



How can ambient music influence luxury hotel guests' emotional state?

by

Shu Kozuma

Kamran Qiyasov

Ziyi Gu

Department of International Hospitality Management,
Université d'Angers, ESTHUA Institut de Tourisme
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Thesis Director: Dr. Marie Christine Bonneau

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Introduction

In recent years, ambient music has increasingly been recognized as a meaningful element in luxury hospitality, contributing to guests' emotional and psychological experiences. This thesis aims to explore how ambient music may influence the emotional states of guests in luxury hotel settings. Although its use is becoming more common, academic research on the specific effects of ambient music in this context remains limited. Through this study, the goal is to provide insights that may help deepen our understanding of how music can support guest satisfaction. This chapter outlines the background of the topic, states the research problem and objectives, and presents the overall structure of the thesis.

Study background

Ambient music has become an integral element in luxury hospitality design, especially in high-end hotel environments. Defined as a genre that emphasizes atmosphere over formal structure, ambient music is intended to subtly shape mood and perception without commanding guests' attention (Bitner, 1992; Hultén, 2011). Its unobtrusive and immersive qualities help create an emotional environment that aligns with hospitality objectives—enhancing guest comfort, relaxation, and perceived quality of service. Research shows that ambient factors, including background music, significantly influence guests' satisfaction, their overall impression of the hotel, and loyalty intentions (Suh et al., 2015).

To understand how ambient music has come to serve this role, it is helpful to explore its historical origins. The roots of ambient music lie in early 20th-century musical experimentation. Composers such as Erik Satie introduced concepts like *furniture music* (*musique d'ameublement*), intended to blend seamlessly into environments and serve a spatial purpose rather than demand attention (DeNora, 2000). Later, figures like John Cage further blurred the boundaries between music and ambient sound, most famously with his piece *4'33"*, which invited listeners to focus on the sounds of the environment itself (Blessner & Salter, 2007). The modern ambient genre is widely attributed to Brian Eno, whose 1978 album *Music for Airports* solidified ambient music's role as atmospheric enhancement rather than primary entertainment (Prior, 2008). Eno's emphasis on sonic texture and integration

of sound into physical spaces fundamentally redefined the purpose of music in everyday settings.

Building on this conceptual foundation, luxury hotels have adopted ambient music as a deliberate design strategy. Unlike rhythmic or lyric-driven genres, ambient soundscapes utilize slow tempos, minimal structure, and soft dynamics to foster a calming and luxurious atmosphere. Research indicates that these characteristics promote emotional ease, reduce anxiety, and enhance the overall guest experience (Thompson, 2024; Chen et al., 2023). The implementation of ambient music in spaces such as lobbies, spas, restaurants, and guest rooms reflects an industry-wide recognition of its influence on mood, perception, and memory.

The impact of ambient music is further amplified when integrated into a comprehensive multisensory experience. In luxury hospitality settings, ambient music interacts synergistically with visual aesthetics, scent, lighting, and service quality to cultivate a sense of exclusivity and emotional sophistication. This intentional curation plays a key role in how guests interpret space, particularly in terms of emotional and psychological responses, as each sensory element contributes to shaping their overall perception. Research indicates that music serves as a powerful tool for mood regulation, stress reduction, and enhancing perceived value within service environments (Kemp et al., 2019). For instance, slower musical tempos in spa settings can lower cortisol levels and promote relaxation, while more vibrant ambient tracks in restaurant areas may encourage sociability without causing distraction (Thoma et al., 2013).

The emotional impact of music is underpinned by mechanisms such as emotional contagion, where listeners internalize the mood expressed in the music. In luxury hospitality, curated emotional environments serve both functional and experiential purposes—encouraging comfort, satisfaction, and even loyalty (Juslin & Västfjäll, 2008; Elshaer et al., 2025). Moreover, ambient music can shape how guests perceive time, space, and brand identity. It functions as a psychological anchor that helps establish familiarity and trust in an unfamiliar setting (Spence et al., 2014).

This emotional influence extends beyond mood regulation to affect how guests evaluate service quality and brand image. Guest perception of service quality and luxury is deeply affected by the auditory environment. Studies have shown that congruent, well-designed soundscapes enhance evaluations of both space and staff

performance (Magnini & Parker, 2009; Sweeney & Wyber, 2002). Conversely, mismatched or intrusive music can detract from the experience, causing cognitive dissonance and discomfort. As such, the precision and intentionality behind music selection become crucial aspects of service design.

It is also important to consider cultural variability in musical preferences and emotional responses. While certain musical features — such as low tempo and soft instrumentation — tend to evoke relaxation cross-culturally, personal associations and cultural background heavily influence emotional resonance (North & Hargreaves, 2008). Luxury hotels, particularly those serving diverse international clientele, increasingly employ adaptive music systems or regional customization to ensure emotional alignment with guest expectations.

Despite its growing application, the mechanisms by which ambient music affects perception and emotion in hospitality settings remain underexplored. This study aims to fill that gap by analyzing the psychological and emotional dimensions of ambient music in luxury hotel environments. By identifying the specific musical characteristics that influence guests' perceptions of luxury and emotional well-being, this research contributes to a deeper understanding of how sound design can be harnessed as an essential component of the hospitality experience.

Research problem

Despite the increasing integration of ambient music into the design and management of luxury hotels, the academic literature remains limited in addressing the psychological and emotional mechanisms through which this genre contributes to guest experience and brand perception. While there is growing recognition of the role of soundscapes in service environments, much of the existing research has focused broadly on music in retail or general hospitality contexts (North & Hargreaves, 2008; Spence et al., 2014). Consequently, a clear knowledge gap persists in the understanding of how ambient music—specifically—functions within luxury hospitality environments to influence emotions, perceptions of luxury, and overall guest satisfaction.

While existing studies have significantly advanced our understanding of background music in hospitality settings, many tend to treat it as a relatively uniform construct, with limited differentiation between genres or their specific psychological effects. For example, much of the current research emphasizes general

characteristics such as tempo or volume (Magnini & Parker, 2009), often without fully considering the distinct qualities of ambient music. This broader focus may overlook some of the more nuanced ways in which ambient music uniquely contributes to spatial aesthetics and guest psychological responses in luxury environments.

Furthermore, although studies have explored the role of sensory elements—including lighting, scent, and décor—in creating luxury experiences (Spence et al., 2014), there is relatively little empirical data on the role of ambient soundscapes. Even fewer studies investigate how ambient music can be aligned with brand identity and cultural context to provide personalized and immersive guest experiences. As a result, hotel designers and managers may rely on intuition or trend-based decisions when curating soundscapes, rather than evidence-based insights.

The need for this study arises from the growing importance of experience design in luxury hospitality. As the industry grows more competitive, there is a continuing need for hotels to discover subtle and meaningful ways to differentiate themselves and foster emotional connections with guests. Ambient music appears to be a potentially valuable, yet relatively underexplored, element in this context. By examining how ambient music may influence emotional regulation, cognitive perception, and perceived service quality, this study aims to contribute to a more nuanced understanding of its role, offering insights that may be beneficial for both academic research and hospitality practice.

This research aims to add to the existing body of knowledge by exploring the role of ambient music as one element within luxury hospitality environments. It also seeks to share observations that may be useful to hoteliers and sound designers, and to offer a conceptual viewpoint that could support future research. By situating itself at the intersection of music psychology, environmental design, and hospitality management, the study hopes to contribute an integrative perspective to the ongoing discussions within these fields.

Research Aim, Objectives, and Questions

The primary aim of this research is to explore and understand the role of ambient music in shaping the emotional and psychological experiences of guests in luxury hotels. By investigating how different aspects of ambient music influence guest satisfaction, perceptions of luxury, and overall emotional responses, the study

aims to provide valuable insights into the strategic use of ambient music in hospitality settings. To achieve this aim, the following research objectives have been identified.

- To identify the characteristics of ambient music that influence guests' emotional and psychological responses.
- To examine how ambient music in various hotel areas shapes guests' perceptions of atmosphere, service quality, and brand identity.
- To evaluate the impact of ambient music on guest satisfaction, perceived exclusivity, and loyalty.
- To identify managerial practices that support the strategic use of ambient music to enhance the luxury guest experience.

To guide this study, the following research questions have been developed to examine the impact of ambient music in luxury hotel environments, with a particular focus on its emotional and psychological effects on guests.

- Which elements of ambient music (e.g., tempo, volume, genre) affect guests' emotional and psychological experiences in luxury hotels?
- How does ambient music in different hotel areas (e.g., lobbies, restaurants, spas) shape guests' perceptions of atmosphere, service quality, and brand identity?
- In what ways does ambient music impact overall guest satisfaction, perceived exclusivity, and loyalty?
- What managerial strategies are used to implement ambient music effectively in luxury hotels, and how do they contribute to the guest experience?

These questions aim to explore the intricate relationship between ambient music and the hospitality experience, providing a comprehensive understanding of its impact on guest emotions and perceptions of luxury.

Research significance

The luxury hospitality industry is increasingly focused on delivering immersive, emotionally resonant guest experiences that go beyond traditional notions of service. Within this context, ambient music has emerged as a subtle yet powerful tool to

influence mood, enhance atmosphere, and contribute to a perception of exclusivity and comfort. While previous research has acknowledged music's ability to regulate emotional states and support psychological well-being in general environments (Juslin & Sloboda, 2010; Thoma et al., 2012), its role as a strategic branding and experiential device in luxury hotel settings remains underexplored. This study seeks to fill that gap by investigating how ambient music can be intentionally designed and implemented to elevate guest satisfaction, emotional engagement, and brand loyalty.

By focusing specifically on luxury hotel environments, the study aims to contribute to both academic literature and industry practice. In terms of practical significance, it offers hotel managers and designers a deeper understanding of how curated soundscapes can enhance sensory branding and influence consumer behavior. From an academic standpoint, the research builds on existing theories of environmental psychology and music cognition, applying them to the specific context of high-end hospitality. As research has shown, congruent ambient elements—such as music that aligns with spatial design and service quality—can heighten perceptions of elegance, comfort, and service attentiveness (Magnini & Parker, 2009; Sweeney & Wyber, 2002). The findings of this study aim to inform both future research and managerial decision-making in the creation of emotionally resonant and commercially effective hospitality experiences.

Study limitations

While this study aims to provide meaningful insights into the impact of ambient music on guest experiences in luxury hotels, several limitations should be acknowledged. The number of respondents—a term that, for the purposes of this discussion, refers to both interview participants and authors of online reviews—may be limited to a relatively small sample of hotel managers and guests from a select number of luxury hotels, which may not fully represent the diversity of luxury hospitality settings worldwide. Additionally, the geographical scope of the study will be restricted to specific regions, potentially limiting the generalizability of the findings to hotels in other cultural or regional contexts. The research will also rely on self-reported data from guests, which may be subject to biases such as social desirability or recall bias, potentially affecting the accuracy and reliability of the data.

