

Increasing Hospitality Patronage

The hospitality sector has long understood the advantages of digital signage. From outdoor pylon signs to full colour graphic displays, video screens and even impressive artistic applications proprietors of pubs, clubs and hotels recognise that digital signage not only looks great, it attracts attention and can increase patronage by captivating and entertaining customers.

“Digital signage can have an impact even before patrons enter the premises,” says LED-Signs’ CEO, Richard Soussa. A recent installation by SWS Signage for the Belmont 16’s Club on Lake Macquarie in NSW is an excellent example of this. A brand new 6 metre high pylon sign at the entrance to the Club incorporates a 2m by 1m full colour LED display that can be quickly and simply updated to reflect club events and promotions. “Not only is the sign visible day and night,” says Michael Evans of SWS Signage, “the LED component integrates very well with the pylon design, it is simple to update and our client is thrilled with the result!”

The Crown Casino in Perth is using LED



Theatre & Convention Centre, Crown Casino, Perth

signage in a number of applications. A recently installed 4 line LED display that incorporates custom developed taxi software allows the concierge to quickly and simply signal when and where taxis are required. LED-Signs has also installed a number of large LED video displays throughout the Crown complex. An impressive 5m by 2m full colour screen installed above the Dome Tunnel displays directory information and promotes casino events. Additionally, two 5m by 0.7m advertising displays have been installed at the Theatre & Convention Centre. The content of all these signs is managed in-house by the ‘Four Winds’ digital signage system.

A unique custom designed animated LED digital display in the foyer of the QT Hotel on the Gold Coast is not a common hospitality installation. It is however, an impressive artistic display that enhances the unique and quirky holiday atmosphere of this chic hotel. The 7m high by 2.5m wide, full colour video screen was specifically designed to display an animated artwork by well-known US digital artist, Jennifer Steinkamp.

“There is little doubt that LED displays are a highly versatile signage option that attracts and engages patrons in the hospitality sector,” says Mr Soussa.



Dome Tunnel, Crown Casino, Perth

DID YOU KNOW?

The LED chip is one of the single most important elements in an electronic LED display. The quality and size of the chip governs the clarity of the display, the longevity of the LEDs and the ability to operate when temperatures increase during the summer months. While choosing less expensive LED components for your sign will save you money upfront, brightness will fade at a much faster rate, failure due to overheating will be greater and the added cost for maintenance will outweigh this saving over the practical life of the sign.



Belmont 16's Club, Lake Macquarie, NSW