



SOUND MASKING

For Hotels

When guests arrive, they're often stressed and tired. They want a warm welcome, a pleasant room with excellent amenities and, above all, a good night's sleep.

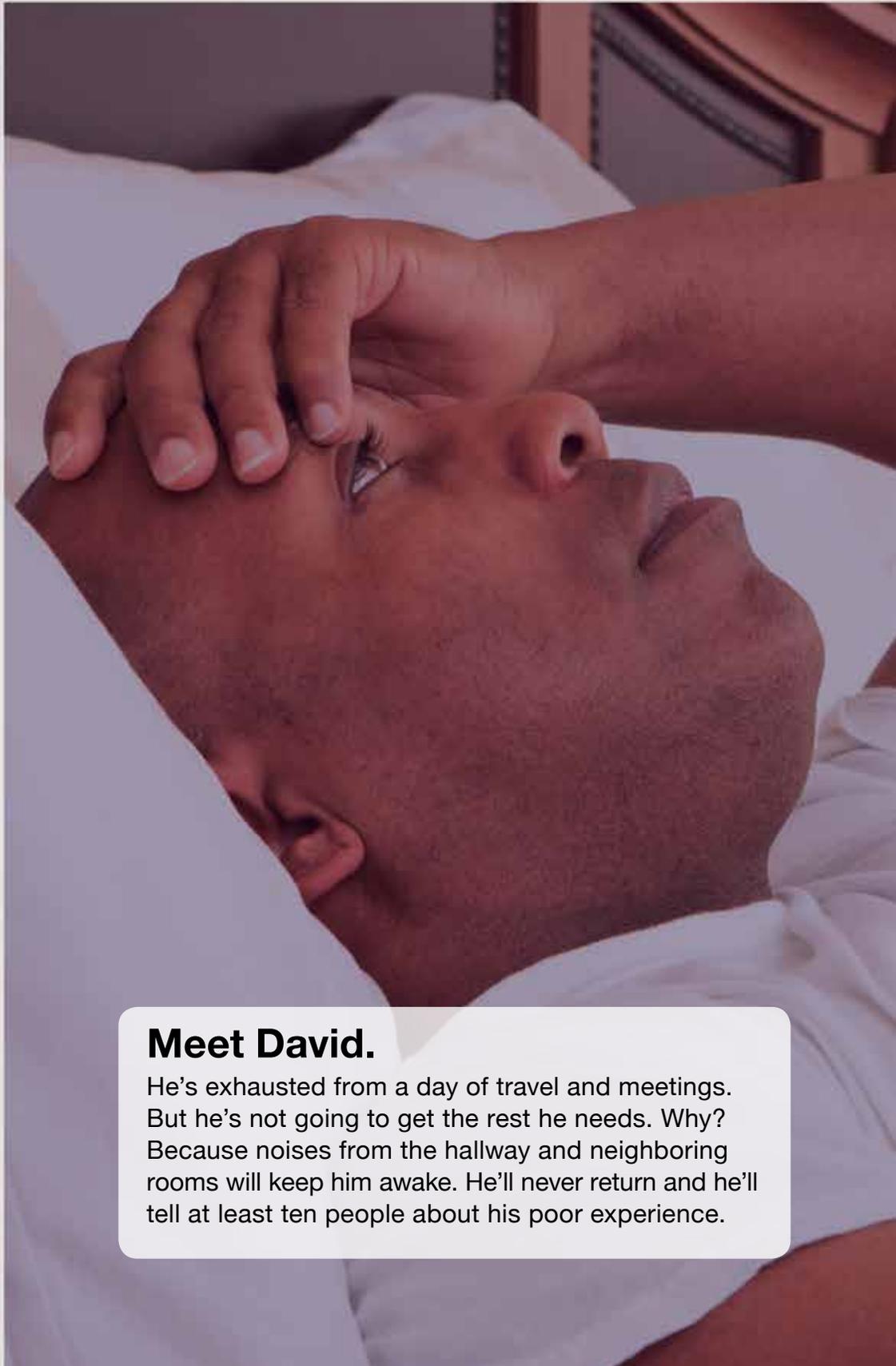
In an effort to help guests get the rest they need, some properties offer a selection of pillows, bedtime snacks, earplugs or even essential oils. While these strategies help alleviate some causes of sleeplessness, most travelers identify *noise* as their number one sleep inhibitor.

The most commonly cited culprits are people talking in rooms or hallways, watching television, slamming doors or partying. Issues also arise from alarm clocks, ice machines, elevators, construction projects, mechanical and plumbing equipment. Some properties are located beneath a major air route or next to a freeway. Others are near popular nightclubs, or host one.

Whatever the source, noise disrupts guests' sleep. They have trouble dropping off, toss and turn and awaken at all hours. Instead of waking refreshed, they feel irritable and moody. Sleep deprived business travelers are unable to focus on the day's tasks.