Furthermore, the study will be conducted over a limited time frame, and the effects of ambient music may vary depending on factors such as seasonality, guest

demographics, and individual preferences. Another notable limitation is the use of a qualitative research design, which, although well-suited for capturing subjective experiences, does not permit statistical generalization. By acknowledging these limitations, the study seeks to provide a nuanced understanding of the role of ambient music in luxury hospitality, while highlighting the need for further research across broader contexts and with more diverse and larger samples.

Structural outline

This thesis is structured into seven chapters, each of which contributes to an understanding of how ambient music influences guests' emotional states in luxury hotels. The following outline briefly explains the content and purpose of each chapter.

Chapter 1: Introduction

This chapter defines key concepts related to ambient music and its emotional and psychological effects, particularly within luxury hospitality settings. It reviews relevant literature, discusses major theories and findings, and identifies areas that have received limited academic attention in previous research.

Chapter 2: Literature Review

This chapter explores key concepts based on previous research. It also defines the keywords used in this study and discusses areas that have not been sufficiently covered in existing literature.

Chapter 4: Methodology

This chapter outlines the research approach, design, and methods used to collect and analyze data. It explains the rationale for selecting a qualitative research approach, details the data collection methods (such as semi-structured interviews and online reviews), and discusses the analysis techniques used in the study, such as thematic analysis.

Chapter 5: Results

This chapter presents the key findings derived from the research, including themes from interviews with hotel managers and guests, as well as insights gained from the analysis of online reviews. The findings are analyzed and interpreted in

relation to the research questions and the existing literature.

Chapter 6: Discussion

This chapter interprets the results in the context of the research objectives and questions, comparing the findings with previous studies. It discusses the implications of the findings for luxury hotels and hospitality management, highlighting how ambient music influences guests' emotional state.

Chapter 7: Conclusion and Recommendations

This chapter summarizes the main findings of the study, presents conclusions drawn from the analysis, and offers recommendations for hotel managers and the hospitality industry. It also suggests areas for future research based on the study's limitations and the potential for further exploration of ambient music's role in luxury hotels.

Overall, the structure of this thesis supports a better understanding of how ambient music affects guests' emotions in luxury hotel environments.

Literature review

Previous Research on Ambient Music

Gaining a comprehensive understanding of how ambient music influences consumer responses is essential for luxury hospitality providers aiming to enhance guest satisfaction and foster brand loyalty. Prior research has demonstrated that background music can shape individuals' perceptions, emotional states, and behavioral patterns, making it a particularly significant factor in the context of the hospitality and tourism sectors. This section reviews key scholarly contributions that illuminate the situational effectiveness of ambient music and explore how it can be employed strategically to elevate the overall guest experience.

Influence of Ambient Music

Ambient music has long been shown to be an important tool for the enhancement of consumer experience via emotion and mood modulation. For instance, Angela et al. (2018) found that individuals exposed to music experienced greater mood enhancement compared to a control group that was not exposed, highlighting the emotional impact of music. Similarly, as Jani and Han (2015) noted, "the atmospheric elements of a hotel environment significantly influence guests' emotional responses, which in turn affect satisfaction and loyalty." These results are supported by Trompeta et al. (2022), who emphasized the emotional stimulation produced by well-curated music in creating immersive hospitality experiences. In high-end hotel environments, ambient music does more than just entertain, it is a sensory instrument that makes an emotional connection with guests, helping to generate greater guest satisfaction and loyalty.

The significance of music in creating a luxurious experience is also demonstrated through emotional responses to music. Sukhu et al. (2019) found that "Positive emotions, induced by service environments, are found to influence satisfaction and behavioral intentions such as revisit and word-of-mouth intentions." The findings of this research suggest that hotels' utilization of ambient music is more than just an aesthetic; it is a successful instrument for creating a positive behavioral process and guest loyalty. Neuroscientific and psychological perspectives on how music influences such brain responses associated with pleasure and reward may also be considered, for example, the emotional and psychological effects of

background music in hospitality settings. Salimpoor et al. (2011) demonstrated using fMRI that “intensely pleasurable responses to music involve activity in brain regions implicated in reward and emotion, notably the nucleus accumbens and the caudate. The experience of music has been shown to trigger dopamine release during moments of anticipation and emotional peaks, contributing to its strong emotional impact (Salimpoor et al., 2011). This neurochemical process forms the basis for the belief that well-chosen ambient music can induce an emotional high, further enhancing the positive customer experience in luxury environments.

The dopamine-activating effect that music triggers, on the other hand, is in turn associated with memory encoding and emotional salience, which are also key to creating memorable and meaningful experiences in hospitality venues (Ferreri et al., 2019). By harnessing the emotional and cognitive systems, ambient music leads to greater coherence between the environment and the guest experience, increasing the likelihood of customer return visits and brand affinity.

In addition, research in psychology has acknowledged that music supports emotion regulation as a result of its capacity to alter arousal and affective states (Juslin & Västfjäll, 2008). For example, ambient music with a slower tempo and consonant structure has been shown to decrease cortisol levels, perceptions of stress, and encourage feelings of safety and relaxation—psychological conditions fundamental to customer satisfaction for guests of hospitality settings (Thoma et al., 2013). The psychophysical effects above contribute to detailing how ambient music is not just a mere ornamentation, but an essential sensory modality to enrich the customer journey.

In this high-end sector of luxury hospitality, when emotional differentiation is paramount, neuroscience provides further insight into the role of ambient music as a strategic tool. The neuroaesthetics literature indicates that music listening produces a sense of luxury by aiding embodied cognition—that is, how external forms of perception modulate internally occurring evaluative and affective processes (Chatterjee & Vartanian, 2014). So the guests not only listen to the music, but also make sense of it as an indication of sophistication and emotional sophistication, improving their general notions of quality.

Taken together, these findings suggest that the strategic use of music in luxury hotel environments works on both a psychological and neurological level to enhance emotional connection and encourage desirable behaviors. With advances in

neuroscience and our deepening understanding of how the brain responds to aesthetic stimuli, hospitality researchers may be able to use this information to design environments that are not only emotionally appealing but also biologically fulfilling.

Different Impacts of Ambient Music Characteristics

Ambient music, often played in environments such as hospitals, shops, and offices, can have a significant impact on human emotions, cognition, and behavior. However, the effects of background music are not uniform: its characteristics (e.g., tempo, harmony, volume, rhythm) can have contrasting effects on the context and on people's responses to the music. North et al. (1999) concluded that “music not only affects how long people stay in a retail space, but also influences what they buy and how they feel while shopping.”

The tempo - or speed- of ambient music also plays a crucial role in its subsequent emotional and cognitive effects. A fast tempo is often associated with greater physical energy, alertness, and heightened emotional arousal, which can be helpful in stimulating customers or employees in a place where quick decisions or high levels of activity are required (Milliman, 1982). Slower tempos, on the other hand, are known to produce a relaxed and calm emotional state, and are therefore effective for tasks requiring focused attention and stress reduction (e.g., office, wellness environments) (Herrington, 1996). Accordingly, the distinction between fast and slow music (or tempo) may demonstrate the ability of ambient music to enhance or disrupt certain types of decision making and affect.

The tone of ambient music is also important to its emotional impact. Notes that go well together are known as consonant harmonies and typically evoke positive emotions such as relaxation and happiness. The harmonies that reduce anxiety and promote well-being can also be helpful in a therapeutic or customer service environment that is intended to be calm. On the other hand, disharmonies that effectively convey a sense of tension or discomfort can induce negative emotions such as anxiety. However, dissonance can also be positive in some circumstances, facilitating creativity, promoting dialectical thinking or problem solving (especially when cognitive inertia is key, e.g., when subjects are asked to generate ideas or make strategic decisions) (North & Hargreaves, 2008).

Both the volume and relative intensity of ambient music are important determinants of its effect. Background music at low levels tends to soothe the listener's ears rather than distract them, helping them to concentrate and relax. This is particularly useful in environments where maintaining concentration is essential, such as libraries, offices, or healthcare facilities. In contrast to low volume music, louder music can be energising and stimulating, but, if not controlled, risks becoming distracting or overwhelming, which has the potential to impair performance or decision making in high stress situations (Milliman, 1986). The perfect volume level is highly situational and should take into account the task at hand and the mood of the people performing it.

The human perception of ambient music is also influenced by its rhythm and complexity. Stable, predictable rhythms can be beneficial for concentration and relaxed alertness, and are best used for tasks that require long periods of continuous attention. Complex or irregular rhythms can conversely be arousing or creative, but are usually just more intrusive in terms of the calm, focused attention and consistency that is required in a situation. The rhythm in background music offers a stereotyped tempo that is likely to facilitate or impair performance in various decision-making tasks such as creative or analytical thinking (Herrington, 1996).

The genre of ambient music adds another layer to its influence. For example, music with a low/medium tempo and consonant harmony, such as classical ambient music, is known to have cognitive benefits such as improved learning and memory and reduced anxiety, and is widely used in academic and medical settings (Milliman, 1982). On the other hand, electronic ambient music, which contains synthetic sounds and is structured, can elicit a wide range of emotional responses, from relaxation to arousal, depending on its characteristics. The diversity of genres also highlights the importance of selecting music according to the desired affective or cognitive effect, to calm consumers, to energise employees, or to stimulate creativity (North & Hargreaves, 2008).

Ambient music, when thoughtfully selected, can create an atmosphere that influences consumer behavior in retail and service environments. For example, in-store music with faster tempos and dissonant sounds can create a sense of discomfort, leading consumers to leave stores more quickly and reduce purchase intentions; in contrast, slower tempos and consonant melodies are known to create a sense of well-being and comfort, leading consumers to spend more time in stores

and, as a result, to purchase (Milliman, 1982; North et al., 1999). In contrast, fast-paced, high-energy music may induce impulse buying or urgency in high-traffic retail areas (Herrington, 1996). Understanding how the characteristics of ambient music (tempo, harmony, volume, rhythm, and genre) affect consumers' emotions and behavior can provide retailers with the knowledge to tailor their shopping experience and play a part in encouraging consumers to make impulse purchases.

To be more specific, the role of music in the lobby of a five-star hotel is unique, especially within the overarching framework of Sensory Marketing, which argues that the multisensory experience plays a significant role in consumer behavior. According to sensory marketing theory, “marketing that engages the consumers' senses and affects their perception, judgment, and behavior” can play a crucial role in shaping customer experience through stimuli like music, scent, and lighting (Krishna, 2012). Indeed, research in this area has shown that well-maintained background music can increase brand evaluation, emotional responsiveness, and customer satisfaction, particularly in high-end service environments such as luxury hotels (Spence, 2022).

