



## Importance of Music in the Reopening of Hotels





“Adopting a music-to-heart rate alignment strategy to measure the impact of music and its tempo on human heart rate.”

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Van Dyck et al. (2017)





# Thinking fast and slow

So what does this have to do with a hotel?  
People think fast and slow all the time.

The more sensorial input we receive is  
handled by the fast, automatic,  
subconscious systems, the more capacity  
for slow, deliberate, conscious thinking we  
maintain.







# Thinking fast and slow

This is precisely why your guests will be hugely influenced and affected by the smallest of environmental cues, without being consciously aware of it.

So while elements such as music, scent, lighting and decor might not get mentioned by guests too often, it certainly does impact how they feel in your establishment. It is the difference between 'meh' and 'wow!'

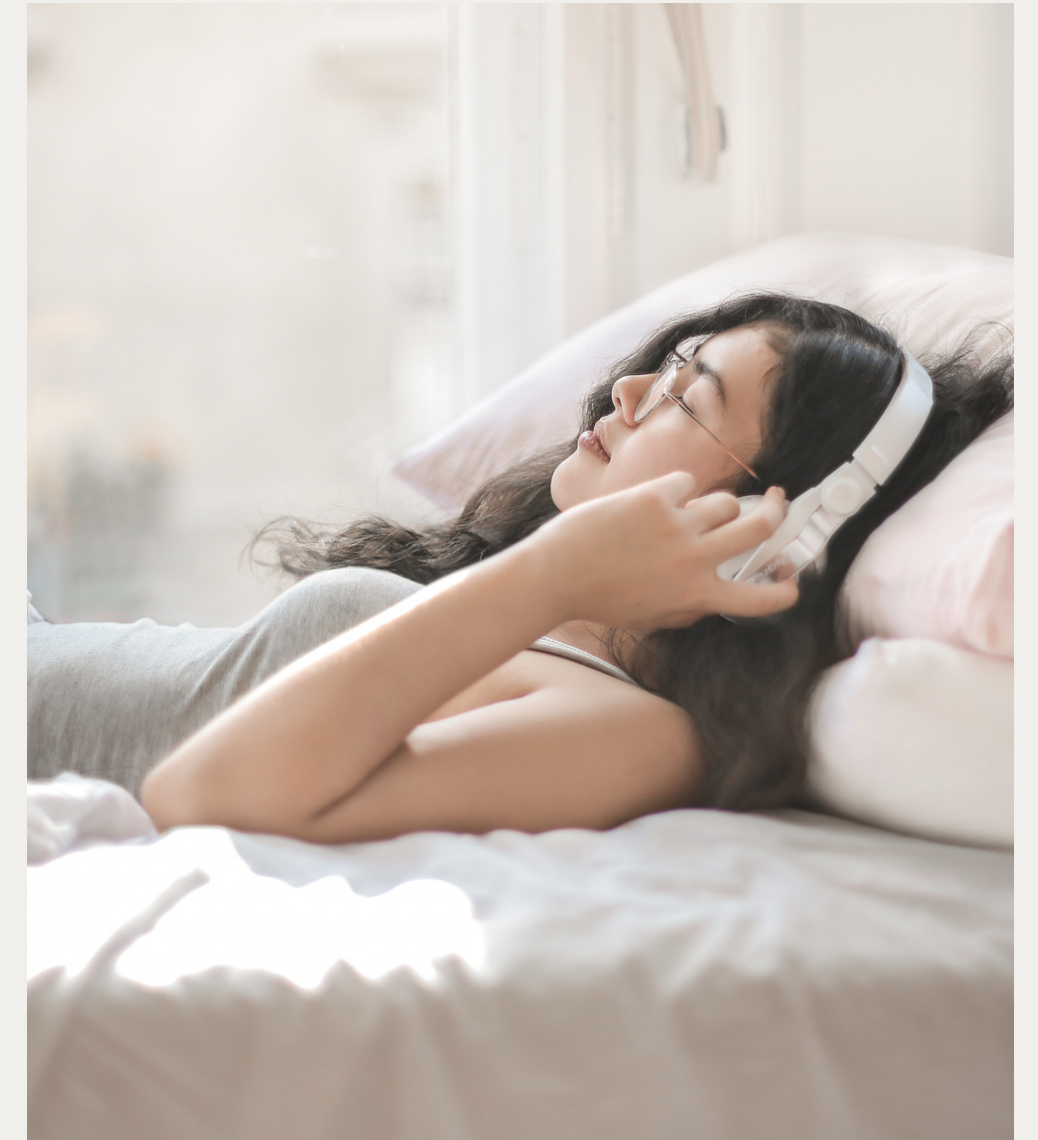




# A state of mind

This is where the power of music can be unleashed.

Researchers gathered data from 104 scientific studies on over 9.000 participants and found major relaxing effects of music.







# A state of mind

There are clear links associating music with lowering heart and breath rates as well as blood pressure and hormone levels. But beyond these physiological effects, there are strong relaxing effects on the psyche as well.





# Music and biorhythms

Part of why music can be relaxing is through its emotional content. If we hear reassuring music we like, we tend to relax.

But part of the effect is caused by our biorhythms. A scientific study revealed that playing slow music, tends to slow down the heart rate of the listener.







# Music and biorhythms

This is precisely what we want to have happening in your hotel lobby. The same goes for the breath.

So playing slow, relaxing music in your hotel can be of major value. Especially if you combine it with other nudges.





# Make your brand heard

The vast majority of main street businesses plays generic pop music in their venues. And that means there is plenty of room for you to stand out from the crowd.

Why not go for a soundscape that is completely different and instantly recognizable?







# Make your brand heard

Whatever you do, do not be afraid to go off the beaten tracks. Be surprising and original. It pays off. It makes you more memorable and makes the entire guest journey more congruent, recognizable and special.





# Sources:

*“Thinking fast and slow” Daniel Kahnemann (2011)*

*“Effects of music interventions on stress-related outcomes: a systematic review and two meta-analyses” Spruit, Van Hooren, Moonen & Stams (2019)*

*“Prevalence of stress, anxiety, depression among the general population during the COVID-19 pandemic: a systematic review and meta-analysis” Salari et al. (2020)*

*“Adopting a music-to-heart rate alignment strategy to measure the impact of music and its tempo on human heart rate” Van Dyck et al. (2017)*



# Get in touch with us

*Contact us for a free music consultation*



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