

HOLIDAY INN, TELFORD

Background

In March 2025 Southwater Event Group, who manage Holiday Inn Telford, began a wider refresh of the hotel's guest communications with their technology AV solutions partner proAV. The main focus of the project was to digitalise the printed posters around high traffic guest spaces that had long been used for marketing about the hotel and its services as well as for promotions and seasonal campaigns such as Christmas and New Year party bookings. The constant need to reprint and replace posters, coupled with occasional vandalism which undermined presentation standards during a key trading period, prompted the hotel to seek a digital alternative suited to a hospitality environment.

CHALLENGES

One of the first high traffic areas they wanted to focus on for installing displays in was the men's and ladies' washrooms. Southwater Event Group wanted an elegant solution that complemented the existing interiors rather than the look of a domestic television or an advertising display, ensuring the screens blended seamlessly with the surroundings.

Content for the display would need to be refreshed regularly and quickly for time sensitive promotions and managed remotely on desktop and phone by staff members without having to be on site at the hotel. The software could not be too complex to use and be able to be updated by non-technical staff. The last request from Southwater Event Group was that the installation had to be straightforward for the in-house maintenance team to complete without disruption to the guest washrooms.

SOLUTIONS

Taking all of the considerations that the Holiday Inn required, Pro AV presented the Textura Pro digital canvas as the solution to all of their requirements. With elegant wooden frame styles available in four different variants, they could choose which matched the premium interior of their washroom. With a texture accurate display, the panel uses advanced anti-glare technology to replicate lifelike textures. The crisp white window mat between the screen and frame softens the display's digital nature, so viewers might easily mistake it for traditional artwork.

With a Vieunite Pro Advanced Subscription, Southwater Event Group would be able to easily manage and control the content on the display 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 canvas comes with its own smart wall mount that allows for the display to be easily hung in either portrait or landscape



orientation. With a display size of 27" the screen is lightweight and installation could be completed by one person without any issues.

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 they installed three Textura Pro Displays, two in the male washroom and one in the ladies washroom at the Holiday Inn. Each with the walnut frame that perfectly accented the high-end design of the washroom. They are using a number of the pre-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 operation. Since the installation they have noticed an uplift in bookings for Christmas and New Year's 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, Group Hotels Operations Director, said, "I would definitely recommend Textura to other new businesses." Looking forward, Holiday Inn are exploring additional placements for more Vieunite Pro digital canvases within the hotel and at other properties managed by Southwater Event Group.

