



Case Study | Grand Chateau Resort

GRAND CHATEAU RESORT WOWS GUESTS WITH LOBBY VIDEO WALL





ABOUT

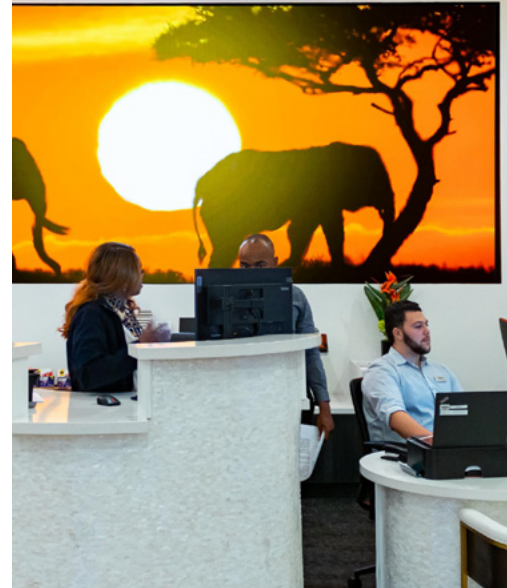
Capturing guests' attention as they hustle through a hotel lobby is never easy – especially in a resort just off the Las Vegas Strip. Here, you compete with billions of pixels across synchronized light shows, digital billboards, and LED screens spanning entire building facades.

This case study details how the Marriott's Grand Chateau – a 38-story premium luxury resort in Las Vegas – implemented a high-impact yet elegant video wall behind its lobby concierge desk. The resort hosts tens of thousands of guests annually.

CHALLENGE

When the Marriott's Grand Chateau planned a full-scale lobby renovation, hotel leadership knew technology would play an essential role. They'd previously worked with FORTÉ and SNA Displays when they added a 10'x10' video wall to another space within the resort, so they'd seen firsthand how effective this solution was for engaging guests.

One area within the lobby that needed more impact was the concierge desk. Initially built in 2005, the space is staffed by a team that provides extensive services to resort guests (Las Vegas is the city of entertainment, after all). In addition, guests who own the Marriott Vacation Club or are part of the Bonvoy loyalty program and visit the concierge are invited to attend a presentation about the experiences available across Marriott's 100 resorts.





“The biggest challenge we face from a marketing standpoint is getting people to stop as they walk through our lobby,” said Bob Wengel, Project Director – Marketing & Sales, Marriott’s Grand Chateau. “The two 65-inch TV monitors we used previously just weren’t enough.”

That’s when Wengel connected once again with FORTÉ and SNA.

SOLUTION

“When it comes to defining the technology for a space, we like to talk about the human experience of the technology first,” said Ryan Walsh, Area Vice President at FORTÉ in San Diego. “This means we start by asking questions to learn as much as possible about the mood Marriott wanted to set and the content they planned to share. From there, we worked with SNA to define the specifications and choose the solution.”

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Bob Wengel, Project Director,
Marketing & Sales
Marriott’s Grand Chateau

Given the content and the guests’ proximity to the display, FORTÉ and SNA recommended a 6’8” tall by 15’9” wide BOLD Interior direct-view LED video wall with a 2.5 mm pixel pitch for the lobby space. The display processes approximately 1.6 million pixels, providing tremendous detail and clarity.





“This lobby video wall was a great collaborative effort that helps Grand Chateau establish a more experiential space in a dynamic but subtle way,” said Jackie Lavoie, senior director of channels for SNA Displays. “We’ve partnered with FORTÉ on other Marriott properties, and it’s clear our teams work very well together to create AV experiences that achieve the client’s desired outcome.”

The resort also added an 8’10” by 10’6” BOLD Interior LED video display in its 37th floor sales gallery, where they provide updates to vacation club owners, loyalty members, and prospects.

RESULTS/HUMAN IMPACT

Now, when guests pass through the lobby, they’re greeted with a continuous loop of iconic Vegas imagery, scenic and experiential vacation clips, footage from Marriott resorts worldwide, and Marriott messaging. In addition, Internet Protocol Television (IPTV) allows the resort to deliver TV content, such as live sporting events, over an internet connection rather than through traditional cable or satellite.

When asked to describe the impact of their new display technology, Wengel mentioned several benefits:

Blends seamlessly – Marriott wanted the video wall to achieve its goals without being intrusive. While it’s a high-impact and eye-catching display, it’s also elegant and blends seamlessly into the environment. Wengel characterizes it as more of a whisper than a yell.

Captures guest attention – the video wall sets the mood for the entire lobby, offers resort guests an enhanced and elevated experience, and helps the marketing team draw guests in. Wengel reports that guests often stop to look at the imagery without employees having to say a word.

Creates a sense of pride among staff – Wengel says the upgraded technology has resulted in a stronger sense of pride not just for his concierge team, but among all employees. “It’s an elevated experience for them, too, so they’re prouder of what they do,” Wengel added.

When asked for his reaction to the new technology, Wengel replied, “It’s exactly what we were looking for. I love it.”

TECHNOLOGY PARTNERS

- SNA Displays BOLD™ Interior videowall