

Boutique hotels can now sound as amazing as they look

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Music Concierge is a new service that has been set up using genuine music expertise to offer bespoke music programming to hotels that want to sound unique.

The company is founded by Creative Director Rob Wood, a passionate record collector since the age of nine. Having worked within the music industry for 17 years as a respected music journalist, DJ, and consultant; he counts amongst his current roles Music Programming Director of Groove Armada's Lovebox festival, and music consultant to boutique hotel experts Mr & Mrs Smith.

Music Concierge is unique because it offers a bespoke service that matches unrivalled music knowledge with a vast library spanning nine decades and over 65 genres. This means individual and totally unique playlists can be tailored to any area of a hotel resulting in a sophisticated soundtrack that reflects the integrity of the hotel's design and ethos.

Music Concierge takes great care to use appropriate music for each space so that it gives guests a stunning 3D aural experience. The music is programmed according to the day of the week and time of day so that the right atmosphere is always created.

The service is a one-stop shop that incorporates expert music consultancy with licensed music content, robust easy-to-use digital technology and technical support. All content is delivered in a streamlined, effective and legal way.

"Because it is not a tangible product, music in a hotel environment often ends up being left out of the design vision. Instead inappropriate music or the ubiquitous chill out CD is used as an after-thought." Rob

Wood explains. "Yet music is vitally important as a design element in the style-driven age we live in.

Research shows the impact music has not just on the bottom line, but on people's perception and enjoyment of brands. Music has an emotional connection with people and it is essential to get it right. If you care about what your guests taste, see and feel; is what they hear not equally as important?"

Rob goes on: "Music Concierge is founded on the belief that boutique hotels should sound as amazing as they look. Such hotels are all about attention to detail to every aspect of their guest's stay. We marry our indepth music knowledge to a property's character and guest profile so that you end up with a soundtrack that truly adds value to the holistic guest experience. Music is too important to get wrong. I'm passionate about bringing the best music from around the world and incorporating it into the creative vision of exceptional hotels."

<http://www.musicconcierge.co.uk/>

For more information or interviews please contact Rob Wood on 020 7095 1615 or visit rob@musicconcierge.co.uk

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