



Days Inn & Suites by Wyndham Lindsay

Kawartha Lakes, ON

Located in the heart of the Kawartha Lakes region, the Days Inn & Suites Lindsay offers comfortable accommodations, event space, and an indoor saltwater pool, as well as numerous nearby outdoor attractions for those planning to stay and enjoy the area.

The Task

The property often hosts weddings. However, 60% of occupants staying in the honeymoon suite complained about noise disruptions from the hot water tanks in the nearby mechanical room. With guest satisfaction top of mind, hotel staff frequently offered rebates and rarely generated full revenue from the room.

The Trial

Keen to address the root of this problem—and preserve the strong quality scores that assisted the Days Inn & Suites Lindsay in winning 2016 Property of the Year, the Guest Choice Award for the highest reviews online, and the prestigious Chairman’s Award of Excellence, which recognizes the brand’s top-performing hotels—management requested advice about how to resolve the noise. They were referred to MODIO by a former colleague, now working at the Douglas Hotel in Vancouver, BC. “Response time was quick and installing MODIO was a breeze,” said Candace Buckley, General Manager.

The Testimonial



“MODIO has been so effective that complaints are now next to zero. The room is in full inventory and generating revenue. The ROI on MODIO has been immediate.”

Candace Buckley,
General Manager

The Tech

Sleep studies show that variations in volume—referred to by the term ‘dynamic range’—are difficult to ignore, even while we’re asleep. Our senses are designed to detect such changes in our environment and as the difference between the average background sound level

and intermittent noises increases, so does the likelihood of sleep disruption. Though adding more sound might seem to contradict the goal of improving acoustics, guests can be made more comfortable by increasing the background sound level in a controlled way.

“Here at the Days Inn & Suites Lindsay, we understand most travelers are tired and really just looking for a quiet and comfortable place to lay their head,” said Buckley, winner of the General Manager of the Year award for all Days Inn hotels across Canada in 2016. “We work hard to create a home away from home,” she added.



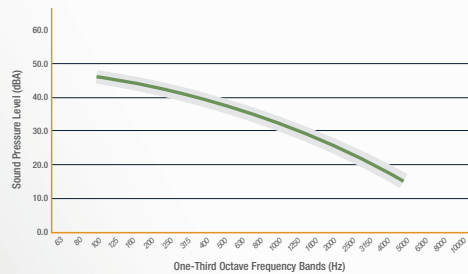
MODIO introduces a continuous soothing background sound into the room, allowing guests to control its acoustic ambience as they would temperature and lighting. The sound is similar to soft airflow and designed for comfort. Though the sound will not always completely cover an offending noise, it will reduce both the frequency and magnitude of volume changes, creating a less variable—and, therefore, more comfortable—sleeping environment for guests.

“A good night’s sleep is so important when staying away from home,” said Buckley. “MODIO has been a great experience for our hotel and I would tell others that it is effective and definitely worth a try.”



MODIO is made by a company with over 40 years’ experience in the sound masking industry. Quick and easy to install, the device can be attached to the back of a flat screen TV, beneath or behind furnishings, or to a wall.

Much like a dimmer switch, the control pad allows each guest to set the background sound level according to their personal preference or as needed to cover disturbances. “Guests love the MODIO control feature and have commented to staff that they appreciate the extra effort made by the hotel for their added comfort,” said Buckley.



What makes MODIO different from ‘white noise’ gadgets and apps? Following installation, its sound is custom adjusted using Maestro software. This application ensures the sound meets an optimal masking curve, regardless of a room’s interior layout, finishings and furnishings—maximizing performance and occupant comfort.