Though noise creates such an unpleasant experience, a large percentage of unhappy customers never lodge a complaint. They simply take their business elsewhere and tell others about their dissatisfactory experience. If they post their review on a popular travel website, a property can quickly develop a reputation for being noisy.

Today's consumers are inundated with choices for accommodation, so it's important to exceed their expectations. One way is to offer in-room noise control using a commercial grade sound masking system.



Meet David.

He's exhausted from a day of travel and meetings. But he's not going to get the rest he needs. Why? Because noises from the hallway and neighboring rooms will keep him awake. He'll never return and he'll tell at least ten people about his poor experience.



The LogiSon® Solution

Many guests try to use the hotel's HVAC system to raise the background sound level in their room because they intuitively know that it will cover up at least some of the unwanted noises around them.

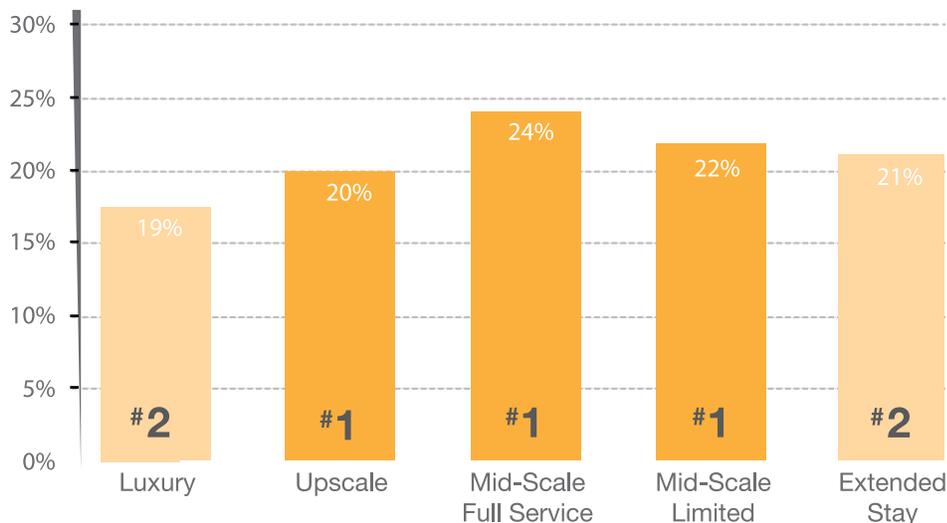
While these systems provide some masking effect, they're not designed for this purpose. And because they cycle on and off, such mechanical noises are unreliable and can grow irritating. Furthermore, when used excessively, energy consumption and maintenance costs increase.

The LogiSon Acoustic Network generates a continuous, soothing background sound that most guests compare to softly blowing air. However, it's actually electronically generated and introduced into the room using a loudspeaker. A wall switch allows each guest to set the volume to their personal preference, covering disturbances, enhancing their sense of privacy, improving sleeping conditions and overall room comfort.

Far superior to all-in-one products offering 'nature sounds' or 'white noise,' this commercial quality sound masking system is manufactured by a company with over thirty years experience in the field. Its efficacy has been proven in hundreds of millions of square feet worldwide, including hotels, commercial offices, call centers, retail banks, hospital patient rooms and more.

For more information about the system's advanced features, see our brochure or contact your local LogiSon Representative.

Deal with noise before it becomes a problem



For many years, the *JD Power North American Hotel Guest Satisfaction Survey* has shown that noise is the first or second most common complaint from guests across all categories. In 2011, it was the top complaint, but only 43% reported the problem to the hotel and, of those cases, only 35% were resolved. That leaves 85% of noise issues unreported or unaddressed.

Case Study

SPRINGHILL SUITES by Marriott • Roseville, California • USA

Marriott International is a leading lodging company with more than 3,700 properties in 73 countries and territories worldwide. This SpringHill Suites property is located near Sacramento and within two hours of San Francisco and Lake Tahoe. Visitors can enjoy daytrips to ocean beaches, snow covered mountain peaks or attractions such as Thunder Valley Casino Resort and Golfland Sunsplash Water Park. The property is also close to major corporations.

Problem

The hotel's management was conscious of potential noise issues because the property is near a freeway. They contacted their local LogiSon Representative because they wanted to test the effectiveness of sound masking at the property.

Solution

The trial included 15 rooms across one wing of the facility. The representative installed a single loudspeaker in each room in the vicinity of the bed, together with a volume control that would allow guests to set the volume to their liking.

Result

A survey was given to guests staying in the masked rooms. Management is very pleased with their feedback, which has been overwhelmingly positive. Guests predominantly report having had experiences with noise in previous hotels, indicate that they like the masking and would recommend it to others. The inclusion of masking also helped the hotel secure a contract with an airline client, who was immediately interested in the sound masking feature due to the need for their pilots to get a good night's sleep.

