



# Fairmont Windsor Park hotel enhances guest engagement.

**Prestigious Fairmont Windsor Park hotel enhances guest engagement with digital signage and room booking.**

Fairmont Windsor Park is a luxury hotel located near Windsor, UK which opened in January 2022. The hotel is set within a 40-acre estate of landscaped gardens and is surrounded by the beautiful Berkshire countryside.

The hotel has 251 guest rooms and suites, and features extensive event and conferencing facilities, with 15 meeting rooms and event spaces which can accommodate up to 700 guests. Hotel guests can also benefit from the hotel's spa and wellness centre which offers a range of treatments and facilities, including an indoor swimming pool, a sauna, a steam room, and a fitness centre.



In keeping with its positioning as a premium destination, the guest engagement team at Fairmont Windsor Park identified that deploying of state-of-the-art technology would have a significant role to play on several levels.

Digital signage within the hotel can support guest engagement, enhancing guest experience through wayfinding, notifications, messaging and entertainment. It also creates additional opportunities for up-sell and cross-sell to guests through advertising, offers and promotion. Room booking systems improve customer satisfaction by optimizing room usage while avoiding double bookings.



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## Flexible Technology Deployment

Once the team recognized the importance and benefits of a digital signage and room booking system, they selected Smartcomm to install Uniguest's leading-edge Digital Signage and Room Booking platforms within the property. The solutions were set up to deliver engaging and informative content to guests, and maximize meeting and function room usage.

Within the conference centre, five totems with 55" screens have been installed at points of high footfall providing branding opportunities and sponsor messages for events. Additionally they offer real-estate to promote other facilities throughout the hotel, such as the restaurants or spa amenities. The signage screens are also used for wayfinding, which is invaluable in a large hotel, reducing the need for additional staff in each area to give advice or direct guests, helping to manage staff resources more efficiently.

Outside each of the hotel's 15 well-equipped meeting rooms, 21" room booking panels have been installed providing an instant view of meetings in progress in each of the spaces. Importantly, when the rooms aren't in use, the screens switch to digital signage layouts for additional branding and promotional opportunities.



The reason why we needed a digital signage platform was because we wanted another flexible channel to help us to communicate with guests and enhance their experience not just in the hotel but also in the conference suite too.

Jessica Porciani

Director of Operations | Fairmont Windsor Park

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## Additional revenue stream

Away from the conference centre, screens in the fitness and spa centres, are strategically placed so visitors can instantly see the weekly schedule for classes and events. The content also gives guests a taste of other revenue generating activities which are on offer throughout the hotel using the signage content as an additional promotional tool.

Key to the success of the signage installation across the hotel estate is the flexibility of the CMS and its ease of use. Being able to update content to reflect forthcoming events or the latest promotions is of paramount importance. Time sensitive or location specific events, such as spa offers or restaurant menus can be updated with a few simple mouse clicks, and the conference centre can be rebranded with client logos just as rapidly.



**We selected the Uniguest digital signage platform as we needed a system that was easy to use for our teams and they could integrate into their daily working lives. It's easy to change signage at the tip of the finger and that is amazing; a real time saving and an easy way to communicate with our guests.**

Jessica Porciani

Director of Operations | Fairmont Windsor Park

Overall, the digital signage and room booking platforms from Uniguest play an important role in enhancing the guest experience at Fairmont Windsor Park by providing them with relevant and timely information, as well as promoting the hotel's services and amenities.