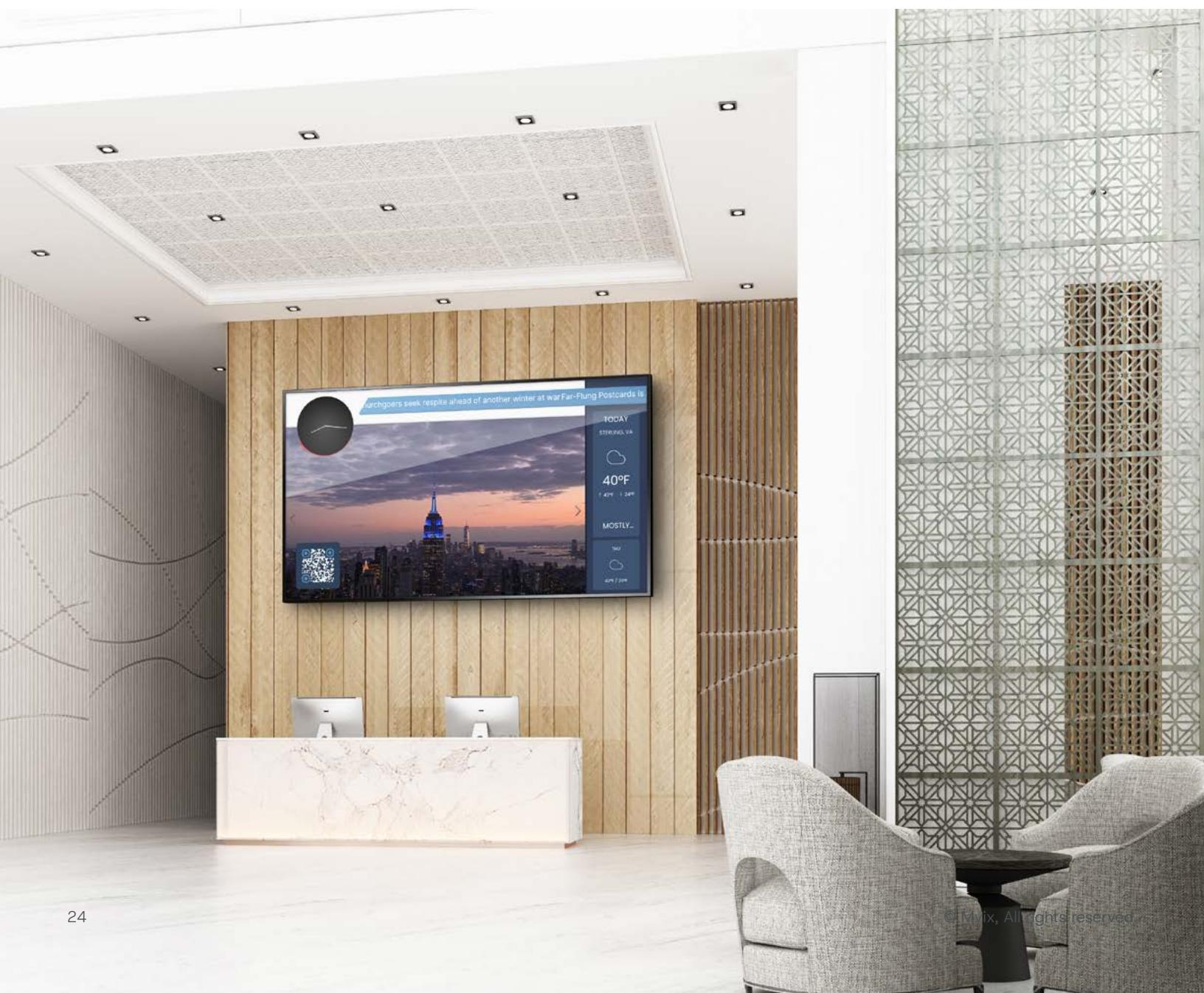


## Recurring (OpEx)

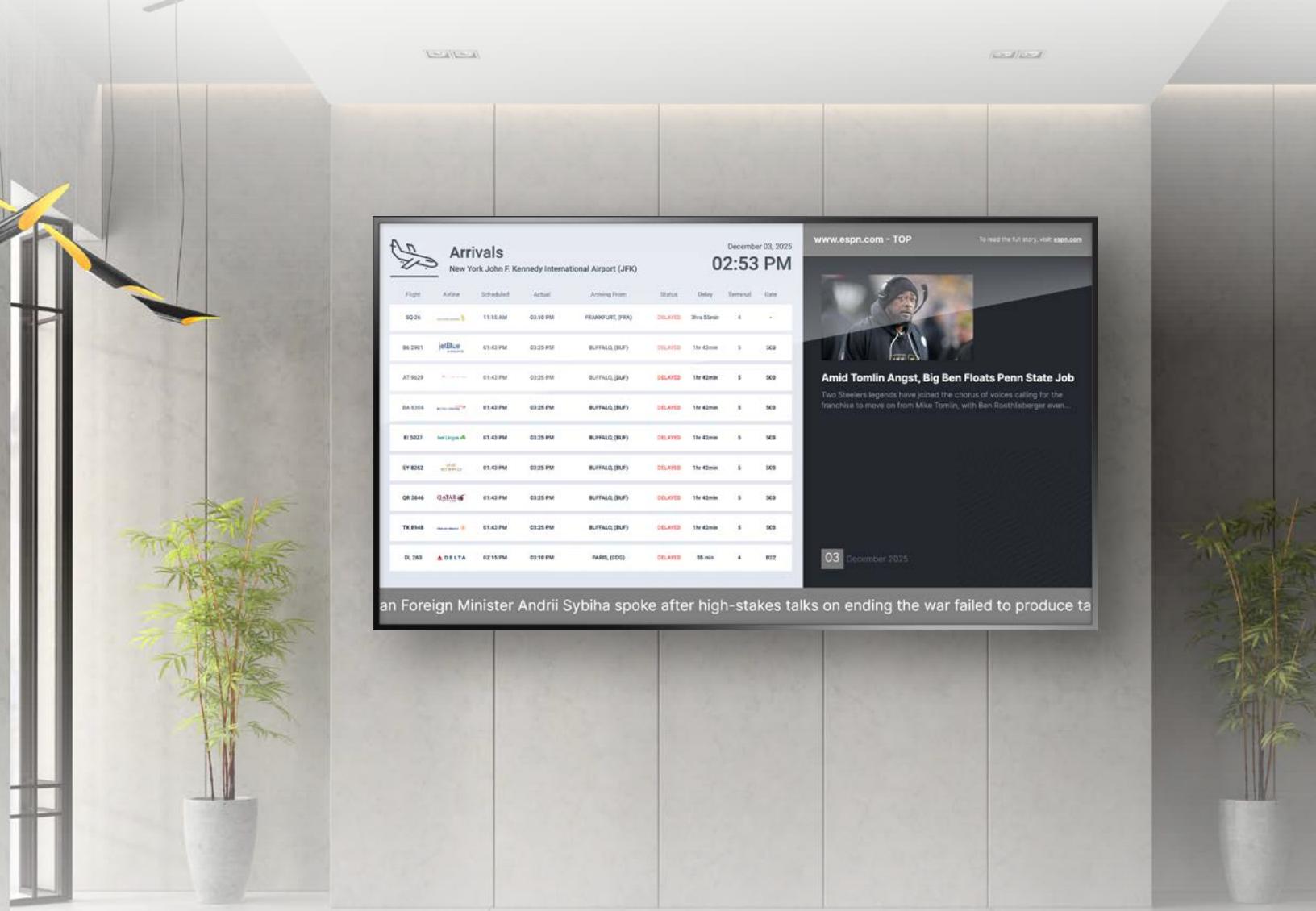
- **CMS Software:** \$0–\$40 per screen/month; bundles may include reader boards, door signs, and FIDS connectors.
- **Support & Warranty:** Extended warranties, advanced replacements, and proactive monitoring.
- **Content Ops:** Internal time or managed services for creative refresh.

