

# SOUND. THAT WORKS.™ IN HOTELS



Reduce  
noise complaints  
and help guests  
wake refreshed after  
a good night's  
sleep.

When guests arrive at their accommodation, they're often stressed and tired from traveling. They want a warm welcome, a clean 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, and even essential oils for sleep-inducing aromatherapy. While these strategies might help alleviate some causes of sleeplessness, most travelers identify *noise* as their number one sleep inhibitor. In fact, noise is a leading guest complaint across the hotel industry.

The most commonly reported disruptions are people talking in neighboring rooms or hallways, televisions, slamming doors, and partying. Issues also arise from alarm clocks, ice machines, elevators, nearby construction projects, plumbing and mechanical equipment. Some properties are located beneath a major air route, close to train tracks or next to a freeway. Others are near popular bars and nightclubs or have them onsite.

Instead of waking up feeling refreshed, guests are irritable and moody. Sleep-deprived business travelers are unable to focus on the day's tasks.

Although noise creates such an unpleasant experience, a high percentage of unhappy guests never complain directly to hotel staff. They simply take their business elsewhere and tell others about their dissatisfactory stay. 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 of doing that is to offer in-room noise control using a commercial-grade sound masking technology specifically designed for hotel guest rooms.

**MODIO**  
By LogiSon  
GUESTROOM ACOUSTIC CONTROL

## Nothing Sounds Better Than a Good Night's Rest

Guestroom acoustics pose a significant challenge for hotels, with noise regularly topping the list of complaints from economy to luxury properties.

Why does this problem persist?

In large part, because traditional methods such as increasing construction standards and quieting noise sources can't resolve it on their own. Although these strategies are a necessary part of an effective acoustical plan, it's impossible to eliminate all noises. Furthermore, the lower the room's background sound level becomes as a result of these initiatives, the easier it is to hear any remaining noises—even those at low volume.

In fact, hoteliers might be surprised to learn the noise peaks to which guests are subjected inside their rooms are often not much greater than 40 A-weighted decibels (dBA). While one wouldn't

usually describe these sounds as 'loud,' they are disruptive in the context of the 'pin drop' ambient levels exhibited by most hotels, which are typically only 28 to 32 dBA.



Studies show that it's the degree of change between the room's background sound level and the noise peaks that determines whether or not sleep disruption occurs. The more significant the change, the harder it is for the occupant to 'block out' the noise, and the more likely they are to toss and turn, shift to a lighter stage of sleep, or fully awaken.

Clearly, one has to control the frequency and magnitude of acoustical changes within guest rooms. While it's impossible to achieve silence, providing a higher and more consistent background sound level can be easily be accomplished.

## The MODIO® 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 noise around them. However, this equipment isn't designed for this purpose and because it cycles on and off, it can grow irritating. When used excessively, energy consumption and maintenance costs increase.

Far superior to mobile apps and other devices emitting white noise or nature sounds, MODIO Guestroom Acoustic Control is designed, manufactured and supported by a company with over 40 years' experience in the sound masking field.

Although most often compared to softly blowing air, the MODIO sound is custom

adjusted using Maestro software to ensure it meets an optimal masking curve, regardless of a guest room's layout, finishings and furnishings—environmental factors that would otherwise introduce variations that reduce masking performance and occupant comfort.

Installation is quick and easy, meaning no lost room nights. Guests use a control pad to adjust the acoustic ambience to their preference or need—just as they would temperature or lighting.

Data collected from a wide variety of properties under the Hilton, Marriott, Fairmont, Ritz Carlton, and Dream Hotel brands show that MODIO can reduce noise complaints by up to the 80% and dramatically improve guest scores for comfort and sleep.

## A Few of Our Hotel Clients

ARGONAUT HOTEL • BEST WESTERN • CASA ANDINA • DREAM HOTELS • FAIRMONT • FOGO ISLAND INN  
FOUR SEASONS • HAMPTON INN • HILTON • HOTEL ZOE FISHERMAN'S WHARF • KIMPTON • MARRIOTT  
MGM RESORTS INTERNATIONAL • MOXY HOTELS • ROYAL SONESTA • SAGEMONT HOTELS • SITKA LODGE  
THE BEACHWOOD • THE ESTATE YOUNTVILLE • THE RITZ-CARLTON • THE ROXY HOTEL TRIBECA  
THE WHARF INN • TOWNPLACE SUITES

## Case Study



### Marriott Autograph – Lido House Newport Beach, California • USA

Set on the site of the former city hall, this historic hotel blends classic Cape Cod-style architecture with nautically-inspired details to create a uniquely sophisticated coastal style. Amenities include a restaurant, spa, courtyard pool, and rooftop bar.

#### Problem

Situated at the nexus of Lido Isle, Lido Peninsula and Balboa Peninsula, the property is well-positioned to enjoy Newport Beach's vibrant atmosphere, bustling marina, white-sand beaches... and the noise that accompanies them. Within just 6 weeks of their grand opening, the hotel received noise complaints in 90% of guest comments. Based on the recommendation of another Marriott property, McClinton Heil, Director of Room Operations, reached out to MODIO.

#### Solution

The trial began in the hotel's most challenging location: 14 rooms near the popular rooftop bar. Prior to installation, 9 out of 10 occupants complained that noise affected their stay. During the first month of the trial, the property only received four noise complaints... and consistent praise for MODIO as a wonderful new amenity. Guest satisfaction and Medallia scores showed that *noise had dropped from the number one issue to fifth place*. The hotel subsequently purchased MODIO for all guest rooms.

"We've tried other sound machines and this is the first one to reduce guest complaints," said Heil. "The product is amazing." His advice to other properties? "Take 20 of your rooms and just try it. Once you see the results, it's a no-brainer!"