The contextual dependence of the effectiveness of ambient music is related to the degree to which it is synchronised with other sensory features. Research by Trompeta et al. (2022) emphasizes that the mere presence of music is not enough, and that the music should be designed, congruent, and tuned to the environment. For example, Areni (2003) showed that music in a dining room interacts discreetly with the décor, lighting, and food to create a unified sensory experience. Such interaction has also been noted in the case of hotels, where music has been found by academics to enhance the spatial ambience and thus the level of service quality to satisfy guests.

Interestingly, the purpose of the customer's visit also matters. Jeon, Park, and Yi (2016) found that background music co-creation (where customers have influence over the music played) is an effective way to improve customers' top-line sales and positive approach behavior, especially when the primary purpose of the visit is to seek relaxation. This finding implies that background music in luxury hotels should not only represent the hotel's brand image, but can also be adapted to the guests' situational purposes in order to maximise its psychological impact.

Furthermore, cultural and individual differences also play an important role in this process. Ambient music's effects are not universally experienced; instead, they are filtered through the lenses of personality traits, cultural conditioning, and

contextual interpretations. There is increasing evidence that emotional and behavioral responses to ambient music are individual-specific, and therefore, general recommendations would be inappropriate in a retail or hospitality environment. There is a great deal of individual variability in the perception and emotional response to music, and personality is a strong moderator. Some evidence for this perspective comes from the study by Chamorro-Premuzic and Furnham (2007), which suggests that people with high levels of openness to experience are more receptive to complex musical stimuli and tend to perceive higher levels of emotional arousal when listening to purely instrumental or ambient music. Conversely, if they are extraverted, they can enjoy stimulating, rhythmic, fast-paced music that matches their high energy levels. These discrepancies suggest that a universal approach to ambient music may not produce the most emotionally appealing profile for all hotel guests.

Cultural dimensions, such as those proposed by Hofstede (1980), also influence music perception. For example, collectivist cultures (e.g., East Asian) may prefer ambient music that is harmonious and non-intrusive, symbolising social harmony and humility. On the other hand, individualistic cultures (e.g., Western Europe, North America) may have a higher tolerance for distinctive or emotionally expressive music that is rhythmic or dissonant (Morrison & Demorest, 2009). Cross-cultural studies have demonstrated that individuals from different cultural backgrounds perceive and respond to music differently. For example, Hu and Lee (2012) found that Chinese listeners tend to describe music as "calm" and "soft," whereas American listeners are more likely to use descriptors like "exciting" and "happy." These findings suggest that cultural background significantly influences music mood perception, which has implications for tailoring ambient music in hotel settings to cater to diverse guest preferences. Given these differences, there is growing interest in the use of AI-based, on-the-fly ambient music systems that respond to guest demographics. For instance, some hotels have partnered with Soundtrack Your Brand to implement dynamic music solutions that adapt to different hotel zones and times of day, reflecting the brand's commitment to personalized guest experiences (Mateer, 2025). Hotels offer visitors the opportunity to choose from a range of curated playlists at check-in or on a mobile app, creating a sonic experience through co-creation, as Jeon et al. (2016) found to be effective in developing positive consumer behavior. This theme is in line with the experiential marketing school, where emotional attachment and sensory experiences set the

competitive hospitality market apart (Pine & Gilmore, 1998). In addition, customised ambient music programs can enhance brand congruence, as the environment appears more thoughtfully planned and focused on the guest.

Strategic Use of Ambient Music by Hotel Managers

Hotel managers have increasingly recognized the strategic potential of ambient music as a differentiator in the competitive luxury hospitality market. According to Spence and Gallace (2011), sensory cross-modalities (integral factors such as sound, scent, and lighting) are critical in influencing consumer perceptions and emotions. In a five-star hotel lobby, this sensory symphony, including the background music that makes the guest feel welcome, heightens brand keynotes and signals exclusivity and relaxation. Over a decade later, Spence (2022) reaffirmed this view: cross-modal correspondences between sounds, smells, and sights converge to shape customer experiences. For example, listening to classical music, combined with warm ambient lighting and subtle scent, significantly influences guests' perceptions of sophistication and luxury, resulting in higher satisfaction (Wiedmann et al., 2021). Areni (2003) also noted that hotel managers have more complex strategies in using ambient music than restaurant and pub managers, as they try to create the desired mood among customers. Suh, Moon, Han, and Ham's (2015) assertion that ambient music has the capacity to serve to enhance brand identity and provide an immersive environment with regard to the unique branding of individual hotels is also supported by existing research.

In addition, the use of ambient music across touchpoints in the guest journey, including lobbies, dining areas, and spa treatments, can have a positive impact on the perceived quality of the experience (Wu & Tabari, 2024). When properties create a tone of emotional expectation according to the evolving stages of a guest's stay, and match music to that tone, it creates a consistent and memorable brand experience. This approach correlates with the findings of Sukhu et al. (2019), namely that the emotional attachment guests establish with their environment is important for leading to satisfaction and loyalty.

The sound of ambient music is a necessity for luxury hotel environments to create an impactful and immersive experience. The thoughtful use of music in hotels is complex and carefully considered to enhance the five-star sensory experience for hotel guests. This methodology stems from an understanding of the hotel stay

experience and the choice of music, based on contributions from a range of authors, which should produce an effect on the guest, such as satisfaction, retention, and differentiation of the hotel from the competition. The music that is part of this place is like a nerve; it reflects the emotions and emotional states of the guests. This subtlety implies the potential to be approached as a branding strategy within the luxury hospitality sector.

The findings of the study demonstrate that customer behavior, time, and expenditure are all significantly influenced by background music. Spence (2022) corroborates earlier literature (e.g., Milliman, 1982) in showing that the presence of slow-tempo music in hotel lobbies and restaurants has a positive impact on both guest satisfaction and revenues. Conversely, in circumstances where a higher rate of throughput is required in a specific area (e.g., breakfast buffet stations or lobby check-out booths), the implementation of faster tempo music can facilitate the movement of individuals through the area.

Furthermore, Spence (2022) states that noise levels in luxury hotels need to be well-regulated. Excessively loud volume or poor playlists can lead to unhappy guests, resulting in negative reviews and a lack of repeat bookings, meaning that loud background music can lead to discomfort at the expense of the overall guest experience.

To enhance the effectiveness of ambient music, hotel management is advised to reach a certain level of consistency in music, scent, and spatial aesthetics to create an integrated experience. The music can be customized based on different hotel zones, such as soft, tranquil music in quiet places and dynamic creations in livelier ones. Personalized music results in real-time music playlists based on the actual profile guest at any time. And keeping the perfect volume is also vital to prevent blasting audio that disrupts relaxing time and conversation. With the following strategic techniques, hoteliers and other hospitality providers can enhance the guest experience, build brand loyalty, and improve overall customer experience.

Differentiating Music Strategies Across Hotel Segments

Ambient music application differs radically between hotel classes, especially between low-cost and high-end properties, due to the differing brand missions of these hotel classes, the clients they are targeting, and the service experience they deliver to these clients. This is particularly evident for luxury hotels with their bespoke

soundscapes, as you might expect from an offering that is pitched towards the luxury end of the spectrum. These hotels play background, instrumental, or genre-specific music such as jazz, classical, or composer-produced ambient music, which reflects an exclusive, sophisticated, and serene environment (Spence, 2022). These curations are frequently compiled by trained music consultants and are created in collaboration with agencies, such as Music Concierge and Soundtrack Your Brand, to generate custom-tailored playlists that extend the emotional spirit of the brand.

A number of empirical studies have demonstrated the role of ambient music in high-end hospitality. Yozukmaz and Topaloğlu (2016) explore the effect of both low volume and slow tempo music on guests, which encourages them to spend more time in the lobby, leading to impromptu opportunities for brand engagement and connections. Jeon, Park, and Yi (2016) similarly suggest that personalised background music selection, i.e., allowing guests to choose music from a predetermined playlist, leads to greater customer satisfaction and loyalty. These findings suggest that both music genre and its interaction with other sensory dimensions have a tremendous impact on the guest experience in five-star hotels. The Ritz-Carlton and Park Hyatt hotels, for example, often play "understated" music composed in minor keys and slow tempos to evoke calm and understated elegance in public spaces such as lobbies or spas. These choices are informed by psychological studies showing that slow, soft music is calming and increases dwell time (Spence, 2022; Milliman, 1982). This is consistent with their brand promise of a personalised and pampering experience for all guests.

Ambient music application differs radically between hotel classes, especially between low-cost and high-end properties, due to the differing brand missions of the hotel classes and the clients they are targeting, and the service experience they deliver to these clients. This is particularly so for luxury hotels with their bespoke soundscapes, as you might expect from an offer that is pitched towards the luxury end of the spectrum. These hotels play background, instrumental, or genre-specific music such as jazz, classical, or composer-produced ambience music, which reflects an exclusive, sophisticated, and serene environment (Spence, 2022). These curations are frequently compiled by trained music consultants and serve in collaboration with agencies, such as Music Concierge and Soundtrack Your Brand, to generate custom-tailored playlists that extend the emotional spirit of an endowment.

With budget hotels like Ibis, Holiday Inn Express, and Motel 6, the emphasis is on economical and effective background music that can cater to a wide range of guests. The kind of music that is played is usually pop, indie rock, and light electronica to keep a lively, youthful vibe for passing guests, families, as well as backpackers. It was found that playing background music in accordance with guest preferences is important in terms of improving guest satisfaction and perception (Weberová et al., 2022). Yet, low-cost establishments use centralized music systems to diffuse uninspired music in different public rooms and to break the acoustic space and the sensory continuity between guests (Torresin et al., 2019).

This divergence reflects a wider dichotomy in strategy emphasis. Luxury hotels emphasize music as sensory branding for emotional engagement and differentiation, while budget hotels treat it as a practical ambience enhancement tool to fill the silence and liven things up. The difference in investment and intent around music shows that music is not just about experience design, but about differentiating a brand hierarchy in the hospitality industry.

Music and the Perception of Luxury Hotel Brand Image

The symbolic meaning of music in five-star hotels and its influence on the perception of the brand image have a signifying power to influence the imagination of their recipient. In luxury environments, ambient music becomes more than just an environmental backdrop; it becomes a semiotic device through which messages of exclusivity, sophistication, and emotional depth are conveyed. Stimuli such as music that can be perceived by the senses are regarded by luxury consumers as cues to quality and brand personality (Magnini & Parker, 2009; North & Hargreaves, 2008).

For example, Alpert and Alpert (1990) found that music with emotional forms of tonality (e.g., minor keys, slower tempos) can lead to feelings of intimacy and sophistication. In a hotel context, such music enhances the perception of the physical space as elegant and adds to the premium experience. Nowhere is this more evident than in interstitial spaces such as the lobby, which serves as the first point of contact. Exemplary acoustics can set the stage for guests to perceive the hotel as more upscale prior to guest interactions with staff or guest services (Spence 2022).

