

Vieunite.
PRO

CASE
STUDY




Holiday Inn
— BY IHG —



7 TEXTURA CANVASES



1x 55 INCH



6x 27 INCH



WALNUT FRAME



ADVANCED SUBSCRIPTION

BACKGROUND

In March 2025 Southwater Event Group who manage Holiday Inn Telford, began a wider refresh of the hotel's guest communications. The main focus of the project was to digitalise the printed posters used throughout the hotel's high-traffic guest areas.

These posters had long been used to promote hotel services, special offers and seasonal campaigns, including Christmas and New Year party bookings. Reprinting was frequent and the posters were sometimes vandalised which undermined presentation standards at a key trading period and that is why the hotel sought a digital alternative that would look at home in a hospitality environment.





CHALLENGES

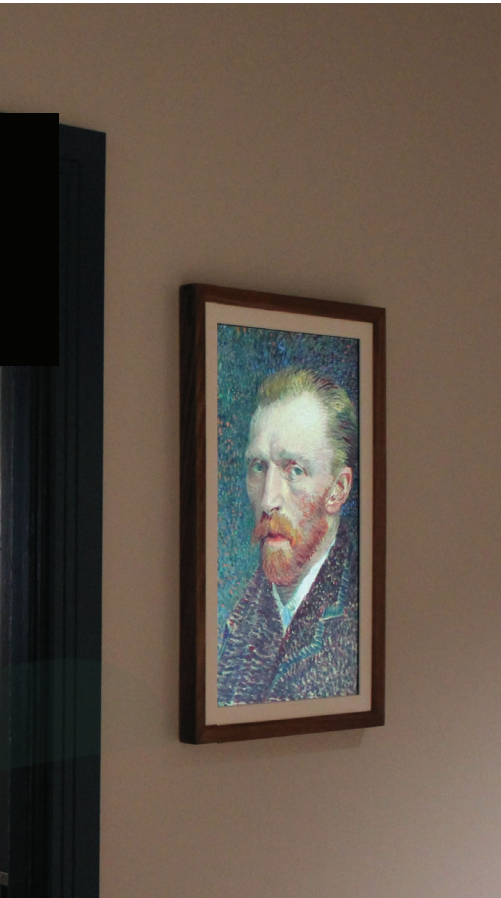
“ The software needed to be simple enough for non-technical staff to update

One of the first high traffic areas they wanted to focus on putting displays in was the main reception area. Southwater Event Group wanted a large elegant solution that complemented the existing interiors rather than the look of a domestic television. They did not want the display to look out of place. This screen needed to grab attention and make a real statement about the hotel.

At the entrance to the hotel's restaurant, outside one of their main function rooms and the men's and ladies' washrooms were also other prime locations that SEG were looking to install screens in. These screens however did not need to be as large as the one in the reception area.

Content for the displays would need to be refreshed often and quickly for time sensitive promotions and managed remotely on desktop and phone by team members without having to be on site at the hotel. The software needed to be simple enough for non-technical staff to update. The company were first looking to install a couple of displays as proof of concept before later installing more screens based on how the first screens were received. The last request from SEG was that the installation had to be straightforward for the in-house maintenance team to complete without disruption to the guest washrooms.

SOLUTIONS



With multiple Textura Pro Canvas sizes available all coming with elegant wooden frame styles, SEG would be able to choose canvases that matched the premium interior of their spaces.

For the reception area they took the 55 Inch 4K Textura Pro with a walnut frame and for the other areas of the hotel the 27 Inch Textura Pro. The 27 inch canvas being smaller than the 55" canvas actually comes with a wider choice of frame colours with pine, black, walnut and white however to keep things consistent, they selected all walnut frames.

With a texture accurate display, the panels of both sizes use advanced anti-glare technology to replicate lifelike textures. The surface of the panel is unlike any domestic or commercial display in that it helps disguise the displays digital nature so that if you weren't aware that

the screen was digital the viewer could be fooled into thinking they were looking at artwork.

With a Vieunite Pro Advanced Subscription, SEG would be able to easily manage and control the content on the displays via the Vieunite Pro Portal that works on both desktop and mobile devices via the internet. This meant that they could manage the display even when they were not at the hotel itself.

