

## Digital Signage for Hospitality



The hospitality industry is great for digital signage. Digital signage can be used to provide welcoming greetings, upcoming events, and informative information on digital signage. Digital signage can accommodate many guests and provides a valuable tool for running multiple displays with ease.

### Upcoming Events

Digital signage allows for many upcoming events to be displayed. Along with displaying upcoming events, hotels and resorts can also include the date and location. As digital signage is more eye-catching than other static forms of advertisements, the attendance number will increase.

### Touch-Screen Kiosks

Touch-screen kiosks can be used to register guests to the hotel. It can also be used to provide a directory and a wayfinding map for guests to locate their rooms. Guests can also make reservations instantly using a kiosk.

### Greetings

Display warm greetings for guests entering the hotel. Provide 'Welcome' messages for incoming guests or congratulate people on their birthdays, etc.

### Training Videos

Digital signage allows for employees to watch training videos which describes tasks required for the job. Digital signage can also provide helpful safety tips. Using digital signage as a training session can greatly decrease the amount of time that it takes to train employees and can reduce the cost of hiring personnel for these purposes.

### Messages

Messages can inform guests of on-site stores and eateries. Digital signage can provide information on gift stores and food establishments, customers can view what the store offers, look at reviews and ratings, as well as be given a route to each location.