Moreover, maintaining a consistent musical theme across all brand touchpoints can increase brand consistency. The use of signature soundtracks that are reused across properties - such as W Hotels' consistent global sonic identity -

helps to embed the brand in guests' minds. This echoes the notion of sound branding, which also uses regular exposure to music as a mnemonic trigger for brand recall (Wong, 2018).

It is also related to other sensory factors such as perfume and light. Multisensory synchrony enhances the perception of service quality in luxury hotels (Ali & Ahmed, 2019). Therefore, when music is paired with scent and spatial design (dim lighting, natural textures), the combined effect reinforces the story the brand is telling and increases feelings of emotional connection. This cross-cutting sensory approach not only increases pleasure but also enhances long-term brand favorability and encourages positive comments (Zha et al., 2023; Krupka, 2023).

In addition, hotel background music personalization is a new trend with the development of AI and smart technology. Pelet, Lick, and Taieb (2021) note that IoT (Internet of Things) can be used by hotels to change the music dynamically in relation to current guest demographics and preferences. This type of music customization is a solution to sensory branding, as it adds a unique, memorable ambiance that fits the desired experience of your brand. As stated by Chen et al. (2021), such personalized sensory cues further enhance customer engagement and emotional attachment, and further resonate with perceived exclusivity and responsiveness of luxury hospitality brands.

Premium vs. Generic Hotel Brand Music Strategies

The difference in approach to music between luxury and budget hotel brands is indicative of a gulf in both budget and intellectual sophistication. Premium brands, on the other hand, tend to be very deliberate about the type of music they choose and use music strategically as one of the ways they tell their brand story. Such hotels often engage external music curators or agencies to create a signature soundscape for parts of the building, such as the spa, fine dining restaurant, or rooftop bar (Kemp et al., 2024). Jaskari et al. (2024) further support this by demonstrating that well-curated background music enhances customer experiences and brand loyalty in the luxury sector. Edition Hotels, for example, works with music directors to manage playlists that change according to the time of day, seasonal tastes, and the expected profile of guest personalities, thus creating a dynamic yet cohesive brand voice.

Generic brands, on the other hand, can simply rely on off-the-shelf playlists without a clear strategy behind them. Background music is seen as a commodity

(rather than a brand asset), it is managed through pre-loaded streaming solutions, and it's not adapted to space or time. As a result, the music can sound disjointed, overly redundant, and inappropriate to the sonic environment (Kemp et al., 2024). This gap contributes to the 'invisibility' of brand identity in most midscale hotels, where music has little or no impact on an offering that simply isn't distinctive enough.

It should be noted that the emotional depth of music is also a factor to be considered. It is evident that high-end brands utilise music as a medium to convey a diverse range of specific moods, including tranquility, mystery, and nostalgia. These moods are chosen to resonate with their service objectives and client expectations. In contrast, the selection of tracks by individuals who prefer generic music is more likely to be influenced by their overall energy, with less consideration given to the impact on perception, behavior, or emotion over time (Magnini & Parker, 2009). This can have an adverse effect on the experience of the guest, particularly when the music becomes bothersome or repetitive.

Crucially, these differences are reflected in guests' perceptions. Morrison and Crane (2007) found that guests' perceptions of music in premium properties were associated with feelings of 'remarkable', 'sophisticated', and 'part of the uniqueness', whereas guests in standard hotels typically described music as 'background', 'noisy', or 'annoying'. These differing perceptions highlight the importance of strategically curating and emotionally aligning music to successfully integrate music into hotel brands.

Overall, the role of lobby music in five-star hotels extends beyond mere aesthetics—it is a strategic tool that interacts with other sensory cues to create a cohesive and memorable guest experience. Future research should explore the long-term psychological effects of sensory marketing strategies, as well as the potential of personalized music experiences to further elevate luxury hospitality standards.

Definitions

In this part, the key words which play important roles in this survey are defined in the following ways.

Cognitive Responses

Cognitive responses are the mental operations that people perform to evaluate, interpret, and make sense of stimuli in their environment. These mechanisms are important to examine when considering how customers might respond to external cues such as ambient music in service environments (North & Hargreaves, 2008; Lazarus, 1991). The form of cognitive responses is influenced by prior experience, the knowledge of the individual, and the characteristics of the stimuli presented (Frijda, 1986). In the case of hospitality settings such as hotels or restaurants, cognitive responses may consist of thoughts, evaluations, and judgments about the quality of service, ambience, and overall experience (Milliman, 1982; Herrington, 1996). Research has shown that these cognitive processes are crucial in influencing consumer decisions and behavior (Choi & Kandampully, 2019).

For instance, a hotel guest entering a quiet hotel lobby with soft instrumental music may perceive the space as upscale and luxurious and believe that this will affect his or her perception of the quality of the service before using it. This evaluative process may also have behavioral consequences, such as a greater tendency to stand in certain areas or to purchase additional services. Bitner (1992) emphasized that “the physical setting, or servicescape, plays a vital role in shaping customer and employee perceptions. It can influence not only initial impressions, but also the evaluation of the service encounter, overall satisfaction, and subsequent behavior such as return visits or recommendations” (p. 57).

Emotional Responses

An emotional response is the immediate, affective reaction that individuals have to external stimuli (e.g., environmental stimuli or experiences). These can be positive, such as joy or excitement, or negative, such as frustration or anger (Lazarus, 1991; Frijda, 1986). Emotions often involve physiological arousal (e.g., changes in heart rate, facial expressions) and are short-lived phenomena, but have a significant impact on behavior, decision making, and quality of life.

In particular, emotional responses are key factors of customer satisfaction and loyalty, especially in the service and hospitality sectors (North & Hargreaves, 2008; Milliman, 1982). For example, we now know that the reception of social-facilitating cues in the physical environment, such as background music, can induce affective

states that are likely to lead to improved customer experiences and repeat patronage (Herrington, 1996; North et al., 1999).

Luxury Hotel

Luxury hotels can be characterised as hotels that offer their guests high-end design, luxurious accommodation, extremely high standards of service, and attention to the smallest details. Such hotels are characterised by their "stately exteriors, magnificent architecture, luxurious food and service to perfection - practically" and thus create an image of luxury (Kanwal & Van Hoya, 2020). Their key milestone is to offer customers a "wow experience", which can be a mixture of material provision (e.g., lavish experiences) and immaterial considerations that can be bridged to emotional engagement and uniqueness (Kanwal & Van Hoya, 2020).

Experiential value is also a hallmark of luxury hotels. According to Luna-Cortés et al. (2022), they emphasize "satisfaction, service quality, and loyalty" and align their offerings with consumers' hedonic and utilitarian expectations. The incorporation of sustainable business models has also increasingly become the norm in the sector, another aspect in which the industry has aligned luxury with social and environmental awareness.

Another critical element is the external brand image, which influences the perception of both customers and employees. According to Jung and Baloglu (2024), boutique hotels use their brand attributes, service levels, and digital presence to strengthen their position in the accommodation market and appeal to high-end guests. However, the internal working contexts within luxury hotels often differ from their façade, leading to what Kanwal and Van Hoya (2020) call 'external-internal image inconsistencies'. This disconnect highlights the importance for companies to consider the alignment between branding and culture in order to remain truly authentic and effective in their operations.

In summary, luxury hotels are defined not only by their tangible elements—such as grandeur, exclusivity, and premium services—but also by their ability to deliver emotional satisfaction, create memorable experiences, and adapt to evolving consumer and societal expectations.

Ambient music

Ambient music, a genre popularised by Brian Eno's seminal 1978 album 'Ambient 1: Music for Airports', eschews traditional musical structures in favor of atmosphere. Brian Eno famously suggested that ambient music is "able to accommodate many levels of listening attention without enforcing one in particular; it must be as ignorable as it is interesting" (Eno, 1978), and is therefore in a unique position to integrate into many settings and contexts without becoming overbearing. A third definition comes from Toop, also in his book *Ocean of Sound*: "a definition born of the music itself: ambient is music to be immersed in, to create an environment" (Toop, 1995). This overall focus on texture and mood, and its inherent tendency towards self-reflection and sensory mental experience, is central to the genre. Ambient music is more than entertainment; it's a sonic companion for meditation, reflection, and auditory exploration.

These theoretical perspectives have underpinned an increasing interest within academia in ambient music as an aural architecture, a concept borrowed from Blesser and Salter (2007), which considers how sound supports our experience of space, feeling, and social engagement. This consideration becomes particularly meaningful in luxury hospitality, where the role of background music is no longer seen as a decorative device but as a central environmental cue that modulates affective response, spatial perception, and brand impression.

In modern hotels, ambient music has become an ever-changing, personalised branding tool, rather than a fixed, old-fashioned background friend. Recent advances in technology have facilitated real-time soundscape mapping through algorithm-based systems and AI-based playlist creation. Audio service providers, such as Mood Media and Soundtrack Your Brand, offer hotels the ability to customize hotel background music using the hotel guest's profile, time of day, season, or even local weather conditions as contextualization factors (Plewe et al., 2015). This type of sonic brand enhances customer immersion by reinforcing the brand's personality and engaging them emotionally. For example, a luxury hotel might move from instrumental jazz in the early hours of the morning to ambient electronic music in the evening to match energy levels and social rhythms, reinforcing a sense of exclusivity and immediacy.

Emotional Congruence

Emotional congruence, or music congruence, is the degree to which background music matches the physical or thematic environment and the relevant emotional meaning of that context. This congruence increases emotional attachment and, therefore, brand recall by creating a coherent sensory experience (Mattila & Wirtz, 2001). For example, the sophistication and uniformity that can contribute to guest satisfaction may be achieved in a hotel lobby with the spread of classical string music and chandelier lighting. Conversely, incongruent music choices (e.g., a lively pop track in a quiet spa) create cognitive dissonance and can negatively affect emotional response and guest evaluation.

Behavioral Responses

Behavioral responses are the observable activities or reactions of individuals that are mediated through their internal processing, which includes cognitive and affective activity, in response to environmental stimuli. In commercial settings, customer engagement and satisfaction are dependent on these behaviors. Measurable consequences include actions such as approach/avoidance, time spent in a place, purchasing behavior, and statements of satisfaction or dissatisfaction (Mehrabian & Russell, 1974).

Low-arousal music, such as slow-tempo background music, has been found to increase dwell time and consumption in a hospitality environment. For example, Milliman (1986) found that “With the slow-tempo background music used in this study, patrons stayed longer, ate about the same amount of food, but consumed more alcoholic beverages.” Similarly, in a luxury hotel, serene or upscale ambient music can encourage lingering in lobbies, lounges, or spa promenades (Wu & Tabari, 2024). These behaviors easily translate into improved guest experience, retention, and revenue.

