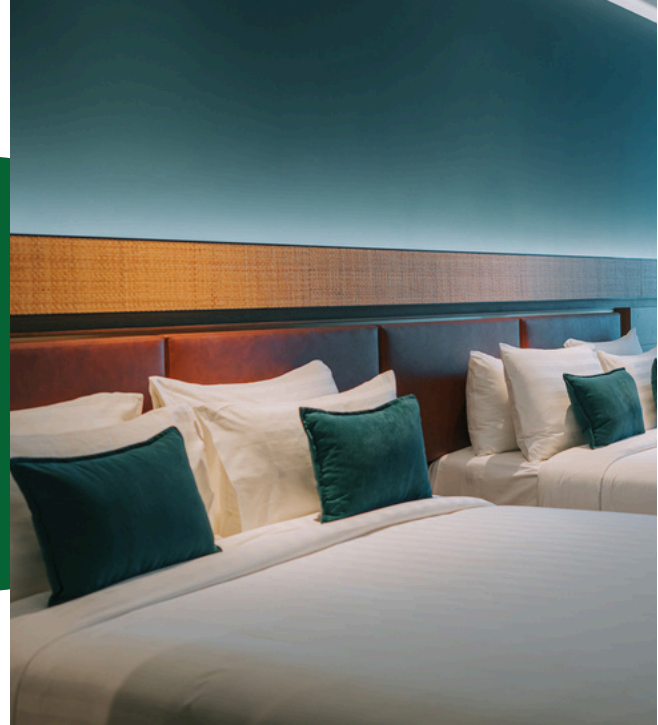


# ENHANCE GUEST EXPERIENCE WITH SOUND MASKING

Promote Better Sleep & Minimize Noise Complaints



## WHAT IS SOUND MASKING?

Sound masking is the process of adding background sound to a space to reduce the intelligibility of speech and minimize the impact of unwanted noise. It works by emitting a gentle, unobtrusive background sound that effectively masks or covers up other noises, creating a more comfortable and peaceful environment.

## SOUND MASKING FOR THE HOSPITALITY INDUSTRY

In the hospitality industry, guest satisfaction is paramount. One of the most common complaints among hotel guests is noise disturbances, which can lead to disrupted sleep and dissatisfaction with their stay. Sound masking offers a simple yet effective solution to mitigate noise disruptions, ensuring a peaceful and restful environment for guests.

## WHY CHOOSE LENCORE?

At Lencore, we understand the importance of providing a superior guest experience. Our sound masking solutions are designed to seamlessly integrate into your hotel guest rooms, offering unparalleled comfort and tranquility.



## BENEFITS OF SOUND MASKING IN HOTEL GUEST ROOMS

### 1. Promotes Better Sleep

Sound masking helps to drown out disruptive noises such as traffic, voices, or mechanical sounds, allowing guests to enjoy a deeper and more restful sleep experience.

### 2. Mitigates Noise Complaints

By reducing the impact of outside noise, sound masking helps to minimize the occurrence of noise complaints from guests, leading to higher satisfaction scores and positive reviews.

### 3. Enhances Privacy

Sound masking ensures greater privacy for guests by preventing conversations from being overheard, creating a more secure and confidential atmosphere within the guest room.

### 4. Improves Concentration

For business travelers or guests working remotely, sound masking can enhance concentration and productivity by reducing distractions and creating a more focused environment.

### 5. Customizable Solutions

Sound masking systems can be tailored to the specific needs and preferences of each hotel, with adjustable volume levels and frequency settings to optimize effectiveness.



Sound masking offers a versatile and cost-effective solution for hotels and convention centers to address noise concerns, improve guest satisfaction, and optimize operational performance.

## Enhanced Guest Experience

- **Improved Sleep Quality:** Sound masking helps create a quieter and more peaceful environment in guest rooms, reducing disruptions from neighboring rooms, hallway noise, and outside traffic.
- **Privacy:** Guests can enjoy increased privacy as conversations are less likely to be overheard, creating a more comfortable and secure atmosphere.
- **Reduced Noise Complaints:** By minimizing the impact of unwanted noise, sound masking can decrease the frequency of guest complaints, leading to higher satisfaction rates and positive reviews.

## Meeting and Event Spaces

- **Speech Privacy:** In convention centers and meeting rooms, sound masking ensures speech privacy by reducing the intelligibility of conversations, allowing attendees to focus and communicate without distractions.
- **Flexibility:** Sound masking systems can be customized to accommodate various event configurations and audiovisual setups, providing versatile solutions for different types of gatherings.
- **Improved Acoustics:** Sound masking helps control reverberation and background noise, creating better acoustics for presentations, seminars, and performances.



## Operational Efficiency

- **Staff Communication:** Sound masking systems can facilitate clear and efficient communication among staff members through integrated paging and intercom capabilities, enhancing coordination and response times.
- **Energy Savings:** By reducing the need for costly renovations or structural modifications to address noise issues, sound masking offers a cost-effective and energy-efficient solution for improving acoustics.
- **Brand Reputation:** Providing a quiet and comfortable environment for guests and event attendees enhances the hotel and convention center's reputation, leading to increased bookings and repeat business.

## Compliance and Standards

- **Regulatory Compliance:** Sound masking systems can help hotels and convention centers comply with industry regulations and standards related to privacy, accessibility, and environmental noise levels.
- **Sustainability:** Sound masking solutions with energy-efficient designs contribute to sustainability initiatives by minimizing energy consumption and reducing the environmental impact of noise mitigation measures.