### Optimization Tips

- Start with core zones (lobby reader boards + meeting rooms + one interactive kiosk).
- Use **integrations** to eliminate manual updates and justify OpEx through labor savings.
- Bundle procurement (screens + players + CMS) to reduce complexity and improve SLA alignment.



# What Good Looks Like



## Convention Hotel with Mixed Audiences

A large airport-area property deploys lobby reader boards synced to **Amadeus-Delphi**, meeting-room signs, and two interactive kiosks. Results include fewer signage-related service calls, smoother event changes, and increased on-property conversions (F&B, spa) from dayparted promotions. Engagement and upsell gains align with industry benchmarks (~28% engagement; ~23% promo lift).

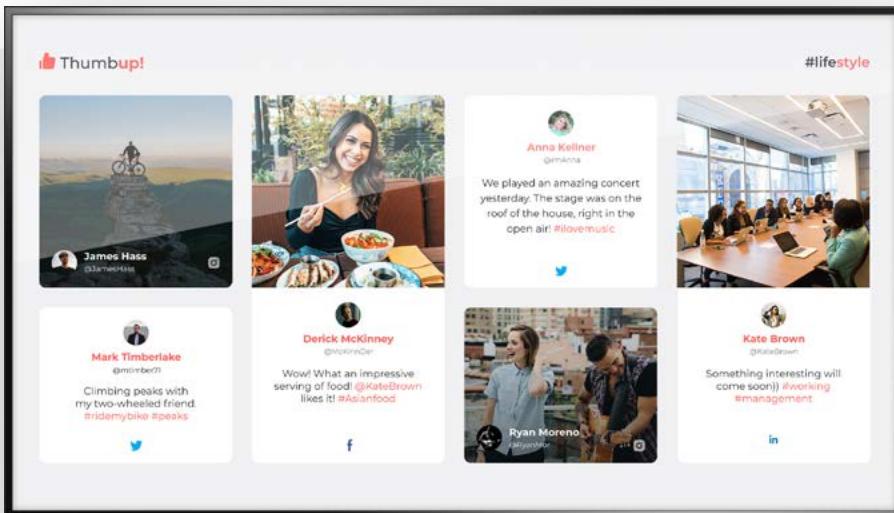
## Airport-Adjacent Business Hotel

Lobby screens show **FIDS** for two nearby airports; cancellations trigger shuttle and day-use room prompts. Guests perceive higher service quality and self-serve reassurance during IROPs.

# Mvix in Hospitality: 20 Years

**Mvix** has implemented hotel signage networks that combine lobby reader boards, meeting room door signs, and staff communications—centrally managed, with real-time data connectors. A representative example is **Crowne Plaza Dulles**, which deployed **15 displays** (lobby, 12 meeting rooms, employee lounge) managed remotely by the Meetings Director—illustrating a scalable, role-based operations model for hotels with active event programs.

Mvix also offers out-of-the-box **events and schedule** signage with connectors (e.g. Google/ Microsoft calendars, **Amadeus-Delphi**), and **FIDS** modules for properties that want live flight boards integrated into their lobby experience.



RECEPTION

# Practical Playbook: 60-Day Rollout

WEEK 1-2

## Discovery & Design

- KPI workshop (service, revenue, ops).
- Floorwalk to confirm placements and power/data.
- Content kit: brand templates for inform vs. promote; accessibility checklist.

WEEK 2-3

## Integrations & Hardware

- Connect Delphi and calendars; map event fields to reader boards and door signs.
- Configure FIDS (airports, filters, update windows).
- Install displays and kiosks; commission players; enable monitoring.



WEEK 3-4

## Content & Training

- Load daypart playlists; build promotional experiments (A/B creative).
- Train marketing/events on templates and publishing; IT on monitoring and RMA.

WEEK 4-8

## Pilot & Iterate

- Soft-launch in lobby and one conference wing; capture metrics (taps, dwell, CTRs).
- Adjust placements, creative, and routing; finalize roll-out plan property-wide.