Servicescape

The concept of servicescape, first introduced by Bitner (1992), refers to the built and ambient environment in which service interactions take place. It comprises three fundamental aspects: environmental conditions (e.g., temperature, lighting, noise, or music), the layout of the space and its functionality (e.g., design and accessibility of objects), and signs, symbols, and artifacts (e.g., decoration,

signage). This conceptualization highlights the multiple sensory and spatial elements involved in shaping customer perceptions. In particular, the servicescape represents the physical environment as a determinant of customer behavior. It can influence internal responses in the form of cognitive, emotional, and physiological reactions. As Bitner (1992) further explains, “A variety of objective environmental factors are perceived both by customers and employees, and both groups may respond cognitively, emotionally, and physiologically to the environment.”

For luxury hospitality, the design of the service landscape is also seen as a model for portraying its brand values and improving the quality of the customer experience. According to Turley and Milliman (2000), environmental stimuli - in this case, music - have a significant impact on customers' emotional responses, time spent, and purchase behavior. A well-designed servicescape involves the simultaneous orchestration of sounds, visual elements, and scents into a cohesive, immersive environment that fits the brand (Spence et al., 2014).

Identified Gaps

While previous literature has offered valuable insights into the impact of background music on consumer behavior in retail and casual hospitality settings, research that specifically examines ambient music within luxury hotel environments appears to be relatively limited.

Earlier research has often emphasized general atmospheric effects such as sound, scent, and lighting in shaping consumer perception (e.g., Spence & Gallace, 2011). These studies highlight that background music contributes to guest satisfaction, brand perception, and emotional arousal, but typically treat music as a secondary or generalized environmental factor rather than examining ambient music as a unique genre.

Furthermore, many prior studies have relied on quantitative approaches or experimental designs, evaluating measurable outcomes like dwell time or purchase intention (e.g., North et al., 1999; Jeon, Park & Yi, 2016). By contrast, this study adopts an interpretivist and qualitative approach to uncover how ambient music in luxury hotels contributes to emotional states such as relaxation, comfort, and perceived exclusivity. Through semi-structured interviews and guest reviews, this research reveals that guests actively interpret music as a form of branding, mood regulation, and emotional connection, rather than simply reacting to it

subconsciously. These insights demonstrate that ambient music is not merely background filler but a strategic design element that communicates brand identity and emotional tone.

Additionally, while existing literature acknowledges the potential of personalized music (e.g., Pelet et al., 2021), this research provides empirical evidence from hotel managers and guests confirming the emotional value of real-time, curated soundscapes aligned with spatial aesthetics and cultural sensitivity.

This study aims to contribute to the existing body of knowledge by shedding light on the emotional, symbolic, and strategic dimensions of ambient music in luxury hotels—an area that has received limited attention in previous literature. By exploring how ambient soundscapes may support emotional engagement, guest satisfaction, and brand loyalty, this research offers a more nuanced and context-sensitive understanding of the role music can play in the luxury hospitality experience.

Methodology

Introduction of Methodology

This study aims to examine the impact of ambient music on customer satisfaction in the context of luxury hotels. To begin, it is important to briefly restate the research objective. The primary focus of this research is to explore how ambient music influences the emotional state and overall satisfaction of guests in luxury hotels. While previous studies have investigated the psychological effects of music on customers, the majority of these studies have concentrated on settings such as restaurants, cafés, and retail stores. These environments are inherently different from luxury hotels, which offer a more immersive and multisensory experience designed to evoke specific emotions and enhance guest comfort.

Furthermore, research has been conducted on the impact of environmental design in hotels on customer psychology. These studies acknowledge that various atmospheric elements—including lighting, scent, architecture, and music—play a role in shaping guests' perceptions and experiences. However, in most of these studies, ambient music is considered only as a subcomponent of environmental design rather than being examined as an independent factor. This means that while previous research acknowledges the role of ambient music within the broader hospitality environment, it does not specifically analyze how it functions as a standalone element in shaping guest emotions and satisfaction levels.

This study seeks to address this gap by focusing explicitly on ambient music as a key component of the luxury hotel environment and investigating its direct influence on guest emotions. By doing so, this research contributes to a more nuanced understanding of how music plays a role in shaping the luxury hotel experience beyond its function as a background element. Given that luxury hotels aim to create a distinct emotional atmosphere for their guests, one that aligns with their brand identity and enhances the overall sense of exclusivity and relaxation, understanding the psychological impact of ambient music is of particular relevance to both industry professionals and academic researchers.

To achieve this objective, this study employed a qualitative research approach, which is suitable for exploring subjective experiences and meanings in depth (Creswell, 2013), and utilized multiple data collection methods. Specifically, surveys were conducted with key stakeholders, including luxury hotel managers and guests

who have stayed in luxury hotels. In addition, an analysis of online reviews related to ambient music in luxury hotels was performed to gain further insights into guest perceptions and experiences. These methods were chosen to provide a comprehensive understanding of the role of ambient music in luxury hospitality settings by capturing firsthand accounts and subjective experiences.

This chapter provides a detailed explanation of the methodological approach taken in this study. The structure of this chapter is as follows.

- Research Philosophy – A discussion of the interpretivist stance adopted in this study and the rationale for this choice
- Research Type – An explanation of the qualitative research approach and its relevance to this topic
- Sampling Strategy – An outline of the process used to select respondents for the study
- Data Collection Method – A detailed account of how data was gathered, including surveys and online review analysis
- Data Analysis Methods – An explanation of the techniques used to analyze qualitative data
- Methodological Limitations – A discussion of the potential limitations of this research approach
- Conclusion – A summary of the key points and the significance of the chosen methodology

By structuring this chapter in this way, this study ensures a clear and systematic approach to explaining the research methods used. This, in turn, helps establish the validity and reliability of the findings, ultimately contributing to a deeper understanding of the influence of ambient music in luxury hotel settings.

Research Philosophy

In this study, the interpretivist research philosophy was adopted to explore how ambient music influences the emotional state of luxury hotel guests.

Interpretivism is a philosophical approach that emphasizes understanding the subjective meanings and experiences of individuals rather than seeking objective, universal truths. It assumes that reality is socially constructed and best understood through the perspectives of those experiencing it (Saunders et al., 2019). This perspective aligns with the nature of this research, as emotions, perceptions, and

personal experiences with ambient music in luxury hotels are inherently subjective and context-dependent.

One of the primary reasons for choosing interpretivism was that the impact of ambient music on emotions could not be easily quantified using purely objective measures. Emotions are deeply personal and influenced by various factors such as cultural background, past experiences, and personal preferences. Unlike positivist approaches, which rely on numerical data and statistical analysis to establish generalizable conclusions, interpretivism allows for a deeper exploration of guests' individual experiences and the nuanced ways in which music contributes to their emotional state. Positivism is a research philosophy grounded in the belief that reality is objective and can be measured through empirical observation. It asserts that valid knowledge arises from observable and quantifiable phenomena, often employing scientific methods and statistical analysis (Saunders et al., 2019). In contrast, interpretivism seeks to understand the subjective meanings that individuals assign to their experiences.

The chosen research methods further supported an interpretivist approach. This study employed qualitative data collection methods, including surveys with hotel managers and luxury hotel guests, as well as an analysis of online reviews. Qualitative data collection focuses on obtaining non-numerical, in-depth information that captures respondents' perspectives, emotions, and meanings in their own words (Creswell, 2013). These methods are particularly valuable for exploring complex social phenomena that cannot be easily quantified. By analyzing personal narratives and subjective accounts, this research aimed to uncover patterns and themes that revealed how different guests perceived and responded to ambient music in a luxury hospitality setting.

Additionally, interpretivism is well-suited for understanding the dynamic and context-dependent nature of the luxury hotel experience. The way guests interact with and interpret ambient music may vary depending on situational factors such as the hotel's brand identity, the cultural expectations of its clientele, and the specific environment within the hotel (e.g., lobby, spa, or restaurant). A rigid, one-size-fits-all explanation would not capture these complexities, making an interpretivist approach more appropriate.

Furthermore, interpretivism acknowledges the role of the researcher in the process of knowledge creation. Unlike a purely objective stance, which assumes that

the researcher remains detached from the subject matter, interpretivism recognizes that researchers bring their own perspectives and interpretations when analyzing data. This is particularly relevant in qualitative research, where data analysis involves identifying themes and constructing meanings from subjective experiences.

By adopting an interpretivist perspective, this study embraced the complexity of human emotions and experiences, allowing for a deeper understanding of how ambient music contributes to the overall luxury hospitality experience. The insights gained through this approach can provide valuable knowledge for hotel managers and offer a richer, more context-sensitive understanding of the role of ambient music in shaping guests' emotional states.

Research Type

This study adopted an inductive approach and employed a qualitative research design to explore the influence of ambient music on the emotional state of luxury hotel guests. These methodological choices were driven by the nature of the research question, which sought to understand subjective experiences and uncover patterns that may not yet be well-documented in existing literature.

Inductive Approach

The inductive approach is particularly suited to this study because it allows for theory to emerge from data rather than being constrained by pre-existing hypotheses. Inductive reasoning involves starting with specific observations and developing broader generalizations or theories based on the patterns that emerge from the data (Saunders et al., 2019). Unlike a deductive approach, which begins with general theories and tests their applicability to specific cases, inductive reasoning starts with specific observations and develops broader generalizations or theories based on emerging patterns. It is commonly used to confirm or falsify theoretical assumptions through empirical data (Creswell, 2013). In the context of this study, the inductive approach was adopted to allow flexibility in exploring how guests experienced and responded to ambient music without imposing rigid theoretical assumptions. Since there was limited research that specifically examined ambient music as an independent factor in luxury hotels, it was considered premature to impose a rigid theoretical structure at the outset. Instead, an inductive approach

provided the flexibility to explore unexpected relationships and develop a nuanced understanding of how guests perceived and responded to ambient music.

Luxury hotels are designed to create immersive atmospheres that evoke specific emotions, yet each guest may experience these environments differently based on their personal background, cultural influences, and situational context. The emotional impact of ambient music is inherently subjective and cannot be easily quantified through predefined categories. An inductive approach enabled the researcher to remain open to diverse perspectives and to identify emerging themes that might not have aligned with pre-established theories on music perception in commercial settings such as retail stores or restaurants.

Furthermore, because previous research on environmental design in hotels often treated ambient music as one of many contributing factors rather than as a focal point, an inductive approach ensured that its specific influence could be examined in depth. By allowing findings to emerge from the data itself, rather than fitting them into an existing theoretical model, this study aimed to provide fresh insights into the role of music in shaping guest emotions within a luxury hospitality setting.

Qualitative Research

A qualitative research design complemented the inductive approach by prioritizing rich, descriptive insights over numerical measurement. Since the research focused on emotions, perceptions, and personal experiences, a qualitative framework was more appropriate than a quantitative one, which would risk oversimplifying the complex and often intangible ways in which music affects human psychology. Luxury hotel guests do not respond to ambient music in a uniform or purely rational manner; their experiences are shaped by a multitude of sensory and contextual factors that were best explored through qualitative inquiry.

