

# Paséa Hotel & Spa

Huntington Beach,  
CA

Located in Huntington Beach—an area nicknamed ‘Surf City’ for its long stretch of uninterrupted beaches and excellent surfing—this luxurious oceanfront property offers picturesque views, beach access, an award-winning spa, on-site dining, and rooftop bar. It was also voted the best dog-friendly hotel in the USA by both *USA Today* and *Travel + Leisure*.

## The Task

Guests were disturbed by music from a neighboring nightclub and the hotel’s own Tanner’s Treehouse Lounge, as well as by traffic on the Pacific Coast Highway and, at times, groups talking loudly outside. The Paséa tried to address noise complaints by moving guests to different rooms or offering compensation in the form of free meals, drinks, and room nights. However, many guests didn’t let staff know about the problem until the morning, by which time the damage was already done.

## The Trial

Timothy Finley, Director of Operations, was initially skeptical about MODIO due to his experience with ‘white noise’ machines, which were frequently in need of replacement and challenging for housekeeping staff to deliver in a timely manner in response to complaints, particularly on busy weekends. Moreover, the devices were largely ineffective, meaning the property was investing in them while continuing to compensate guests for disruptive noise. After learning what makes MODIO a far more effective acoustical solution, the Paséa decided to trial the technology in four rooms and survey guests. Team members also stayed in these rooms. Feedback from both groups was overwhelmingly positive, prompting the Paséa to implement MODIO property wide (250 rooms).

## The Testimonials

“We are saving roughly \$15-20,000 per year in adjustments for noise-related issues by now having MODIO in the rooms. These adjustments would range from \$45 restaurant or bar vouchers to a whole room night.”

**Timothy Finley,**  
*Director of Operations*

Although they’re not always sure what to call the technology, guests value what MODIO does for sleep and overall acoustical comfort:



### One of the best hotel stays in a long time.

I am a seasoned business traveller, so hard to impress. This hotel impressed me on so many levels. From the amazing view and location to all the small details in the hotel room. I love the complimentary bottle of wine, water, flip flops, but most of all the noise cancelling system that made sleep amazing. Stay here... you will love it.



### Property is very nice.

The staff was overall exceptional and very willing to help. Highly recommended for both reasons—staff and property. We also went to Tanner’s for a late nightcap and enjoyed ourselves. Rooms were very quiet from road noise and the white noise machine was amazing!

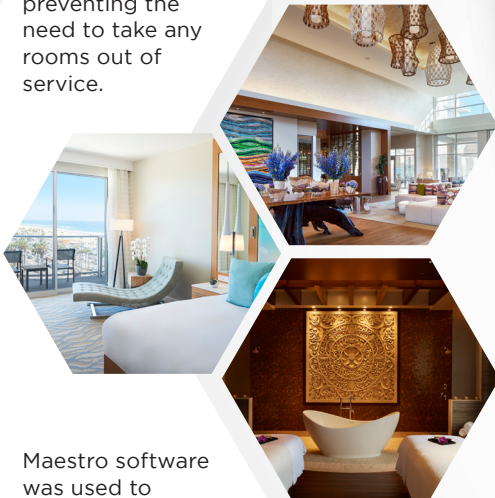
# The Tech

Guest rooms often have very low background sound levels of only 28 to 32 dBA. In these 'library-like' environments, occupants are easily disturbed by all kinds of noises. Though adding more sound might seem to contradict the goal of improving acoustics,

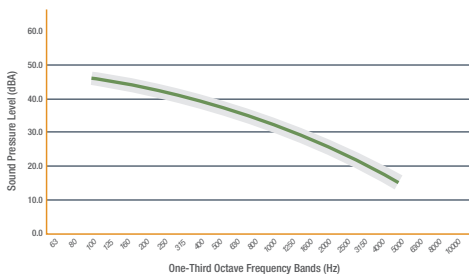
guests can be made more comfortable by increasing the background sound level in a controlled way. The new level covers noises that are lower than it and lessens the impact of those that are higher by reducing the degree of change they cause in the room.

MODIO is a commercial-grade sound masking device developed by a company with over 45 years' experience addressing acoustical issues within many types of facilities, including offices, hospitals, banks, and call centers.

As the technology is designed for retrofit implementation in hotels, it was easy for the Paséa team to install during room cleaning, preventing the need to take any rooms out of service.



Maestro software was used to automatically adjust MODIO's output to ensure environmental factors such as the guest room's layout, finishings and furnishings didn't introduce variations in the sound that could reduce its quality and effectiveness. The result is most often compared to softly blowing air, and meets the National Research Council's optimum sound masking spectrum, which—unlike 'white noise'—is specifically engineered to cover a variety of noises while remaining comfortable for occupants.



No fussing with pairing or phone apps. Much like a dimmer switch, the control pad allows each guest to control their room's acoustical ambience, just as they would lighting.

MODIO is on from the moment the guest enters their room, and a control pad allows them to set the masking level according to personal preference or as needed to cover disturbances.

The Paséa informs occupants about this amenity using a tent card featuring their own branding. The card is "something guests see right when they walk in the room, so they already know it is an amenity for them," Finley explains. "Rather than calling the front desk and complaining about the noise right away, they just turn that up and, a lot of time, it resolves itself."

"If a guest does call down," Finley adds, "we'll say 'Oh, did you see the 'Let's Stay in Bed' card on the nightstand? That's the MODIO machine and that is what we use to address noise around the property. I would say 90% of our guests are really happy with that solution and they'll wake up in the morning and say, 'Oh wow, that worked really well. It really drowned out the noise. Thank you so much!'"

Though MODIO does not always completely mask a noise, it reduces both the frequency and magnitude of volume changes within the room, creating a less acoustically variable—and, therefore, more comfortable—environment for guests, who continue complimenting the technology upon checkout and in online reviews. "I didn't think a sound machine like that would really make guests happy because you can still hear a little bit when it's really loud outside," Finley states. "So, I'm impressed with how many people give really positive feedback."

Finley says MODIO implementation has also positively impacted employee experience at the property, due to the dramatic reduction in noise complaints and their trust in the technology's efficacy. "Having MODIO in the room makes it one less thing they have to deal with. We're really happy with it."

