

MENLYN BOUTIQUE HOTEL TRANSFORMS THEIR GUEST EXPERIENCE WITH MUSIC

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boutique hotel

What does the future of hospitality look like? Tourism trends predict that changes in travel behaviour will force the industry to explore new ways of enhancing the overall customer journey. One of the most effective ways to create a personalised guest experience is to introduce a multi-sensory element.



After undergoing a renovation in 2017 that saw, amongst others, the 'facelift' and expansion of the reception and foyer, Menlyn Boutique Hotel wanted to enhance the guest experience by creating an inviting and relaxing atmosphere, with a multi-sensory solution.

Winner of the 2018 Haute Grandeur Global Hotel Awards, the five-star hotel offers a world-class experience for its guests. Situated in the heart of the Tshwane metropole, the offering includes accommodation, premium conferencing and fine dining in their renowned signature restaurant, The Black Bamboo.

Introducing a cutting-edge sonic solution, DMX installed a premium full-range Bose sound system, including speakers and an amplifier - evenly distributing the music throughout the reception and lobby. In order to create a lasting impression on the guests, the music had to be customised for the environment. With over 200 music programmes available, DMX chose to match the high-end ambience with sophisticated jazz and contemporary lounge music.

In addition, DMX introduced Fine Leather scenting notes to the Black Bamboo restaurant, using a Scent Direct machine. The fragrance captures the essence of the brand and enhances the overall culinary experience.

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DMX also provides a premium music solution for sister game lodge, Fifty Seven Waterberg, situated in the heart of the magnificent Welgevonden Game Reserve that forms part of the Waterberg Biosphere Reserve; declared a UNESCO World Heritage Site in 2001.

DMX is an industry pioneer with decades of experience, providing on-site sensory marketing solutions to businesses of all types and sizes. Every DMX solution is tailored to fit the specific needs of each brand. The multi-sensory offering includes music, content management systems, digital signage, scenting and other solutions for businesses across industries. DMX customers include prominent industry leaders and represent some of the most identifiable brands.

“In our industry, stimulating the senses is crucial as our market is very demanding with extremely high standards. What we love about DMX is that they offer many tailored options that really help us define our character and the mood we want to create for the guest. By using music and scenting, we immediately put the guest in a different frame of mind. Would I recommend DMX? I already have.”

– Managing Director, Quintin Wiehahn