Unlike quantitative methods, which are primarily used to test hypotheses through the measurement of predefined variables and statistical analysis of numerical data, qualitative research adopts a more exploratory and flexible approach that focuses on understanding meanings, experiences, and social contexts (Saunders et al., 2019). This flexibility was crucial in investigating how guests interpreted and internalized the musical atmosphere of a luxury hotel, as their reactions were deeply personal and influenced by factors beyond the researcher's

initial expectations. The open-ended nature of qualitative research ensured that subtle emotional and psychological responses could be captured, rather than reducing them to numerical data that might have failed to reflect the full depth of human experience.

Additionally, qualitative research aligned with the interpretivist stance of this study, which acknowledges that reality is socially constructed and that meaning is derived from individual perspectives rather than universal laws. Because emotions and perceptions are not fixed entities but are shaped by personal, cultural, and situational contexts, a qualitative approach provided the necessary depth to explore these variations. Through a close examination of subjective accounts, this study sought to uncover the underlying mechanisms through which ambient music contributes to the emotional landscape of luxury hotels.

By adopting an inductive and qualitative approach, this research remained open to discovering new insights rather than imposing predefined conclusions. This methodology ensured that the complex interplay between ambient music and guest emotions was examined in a way that was both exploratory and contextually sensitive, ultimately contributing to a deeper understanding of how music enhances the luxury hotel experience.

Sampling Strategy

This study employed a non-probability sampling strategy for both the interviews and the analysis of online reviews. Non-probability sampling refers to techniques where not all members of the population have a known or equal chance of being selected. Instead, respondents are chosen based on specific characteristics or accessibility, making it particularly useful for exploratory and qualitative research where depth of insight is prioritized over generalizability (Etikan et al., 2016; Saunders et al., 2019). Given the qualitative nature of this research, non-probability sampling methods were more suitable as they allowed for the intentional selection of respondents and data sources that were most relevant to the research objectives. The study utilized convenience sampling for interviews and a combination of purposive sampling and quota sampling for the online review analysis. These approaches ensured that the data collected aligned with the research aim of understanding the emotional impact of ambient music in luxury hotels while remaining feasible within the constraints of time and resources.

Sampling Method for Interviews

For the interview-based research, convenience sampling was employed to recruit 10 participants, including hotel managers and individuals who had stayed in luxury hotels. Convenience sampling, a form of non-probability sampling, involves selecting participants based on ease of access, availability, and willingness to take part. While it limits generalizability, it is widely employed in qualitative research where the focus lies on gaining in-depth, context-specific insights rather than producing statistically representative results (Etikan et al., 2016; Saunders et al., 2019). Convenience sampling was appropriate because access to industry professionals and guests willing to participate in qualitative research was challenging. By selecting participants based on availability and willingness to contribute, the study ensured the feasibility of data collection while still capturing meaningful insights from those with relevant experiences and expertise. To explore the effects of ambient music from multiple perspectives, this study aimed to include both service providers and recipients within the luxury hospitality sector. The criteria for selecting interviewees included:

- Hotel managers with decision-making authority over ambient music choices
- Guests who have stayed in luxury hotels

While a larger sample size could have provided more perspectives, conducting in-depth qualitative interviews required substantial time for both data collection and analysis. Given the exploratory nature of this study, a sample of 10 participants was considered sufficient to identify key themes while remaining within practical constraints. However, the study acknowledged the limitation that a larger sample could enhance the generalizability of findings.

Sampling Method for Online Review Analysis

For the analysis of online reviews, this study adopted a combination of purposive sampling and quota sampling, with a target of 100 reviews. Purposive sampling is a non-probability technique in which participants or data are selected based on specific characteristics aligned with the research objectives. It enables the researcher to focus on information-rich cases that are especially relevant to the research question (Etikan et al., 2016; Patton, 2002). In this study, purposive sampling was used to ensure that the selected reviews were directly relevant,

specifically including those that mention ambient music. This ensured that the dataset focused on guests' perceptions of music.

Quota sampling, a non-probability technique, involves dividing the population into mutually exclusive subgroups and selecting a predetermined number of participants from each subgroup (Saunders et al., 2019). It is particularly useful in qualitative research for achieving balanced diversity across categories without relying on random selection. In this study, quota sampling was applied to enhance diversity in the dataset. To avoid bias toward a single hotel brand or location, the study included reviews from multiple luxury hotel brands and various geographic regions. The dataset was structured to ensure representation across different guest demographics, hotel categories, and cultural backgrounds.

The choice of 100 reviews was based on a balance between data saturation and feasibility. A larger dataset (e.g., 500+ reviews) could have offered more comprehensive findings, but given the manual effort required for qualitative content analysis, 100 reviews provided a practical yet rigorous sample size.

Data Collection Method

This study employed a cross-sectional approach to data collection, as it focused on analyzing opinions and experiences at a specific moment rather than tracking changes over time. A cross-sectional design involves collecting data at a single point in time, providing a “snapshot” of a phenomenon, which is especially suitable for understanding current attitudes, behaviors, or perceptions (Bryman, 2016; Saunders et al., 2019). This design was appropriate for this study, as it sought to capture luxury hotel guests' and managers' immediate reflections on ambient music rather than how their perceptions evolve over time.

Semi-Structured Interviews

Participant recruitment. Participants for the interviews were recruited using purposive and convenience sampling to ensure that the study gathered insights from individuals with relevant expertise and experience. Hotel managers were selected from the researcher's past and current internship placements, as they possessed firsthand knowledge of how ambient music was integrated into luxury hotel operations. Additionally, guests with experience staying in luxury hotels were

recruited from the researcher's personal network. This selection process ensured a well-rounded perspective, incorporating both managerial viewpoints and guest experiences.

Interview format. The study employed semi-structured interviews, which provided a structured yet flexible format, allowing participants to share their perspectives freely while ensuring that key topics were covered. Semi-structured interviews are guided by a set of predetermined open-ended questions, while also allowing the interviewer to probe further based on the participants' responses. This method is widely used in qualitative research for balancing consistency across interviews with the ability to explore individual experiences in depth (Bryman, 2016; Kallio et al., 2016).

For hotel managers. To understand how hotel managers perceive the role of ambient music in guest satisfaction and decision-making, they were asked questions regarding its importance, selection process, and its influence on guest behavior.

1. How important do you think ambient music is in shaping the guest experience in a luxury hotel?
2. What kind of atmosphere do you aim to create with the music in your hotel?
3. How do you decide on the type of music played in different areas of the hotel (e.g., lobby, restaurant, spa, rooms)?
4. Do you work with a professional music curator or use pre-set playlists?
5. Have you ever changed the music strategy based on guest feedback? If so, can you give an example?
6. Have you noticed any patterns in guest feedback regarding music (positive or negative)?
7. Do you believe music influences how long guests stay in certain areas (e.g., the bar or lounge)?
8. In your opinion, how does music contribute to the overall luxury perception of your hotel?
9. What are the biggest challenges in selecting and managing ambient music in your hotel?
10. How do you balance different guest preferences while maintaining a consistent brand identity through music?

For luxury hotel guests. To gain insight into guests' emotional responses and experiences with hotel ambient music, they were asked about their awareness, preferences, and the impact of music on their perception of luxury.

1. When staying at a luxury hotel, do you notice the background music? Why or why not?
2. Can you recall a time when hotel music enhanced your stay? What made it memorable?
3. Have you ever been bothered by the music in a hotel? What was the issue?
4. How does ambient music in a luxury hotel influence your mood or relaxation?
5. Does the music in different areas (lobby, restaurant, spa, bar, room) affect how you feel in those spaces?
6. Do you think music contributes to the sense of luxury and exclusivity in a hotel? Why or why not?
7. What kind of music do you expect to hear in a luxury hotel?
8. Would you prefer customizable music options in your hotel room (e.g., choosing playlists)?
9. Have you ever given feedback about hotel music? If not, would you if the experience was strongly positive or negative?

Interview procedure. Interviews were conducted either face-to-face or via Zoom, depending on participant availability. To ensure accuracy and ease of transcription, audio recordings were made with participants' consent. All interview content was translated into English by the interviewer prior to transcription. For reference, see Appendix B.

Ethical Considerations. Ethical guidelines were strictly adhered to throughout the data collection process. Participants received an informed consent form detailing the study's purpose, their voluntary participation, and their right to withdraw at any stage. Anonymity was maintained by removing identifying information, and all data were securely stored to ensure confidentiality and compliance with ethical research practices.

Online Review Data Collection

Platform Selection. To gain insights from a broader range of guest experiences, online reviews were collected from four major platforms: Google Reviews, Booking.com, Expedia, and TripAdvisor. These platforms were chosen based on their prominence in hotel review data, as identified in the *Hotel Review Benchmark Report* published by the Shiji Group (2023), which highlights them as the leading sources for guest feedback.

Filtering and Selection Criteria. To ensure that only relevant reviews were analyzed, a keyword-based filtering approach was used. Reviews that explicitly mention ambient music were identified using keywords such as “music,” “sound,” “ambience,” and “background music.” The study considered reviews that described guest experiences across various hotel environments, including lobbies, restaurants, spas, bars, and guest rooms. To maintain data relevance, reviews were collected from the period 2020-2025, ensuring that the findings reflected recent guest perspectives. Only reviews written in English were included in the data collection, as this thesis was written in English and analyzing reviews in the same language ensured alignment between the data and the research output.

Data Storage & Organization

To facilitate systematic organization and analysis, all collected data were documented in Google Sheets. The data were categorized based on several attributes, including hotel name, location, review date, star rating, relevant keywords, participants' role, age, and gender. This structured approach enabled effective filtering and retrieval of insights related to ambient music's influence on the luxury hotel experience.

Data Analysis Methods

To analyze the collected data, this study employed Thematic Analysis, a qualitative method that allows for the identification, organization, and interpretation of patterns within textual data. Thematic Analysis is a flexible method for analyzing qualitative data by systematically coding and developing themes that capture important meanings related to the research question. It is particularly suitable for

exploring people's lived experiences, perspectives, and emotions (Braun & Clarke, 2006). This approach aligned with the research's interpretivist stance, as it focused on understanding respondents' experiences and perceptions rather than merely quantifying responses. To systematically categorize and interpret the data, an inductive coding process was applied, ensuring that the themes emerged organically from the data rather than being pre-determined by existing theories. The data analysis followed three key stages.