## Run-State

Monthly creative refresh; quarterly KPI review; annual hardware health and content audit.

# HOTEL PROMOTION

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## Risks & Mitigations

- **Stale Content:** Avoid manual updates; rely on Delphi/FIDS feeds; set content expirations.
- **Cluttered Screens:** Enforce hierarchy (events/wayfinding > promos). Limit motion; prioritize legibility.
- **Orphaned Hardware:** Choose a CMS with device health, alerts, and remote control to prevent “black screens.”
- **Change Management:** Assign ownership (Marketing for creative, Events for accuracy, IT for uptime). Train backups.

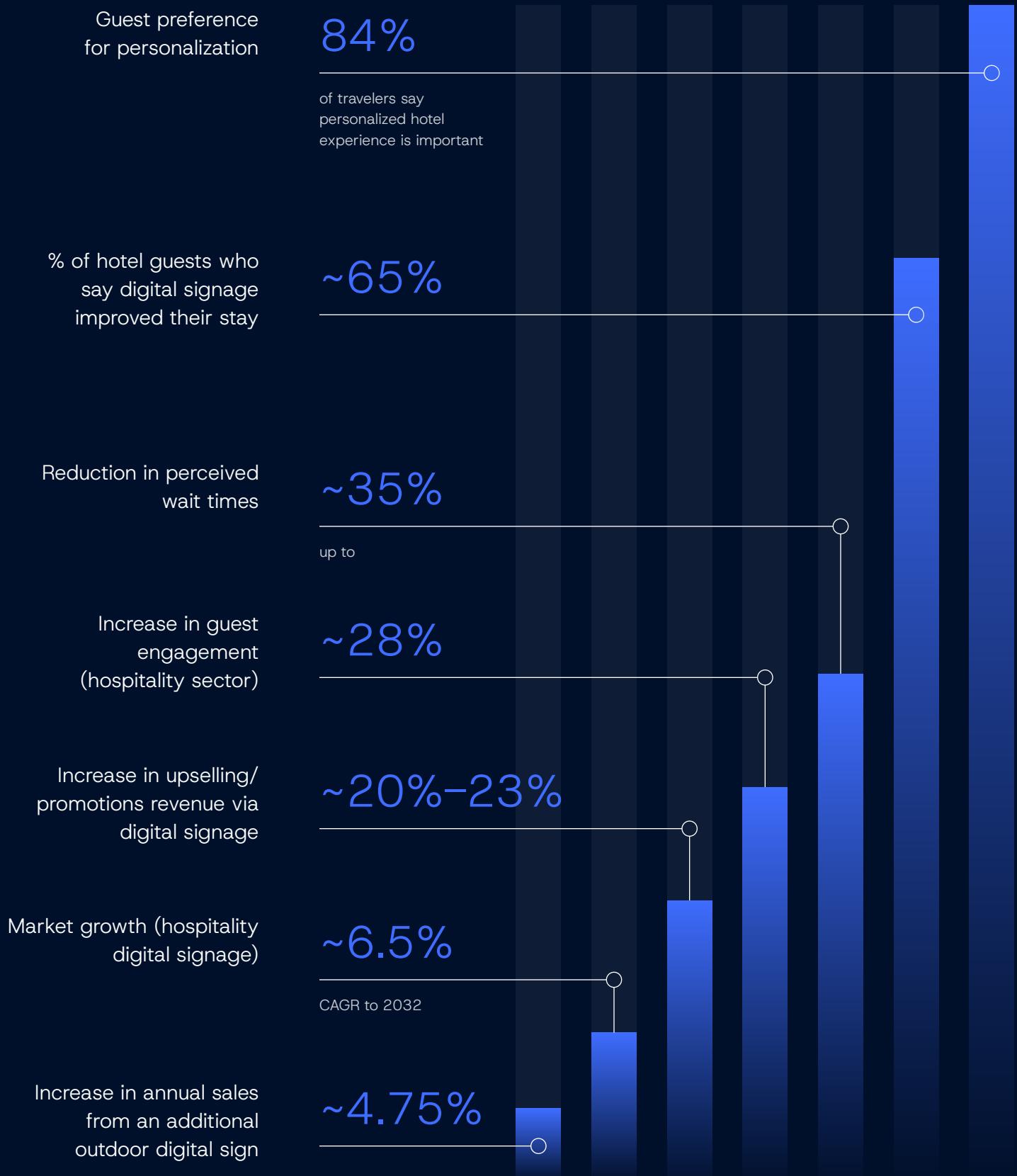


# Measuring Success

- **Guest Experience:** OSAT/NPS  
deltas on ease of navigation and  
helpfulness of lobby information.
- **Revenue:** Track offer CTRs and  
attach rates (spa, F&B, late  
checkout, parking).
- **Operations:** Questions for directions  
down; print/labor costs down;  
device uptime  $\geq 99.5\%$ .
- **Engagement:** Tap paths on kiosks;  
time-of-day heatmaps to refine  
creative and placements.



