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Outdoor Lighting Perspectives

3 TIPS TO ELEVATE YOUR HOTEL'S GUEST EXPERIENCE

with Outdoor Lighting

What are you guests saying about your property when they arrive at night? Do they feel safe and secure walking around the property? Are they able to enjoy your outdoor spaces after the sun goes down?

These are all important questions to ask yourself about your hotel property, as they can make a big impression on your guests and their experience—in either a good way or not. Professional architectural and landscape lighting is essential to differentiating your hotel from the competition and enhancing the guest experience. By simply implementing the following three easy tips with a professional outdoor lighting partner, you can help drive revenue for your hotel by attracting guests, generating positive reviews and better utilizing your outdoor spaces.

1 LEAVE A LASTING IMPRESSION

with a beautifully illuminated exterior

You only have one chance to make a first impression—so be sure it is a positive one! A stunning front façade can make a lasting impact on your guests. Make them say “wow” when they arrive at night by highlighting your building’s architecture and landscaping. With the proper lighting, you can show off unique features of the hotel, set expectations for your client’s visit, and give them a preview of what’s to come inside—all while standing out from the competition.

“ WHEN YOUR GUESTS FEEL SAFE AND WELCOMED, THEY ARE MORE LIKELY TO REFER YOUR HOTEL TO A FRIEND, REPEAT THEIR VISIT AND LEAVE YOU A GREAT REVIEW. ”

The exterior of your property is the first and last thing that your guests will see, so you want to ensure it’s sending the proper message, especially at night. Not only does professional outdoor lighting create a better experience, but it also helps the guest feel safe and secure

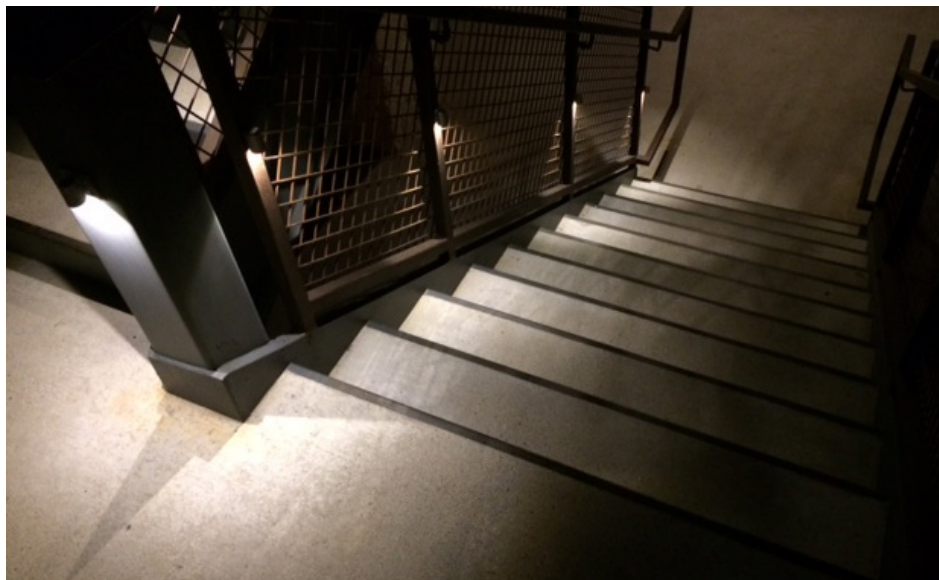


2 CREATE A SAFE & COMPLIANT ENVIRONMENT *with pathway lighting*

Not only does inadequate safety and security put a hotel property and its guests at risk from problems like theft, but hotels can also be held liable for accidents or criminal acts committed on their property. One act of violence against a guest can destroy a hotel's reputation. That's where outdoor lighting can come in.

One major study found that outdoor lighting can cut crime by up to 39%. Adding outdoor lighting can help eliminate any dark or heavily shadowed areas on the property—detering intruders from lurking about.

Whether it is walking to the car, exploring the property or walking to another building, pathway lighting is one way to help ensure safe passage for guests. Not only does it help prevent trips and falls, but it is also good news for your insurance. Some insurance companies will offer discounts for updating or enhancing outdoor lighting systems.



3 CREATE SPACES FOR GUESTS *to gather and enjoy the night*

Outdoor gathering spaces are key to providing your guests with a unique experience and can help differentiate you from the competition. An experienced outdoor lighting company can custom design a plan for your outdoor lighting space to add beauty and functionality to impress your guests.

HERE ARE SEVERAL WAYS YOU CAN HIGHLIGHT KEY AREAS OF YOUR HOTEL:

BISTRO STRING LIGHTING

Provides warm light for outdoor events including weddings, event receptions and outdoor dining areas.





UP LIGHTING

Highlights unique architecture and features of your building including stunning trees, beautiful garden spaces or focal points such as fountains or statues.

DOWN LIGHTING

Creates a beautiful flood of light on any outdoor gathering space or walkway.



Outdoor landscape lighting is one of the most effective ways to add beauty and value to your hotel property. By illuminating key outdoor areas, you can leave a lasting impression on your guests, help them feel safe, and provide outdoor areas to enjoy long after the sun goes down.

By providing these benefits to guests, you can increase ROI for your hotel by extending the usability of your outdoor spaces and improving your guests' experiences while on your property. With a better experience, you can bet that guests will tell their friends and maybe even leave you a raving review. By implementing these three simple tips with a professional outdoor lighting partner, you can be sure your guests will experience the difference.




OUTDOORLIGHTING
P E R S P E C T I V E S ®

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🌐 HospitalityOutdoorLighting.com

References:

LEDs Magazine – By Ray Molony, Publisher, Lux and Lighting Magazine, March 13, 2018. The Impact of Street Lighting on Crime in New York City Public Housing, October 2017 University of Chicago Crime Lab New York



*Stunning outdoor lighting
for the hospitality industry.*

WE HANDLE IT ALL, BRILLIANTLY.

THE HOSPITALITY ILLUMINATION SPECIALIST

Outdoor Lighting Perspectives is a full-service landscape and architectural lighting company focused on professional design, installation and maintenance for hospitality and event venues. Our highly efficient LED lighting can reduce energy consumption up to 75%, while also allowing your guests to enjoy your venue long after the sun goes down.

Whether you're in need of a new system or maintenance of an existing system, Outdoor Lighting Perspectives will serve your needs with expert design, the latest technologies and premium fixtures.

Call us for a complimentary design consultation

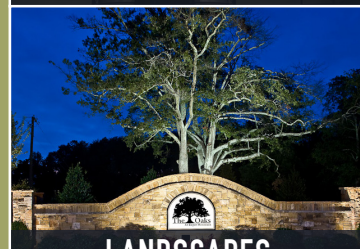
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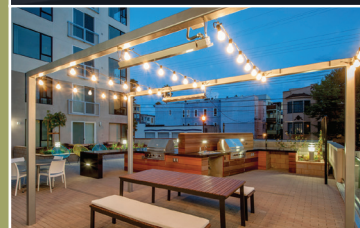
FACADES & ENTRYWAYS



OUTDOOR SPACES



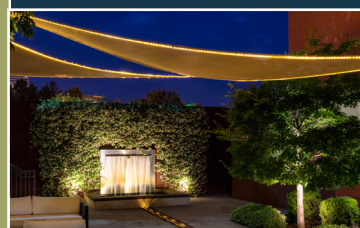
LANDSCAPES



ALFRESCO AREAS



POOLSIDES



COURTYARDS



**HOTEL
HOLIDAY**