Applying In Vivo Coding

The first stage involves a thorough review of interview transcripts and online reviews to identify key expressions and recurring phrases. In Vivo Coding is used at this stage, capturing respondents' exact words to ensure that their authentic voices and perspectives are preserved. In Vivo Coding is a qualitative data analysis method that uses the actual language of participants as codes, aiming to stay as close as possible to their lived experiences and expressions (Saldaña, 2016). This method is particularly valuable in hospitality research, as it allows for a direct representation of how hotel managers and guests describe their experiences with ambient music. By coding the data with terms used by the respondents themselves, the analysis remains closely tied to their lived experiences, making it more grounded and reflective of their actual sentiments.

Applying Values Coding

Once initial codes had been established, Values Coding was applied to refine and interpret the data further. Values Coding is a method of qualitative data analysis that focuses on identifying participants' values, attitudes, and beliefs, which reflect their personal or cultural perspectives (Saldaña, 2016). This method was particularly suitable for this study as it aligned with the interpretivist approach, emphasizing the emotional and psychological impacts of ambient music on luxury hotel guests. Values Coding helped move beyond surface-level descriptions by capturing the underlying perceptions, attitudes, and expectations that shaped guests' emotional responses.

By categorizing responses into values-driven codes, the analysis revealed how guests' personal beliefs and cultural expectations of luxury influenced their reactions to music. Similarly, hotel managers' choices in music selection reflected

deeper brand identity considerations, balancing guest satisfaction with the establishment's curated ambiance.

Using In Vivo Coding and Values Coding together provided a balanced approach, ensuring that both the guests' direct expressions and the deeper emotional meanings behind their words were captured. This combination allowed the study to preserve respondents' authentic voices while also uncovering the underlying motivations and expectations that drove their experiences.

Moving from Coding to Analysis

The final stage involved grouping similar Values Codes into broader themes to develop a comprehensive understanding of how ambient music influences guest emotions and perceptions in luxury hotels. By identifying patterns across interviews and online reviews, the study revealed recurring themes, such as the role of ambient music in enhancing relaxation, creating a sense of exclusivity, or influencing guests' time spent in different hotel areas. These insights contributed to a deeper understanding of how luxury hotels can strategically use music to shape guest experiences and perceptions of luxury.

Through this thematic analysis, the study provided a nuanced interpretation of the psychological and emotional effects of ambient music in luxury hotels, offering practical insights for hoteliers seeking to optimize their auditory environments.

Methodological Limitations

While this study provided valuable insights into the impact of ambient music on the emotional states of luxury hotel guests, several methodological limitations must be acknowledged. These limitations arose from the research design, data collection methods, and the nature of qualitative analysis, which may influence the interpretation and generalizability of the findings.

One key limitation was the use of a qualitative research approach, which, while effective for exploring subjective experiences, did not allow for statistical generalization. The study relied on semi-structured interviews and online review analysis, both of which offered rich, descriptive insights but may not have been representative of the broader population of luxury hotel guests. Since qualitative research focuses on depth rather than breadth, the findings were inherently

context-dependent and may not have fully captured the diversity of guest experiences across different luxury hotel brands and cultural contexts.

Another limitation was the non-probability sampling strategy used for participant and reviewer selection. Convenience sampling was employed for interviews, meaning that hotel managers and guests were selected based on accessibility rather than through a randomized process. While this approach ensured practical feasibility, it may have introduced selection bias, as respondents who were more engaged with the topic or had strong opinions about ambient music were more likely to participate. Similarly, the purposive and quota sampling methods used for online review selection ensured relevance but may not have fully represented the complete range of guest perceptions.

Furthermore, the sample size posed constraints on the study's findings. The interviews were conducted with a limited number of respondents (hotel managers and guests), which, while sufficient for identifying key themes, may not have encompassed all possible viewpoints. A larger sample size could have strengthened the robustness of the conclusions. Likewise, although 100 online reviews were analyzed, this number may not have fully captured the variability of opinions across different luxury hotel markets and customer demographics.

Additionally, due to the use of convenience sampling in the interview process, achieving diversity within the dataset was challenging. Similarly, although quota sampling was applied to the selection of online reviews, it was difficult to avoid biases related to the reviewers' nationalities and the geographical distribution of the hotels.

The reliance on self-reported data in interviews presented another limitation. Participants' recollections of their experiences with ambient music may have been subject to memory biases or personal preferences that shaped their responses. Additionally, since emotional reactions to music are highly subjective, it was difficult to distinguish between the effects of ambient music itself and other contributing environmental factors such as lighting, scent, or overall service quality.

Another challenge stemmed from the interpretivist research stance adopted in this study. Thematic analysis and inductive coding allowed for deep exploration of respondent narratives, but the process of coding and theme identification was inherently influenced by the researcher's perspective. While steps were taken to ensure analytical rigor, including the use of In Vivo and Values Coding to preserve

authenticity and interpret deeper meanings, there remained an element of researcher subjectivity in the interpretation of data.

Finally, the study's cross-sectional design limited its ability to assess changes in guest perceptions over time. Because data were collected at a single point, the findings did not account for potential shifts in how guests respond to ambient music based on seasonal variations, length of stay, or changing hotel trends. A longitudinal approach could have provided more dynamic insights into how guest experiences evolve over time in response to different musical settings.

Despite these limitations, the study offers meaningful contributions to the understanding of how ambient music shapes guest emotions in luxury hotels. Recognizing these constraints allows for a more nuanced interpretation of the findings and highlights opportunities for future research, such as expanding the sample size, incorporating quantitative methods for triangulation, and exploring cross-cultural variations in guest responses to ambient music.

Summary of Methodology

This methodology chapter has outlined the research approach, data collection methods, and analytical techniques employed in this study to investigate the influence of ambient music on the emotional states of luxury hotel guests. A qualitative research design was selected to capture the depth and complexity of guests' subjective experiences, aligning with the study's interpretivist philosophical stance. By employing an inductive approach, this research allowed themes and patterns to emerge organically from the data, rather than being constrained by pre-existing theoretical frameworks.

The study utilized semi-structured interviews with hotel managers and luxury hotel guests, alongside an analysis of online reviews from major platforms. These methods were chosen to ensure a comprehensive understanding of how ambient music is perceived and experienced in luxury hospitality settings. Thematic analysis, incorporating both In Vivo and Values Coding, was used to systematically interpret the collected data, preserving respondents' authentic expressions while also identifying underlying beliefs and emotional responses.

While this methodological approach provided valuable insights, certain limitations must be acknowledged. The reliance on non-probability sampling methods, the relatively small sample size, and the subjectivity inherent in qualitative

research may have affected the generalizability of the findings. Additionally, the cross-sectional nature of the study did not allow for an examination of changing perceptions over time. However, despite these limitations, the chosen methodology remained well-suited for exploring the nuanced and deeply personal impact of ambient music on luxury hotel guests.

Overall, this chapter has established a rigorous and systematic approach to data collection and analysis, ensuring that the findings contribute meaningfully to the understanding of ambient music's role in shaping luxury hospitality experiences. The insights gained from this study will not only enhance theoretical discussions on environmental psychology and hospitality management but also provide practical recommendations for hoteliers seeking to optimize their auditory environments.

Results

Introduction of Results

This chapter presents the findings of the research, which explores how ambient music influences the emotional state of guests in luxury hotels. As discussed in earlier chapters, this study aims to examine the psychological and experiential effects of ambient music, with a specific focus on how it shapes guest satisfaction, emotional response, and perceived luxury. The core research questions address how the presence, absence, and characteristics of ambient music contribute to guest emotions and perceptions, and how hotel professionals strategically utilize music in different settings.

To investigate these questions, the study adopted a qualitative research approach grounded in interpretivism. Data were collected through semi-structured interviews with five hotel managers and five luxury hotel guests, as well as an analysis of 100 online reviews related to ambient music in luxury hotel environments.

The purpose of this chapter is to present the key findings derived from these data sources. The results are organized thematically to reflect recurring patterns and significant insights identified through thematic analysis, including In Vivo and Values Coding. These findings provide a foundation for the subsequent discussion and analysis in the next chapter.

Key findings

The following section summarizes the main findings from the collected data. Results are presented in two parts: insights from the interviews and patterns identified in online guest reviews.

Key findings from the Interviews

Thematic analysis of interviews with hotel managers and guests revealed shared and contrasting perspectives on ambient music in luxury hotels. Fourteen recurring themes emerged, showing how music influences emotional responses, guest behavior, and brand perception. Participants highlighted music's role in enhancing atmosphere, aligning with cultural expectations, and adapting to different spaces and times. These insights reflect music's broader impact on the luxury hotel experience.

Challenges in Music Curation. This theme captures the difficulties faced by both hotel managers and guests in the selection and management of ambient music within luxury hotel settings. It focuses on challenges such as catering to diverse guest preferences, adapting music to different spaces, and maintaining a consistent atmosphere. This theme excludes feedback related to positive emotional reactions or general appreciation of music; instead, it highlights operational complexities and guest dissatisfaction stemming from poor music choices or system-related issues.

For example, one hotel manager explained: *“Choosing and managing background music is a major challenge because it’s impossible to please everyone at once...One key challenge is selecting music that fits the atmosphere of different areas in the hotel.”* (see Appendix A, Interview ID R1). Another manager noted, *“The biggest challenge I face when choosing music is ensuring enough variety. We try to avoid long tracks or repetitive songs...”* (see Appendix A, Interview ID R8).

Guest interviews also emphasized sensitivity to inappropriate music use. One guest recalled, *“the background music in the lobby was a radio station... there were advertisements between songs, which I think guests should not be forced to listen to”* (see Appendix A, Interview ID R2). Another highlighted technical concerns, stating, *“many hotels suffer from poor music systems, which creates a bad environment”* (see Appendix A, Interview ID R3).

This theme reflects the shared recognition of music curation as a complex task, with managers expressing concerns about maintaining variety and coherence, while guests reported discomfort caused by disruptive music, technical flaws, or mismatched ambiance.

Cultural Resonance. This theme includes interview responses that emphasize the cultural alignment of ambient music within luxury hotel environments. It focuses on how music can reflect the local context, express the hotel’s intended identity, and shape the overall atmosphere in a culturally meaningful way. It does not include feedback focused purely on technical aspects or musical preferences unrelated to culture. Instead, it captures the belief that music contributes to authenticity, emotional connection, and memorability when it resonates with either the hotel’s location or its conceptual theme.

For example, one guest reflected on a past stay by saying, *“the role of music in that experience was truly unforgettable... an authentic Tunisian song... perfectly reflected the local culture... it created an atmosphere that has stayed with me ever since”* (see Appendix A, Interview ID R4). Hotel managers also supported the idea that music should be chosen to *“match the spirit of the place.”* One manager noted, *“My main advice for establishments choosing their ambient music is that it should match the spirit of the place,”* stressing the importance of environmental and spatial appropriateness (see Appendix A, Interview ID R8).