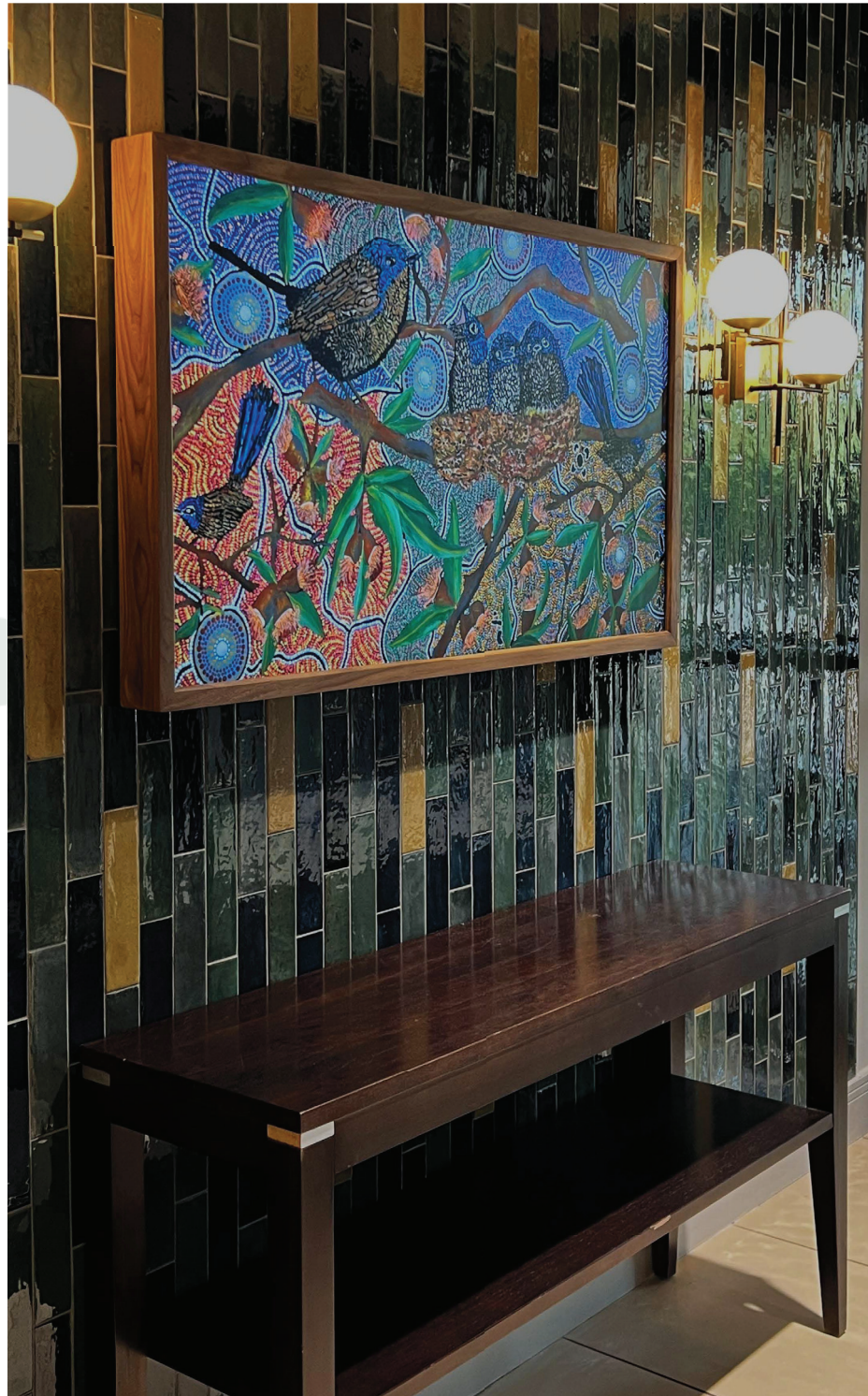
Even better was that by using Vieunite Pro they gained access to the vast Vieunite Curated Collection of artwork. This world class collection allows them to insert art between their advertising content, keeping the display curated and guest friendly while their key messages stay front of mind.

Installation would be no problem for the Holiday Inn in-house team as the canvases come with their own wall mount that allows for the display to be hung in either portrait or landscape orientation.

RESULTS

The Holiday Inn and Southwater Event Group both responded very positively to the Textura Pro. The premium quality of the canvas and the concept of the art collection put this over other digital signage solutions that had been considered. In July 2025, three 27 inch Textura Pro Displays were installed, two in the male washroom and one in the ladies washroom. The screens were very well received not just by the hotel due to the ease of installation and the quality of the canvas but by visiting guests also.

In April 2026 the second phase of the project commenced with the installation of the 55 Inch Textura Pro in reception alongside two further 27 inch Textura Pro displays outside the function rooms with another 27 inch canvas outside the entrance of their newly launched Olive Tree restaurant.



The hotel is using a number of the ready-made artwork playlists on the Vieunite Pro Portal alongside their own advertising content. The hotel reports strong satisfaction with the presentation and the ease of day-to-day operations. Since the installation they have noticed an uplift in bookings for events at the hotel which they attribute to the success of the digital art canvases.

When asked if he would recommend the product to other hospitality venues, David Coe the hotel's Operations Director of Southwater Events Group said

'I would definitely recommend Textura to other new businesses'.

Looking forward, Holiday Inn are exploring additional placements for more Vieunite Pro Canvases within the hotel and at other properties managed by Southwater Event Group.