## Key ROI Benchmarks & Statistics

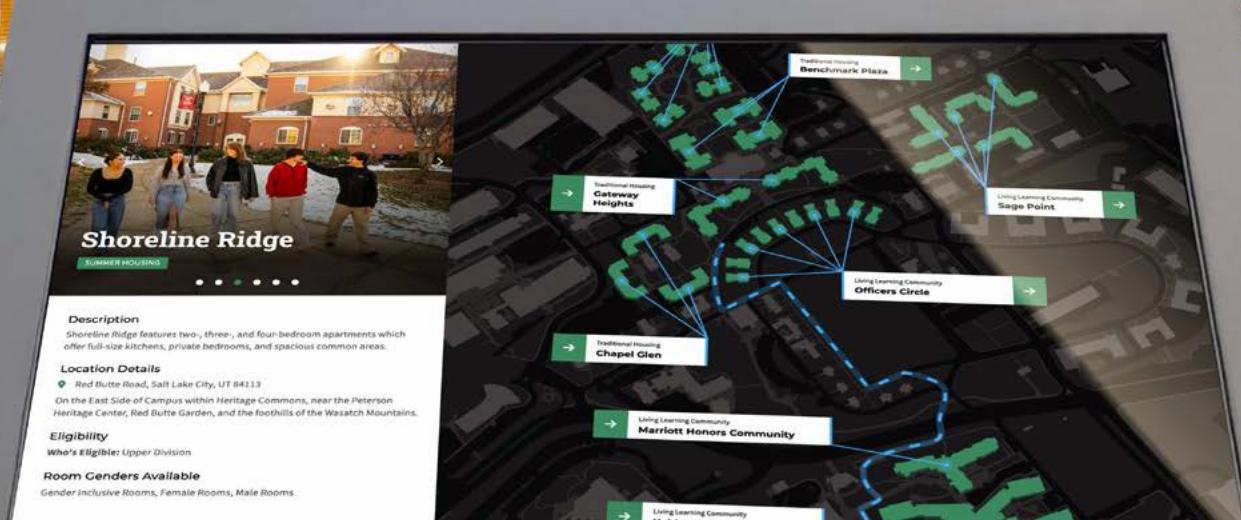


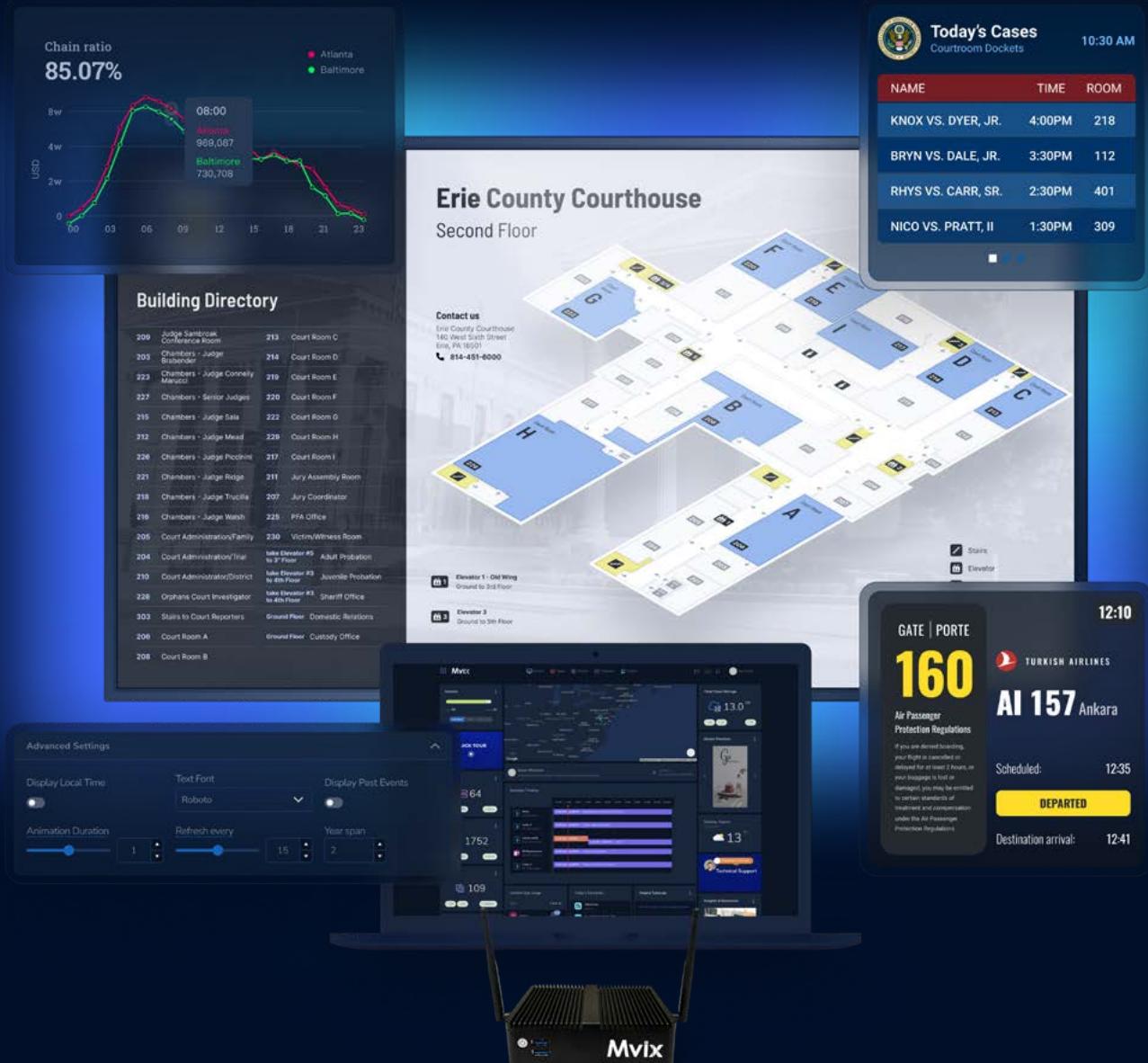
# Conclusion

Hotels succeed with digital signage when they:

1. Treat it as a **service channel** (not wall art),
2. **Automate** with integrations (Delphi, FIDS, calendars),
3. Design for **decision moments** (inform vs. promote)
4. Govern with clear **ownership and KPIs**.

The result is a guest journey that feels informed, efficient, and on-brand — supported by measurable upsell and lower operational friction. For properties with active meetings business or airport proximity, positive ROI can arrive within the first year when deployments are scoped thoughtfully and integrated well.





# About Mvix

Mvix has helped **hundreds of hotels** deploy integrated signage networks—lobby reader boards, meeting-room door signs, interactive wayfinding, and FIDS—backed by a cloud CMS, enterprise support, and 20 years of hospitality experience. Explore hospitality case studies and events/FIDS modules to blueprint your next-step rollout.



[www.mvix.com](http://www.mvix.com)



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