



Ingot Hotel

## Hotel Signage

Hotel rooms in Perth are on the 'up and up' after the city faced extortionate room rates and lack of availability during the mining boom. The WA Government responded by launching a tourism strategy which set a target of 1,900 new Perth hotel rooms by 2020. New statistics from Tourism WA show that central Perth will have an extra 2,699 hotels rooms by the end of 2018 following huge investment in hotel developments which is good news for tourists and the hospitality industry in general.

The Ingot Hotel is one of the new developments, strategically positioned within 5 minutes' drive of Perth Airport on the key transit road, Great Eastern Highway, which takes you in to the CBD. Catering for up to 204 guests, this is Choice Hotels biggest Asia-Pacific region hotel and has been a collaboration with Singaporean developers and franchisees.

Signs & Lines were commissioned by agency, The Brand Hierarchy, to deliver the hotel's signage through manufacture and installation of a full suite of directional, wayfinding and back of house signage.





## Types of Hotel Signage

With tens of thousands of people coming and going throughout hotels every year, what are the key ingredients to your patrons enjoying the hotel and the hotel engaging with them at the same time? One of the answers to this is wayfinding signage.

When guests are unfamiliar with the hotel space it's essential that the signage provided is clear and helpful.

For Ingot Hotel the signage suite included the following types of signage:

- Main building sign – the main logo ID for the hotel;
- Welcome pylon signage – in reception and parking areas;
- Illuminated bulkhead signage – illuminated over main entrance & restaurant;
- Internal – wall signage at reception, bars & restaurants and floor directories;
- Directional room & door numbers – identifying each room, amenities or guest area;

- Glazing decals – for glass areas with stencil cut out detail;
- Statutory signage – compliance for fire, doors & braille amenities;

This list can be extensively added to through digital signage which offers guests interactive, touchscreen or display information relating to events, special offers, what's on in Perth, news, weather and a range of other useful information.

## How to Maximise Signage in a Hotel

Here are 4 important ways to maximise the effectiveness of a hotel's signage.

### 1. Essential Information - an obvious one!

Help your guests with clear and simple information so that they know where to go and what to do during their stay. Floor directories, room arrows, eating options and timings, transport options, seasonal specials, local events and parking arrangements are all essential to increasing patron satisfaction.

### 2. Health & Safety – signage can provide

vital health and safety advice with information signs in reception, lifts and elsewhere around the hotel to give concise information at the point guests need to know it. There are regulations and compliance issues to be aware of which our team will assist with. Fire evacuation plans, fire exits and escape routes with emergency meeting points all need to be clearly signed.

### 3. Upselling & Promotions - signs in hotels

are excellent for promoting hotel services and upselling products. These techniques work especially well in spas, shops, hotel restaurants and bars. Digital signage is particularly effective for this as it is easy to update and is visually engaging for guests – especially when in-room, within the lift or lift lobby or in the reception.

### 4. Wayfinding & statutory signage - signs

are a simple and efficient way of mapping or directing all your guests. These signs should cater for multiple nationalities or use clear internationally recognised symbols.

The success and enjoyment of a hotel environment is even more critical in a decade where the hotel industry is facing competition from online accommodation options, such as Airbnb, Stayz and HomeAway. Signage plays one, vital part, of the overall satisfaction of a guest's stay.

If you need inspiration, design assistance or help managing your next hotel or hospitality project, the team at Signs & Lines and Yap!digital can take you on a journey. Our design and production teams will make sure you get the most of your signage, guiding you every step of the way.

Contact us today:

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To discuss your own signage strategy please don't  
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