On the other hand, one guest stated, *“it’s more about reflecting the cultural identity the hotel wants to express, not just where it’s located”* (see Appendix A, Interview ID R5), highlighting that the cultural identity the hotel aims to convey is also an important aspect. Other guests reinforced this view by linking musical choices to brand strategy, suggesting that the right approach *“depends on the impression they want to create”* and whether the goal is *“to adapt to their clients”* or *“represent a strong brand identity”* (see Appendix A, Interview ID R10).

Another guest described how music may not always be the focal point, but still helps convey *“an ambiance of exclusivity”* and *“the character of the hotel’s location”* (see Appendix A, Interview ID R3), demonstrating that even subtle musical decisions can reinforce the cultural narrative and enhance the luxury experience.

This theme consists of responses that recognize ambient music as a vehicle for cultural expression in luxury hotels. Guests and managers alike described how culturally resonant music can strengthen atmosphere, create emotional ties, and contribute to a distinctive and memorable experience aligned with place or brand.

Emotional and Psychological Effects. This theme includes interview responses that describe the emotional and psychological impact of ambient music in hotel environments. It focuses on how music contributes to feelings of calm, welcome, and emotional connection, as well as how inappropriate music—or its absence—can lead to discomfort, stress, or a lack of belonging. It does not include feedback related solely to cultural identity or aesthetic preferences unrelated to emotional experience. Instead, it centers on music’s ability to shape atmosphere through mood regulation and emotional resonance.

For instance, one guest explained, *“background music in a hotel should not distract or stress me... it should help me immerse myself in the atmosphere,”*

indicating how appropriate music supports relaxation and focus (see Appendix A, Interview ID R3). Another described music as emotionally grounding: *“it touches me in a calming way and helps set a positive, soothing tone”* (see Appendix A, Interview ID R4).

Several guests also emphasized that silence can negatively affect the hotel experience. One interviewee said, *“without music, there’s no ambiance—and without ambiance, there’s no personality... it makes me feel unwelcome”* (see Appendix A, Interview ID R4). Similarly, mismatched tempo and volume were mentioned as emotionally disruptive. *“If the background music is too fast, it makes me feel rushed... it doesn’t suit a relaxing environment,”* one guest explained (see Appendix A, Interview ID R4).

From the staff’s perspective, music also influences workplace dynamics. One hotel manager noted that it should *“create a welcoming atmosphere that makes everyone feel good”* while not interfering with staff performance (see Appendix A, Interview ID R6).

Additionally, the context in which music is played emerged as critical to its psychological effect. One guest noted that hearing their favorite song at reception might feel *“a bit strange”* because such music is deeply personal (see Appendix A, Interview ID R10). Others described discomfort when music was mismatched with the setting, such as hearing it alone in a hallway or in a restroom (see Appendix A, Interview ID R10).

This theme captures the nuanced emotional influence of ambient music in luxury hotel settings. Thoughtfully selected music can foster comfort, relaxation, and emotional engagement, while inappropriate choices or silence may cause unease or reduce the sense of hospitality. Interviewees highlighted that creating the right emotional tone depends on tempo, context, and the intended psychological impact.

Feedback-Driven Adaptation. This theme includes interview responses that describe how hotels adjust their ambient music strategies in response to guest feedback or observed guest behavior. It focuses on the importance of flexibility, attentiveness, and ongoing improvement to maintain an engaging and appropriate musical environment. It does not include general commentary on music preferences or one-time observations unrelated to guest interaction. Instead, it highlights how

responsiveness—whether proactive or reactive—supports guest satisfaction and strengthens the hotel's atmosphere and brand consistency.

For instance, one hotel manager noted, *“we usually adjust our music strategy based on the number of guests in a specific area... during special events like festivals, we try to tailor the music to match the event,”* illustrating a dynamic approach informed by spatial and contextual observation (see Appendix A, Interview ID R1). Another manager shared, *“when guests found the music too loud or didn’t like the selection, we simply changed it... it’s important to be flexible and responsive”* (see Appendix A, Interview ID R9).

Guests also emphasized the need for ongoing musical variety and attentiveness to their experience. One guest recommended, *“regularly changing playlists because guests who return frequently may find a static ambiance unappealing... keeping the music fresh is important”* (see Appendix A, Interview ID R2). Similarly, another guest expressed, *“when I stay in a hotel for a week and hear the same playlist every day... it becomes repetitive and makes me less likely to want to come back”* (see Appendix A, Interview ID R5).

Some managers described monitoring guest reactions informally: *“when guests mention they like the music, I often ask if they would prefer a certain type... sometimes they do, but other times they’re happy to keep the same music”* (see Appendix A, Interview ID R7). Others viewed a lack of complaints as confirmation of success while acknowledging the impossibility of universal appeal (see Appendix A, Interview ID R8).

This theme reflects how guest-centered music curation—grounded in feedback and observation—helps maintain a positive and personalized hotel environment. Managers who remain flexible and attentive to guest input are better positioned to enhance satisfaction and ensure the music continues to support both the mood and identity of the hotel.

Guest Behavior and Dwell Time. This theme includes interview responses that describe how ambient music in hotel lobbies and public spaces influences how long guests choose to stay in these areas, commonly referred to as “dwell time.” It specifically addresses how music can encourage guests to linger, relax, or return by enhancing the atmosphere—or, conversely, prompt them to leave when the music is unpleasant or mismatched. It does not include feedback unrelated to spatial

behavior, such as purely emotional or technical reflections on music. Instead, it highlights how music subtly shapes guest movement, engagement, and time spent within shared hotel environments.

For instance, one hotel manager remarked, *“pleasant music can help them relax and make waiting easier,”* directly linking the music’s tone to how long guests remain in the lobby (see Appendix A, Interview ID R1). Another manager explained that *“if the music doesn’t fit the atmosphere, guests leave. If the music matches the mood, guests stay,”* emphasizing the importance of musical consistency with the setting (see Appendix A, Interview ID R7).

Guests echoed this link between ambiance and behavior. One guest shared, *“background music... can encourage me to extend my stay,”* while also warning that mismatched music reduces their willingness to stay longer (see Appendix A, Interview ID R2). Another guest observed, *“background music really stood out...but it’s easier to notice when I’m sitting still,”* pointing to how stillness heightens awareness of the sonic environment (see Appendix A, Interview ID R10).

Live music was also cited as a driver of extended stay duration. A manager noted that *“live music can attract guests to stay longer, while annoying music might shorten their stay,”* demonstrating how entertainment elements can boost engagement (see Appendix A, Interview ID R9). Additionally, several interviewees suggested that consistently pleasant musical atmospheres contribute to guest satisfaction and even repeat visits (see Appendix A, Interview ID R1).

This theme reflects how ambient music serves not only as a background feature but as a behavioral cue in luxury hotels. Thoughtfully selected music encourages guests to linger in public spaces, positively impacting guest flow, satisfaction, and even hotel reputation. Both managers and guests recognize music as a key factor in how people choose to engage with and move through hotel environments.

Reception-Specific Music. This theme includes interview responses that specifically address the role of ambient music in hotel reception areas and lobbies. It focuses on how music in these transitional spaces can contribute to a welcoming, calm, and professional first impression for guests. It does not include general reflections on music in other hotel areas, nor does it consider technical aspects like speaker quality. Instead, it emphasizes how musical choices in the reception context

influence the guest experience by setting tone, mood, and atmosphere during key moments such as check-in, waiting, or first arrival.

For instance, one hotel manager summarized the ideal musical ambiance in three words: *“piano, appeasing, and not too loud,”* underlining the need for subtle and elegant sounds (see Appendix A, Interview ID R1). Guests also expressed a preference for understated yet uplifting music in this setting. One commented that *“jazzy or classy music would be ideal”* for check-in moments, noting that the absence of music fails to create a comfortable environment (see Appendix A, Interview ID R2). Another guest stated, *“I personally prefer slow-paced jazz or lounge music... the music should not catch too much attention,”* reinforcing the need for background music that is present but not intrusive (see Appendix A, Interview ID R3). A different participant described the music as a signal of welcome: *“something that gives off a welcoming vibe and says, ‘Hey, come on in’”* (see Appendix A, Interview ID R4).

Managers also emphasized music's psychological effect on arriving guests. One explained that reception music should evoke a *“vacation feeling,”* helping guests feel relaxed, even if they're not on holiday, and reducing potential stress around check-in (see Appendix A, Interview ID R7). Another highlighted the importance of harmony with operational needs, stating the music should be at a *“moderate volume so it doesn't disrupt front desk operations”* (see Appendix A, Interview ID R6).

Guests also opposed silence, favoring soft, ambient music that lifts the mood: *“Definitely not silence... indie music works well... it should create a lively and welcoming atmosphere”* (see Appendix A, Interview ID R10). Finally, musical alignment with brand identity was noted: *“choose music that connects with the product you're selling and the atmosphere you want to create”* (see Appendix A, Interview ID R9).

This theme demonstrates that music in reception spaces serves as both a mood-setting and identity-defining tool. When well-curated, it enhances the arrival experience, contributes to a sense of ease and belonging, and reinforces the hotel's style. Both managers and guests agree that music in this area should be calm, subtle, and carefully aligned with the environment and function of the space.

Role of Music in Guest Experience. This theme includes interview responses that describe the overall impact of ambient music on the guest experience across various areas of the hotel. It focuses on how music contributes to feelings of

comfort, emotional warmth, and welcome, especially in luxury hotel contexts where atmosphere plays a critical role. It does not include feedback limited to specific technical features or isolated settings, but instead emphasizes music's broader role in shaping emotional tone and first impressions throughout the guest journey.

For instance, one hotel manager stated, *“music plays a huge role... it helps guests to be in a calm mood, softens their nerves,”* underlining its function in emotional regulation (see Appendix A, Interview ID R1). Another explained that *“background music plays a key role in shaping the environment... especially in a luxury setting where every detail matters”* (see Appendix A, Interview ID R6). The emotional power of music was further emphasized: *“music plays with your emotions... it makes guests feel truly welcome... and encourages them to return”* (see Appendix A, Interview ID R9).

Guests expressed similar views, linking music with feelings of being welcomed and at ease. One guest noted, *“music... contributes to creating that inviting and expressive atmosphere”* (see Appendix A, Interview ID R2). Another shared that music helped evoke a sense of being *“at home but still in a privileged setting”* (see Appendix A, Interview ID R3). One participant highlighted how music aligned with their personal preferences—like Italian songs—deepened their feeling of warmth and belonging (see Appendix A, Interview ID R4).

The importance of a cohesive sensory environment was also noted. A guest recalled a stay in the South of France where *“the atmosphere was calm—relaxing but not too quiet... everything worked together to create a truly soothing and memorable experience”* (see Appendix A, Interview ID R5). This illustrates how music interacts with other design and service elements to enhance the overall experience.

This theme captures the central role of music in luxury hospitality, where creating a welcoming and emotionally resonant environment is essential. Managers and guests alike recognize that well-curated music contributes to a sense of ease, belonging, and memorability, reinforcing the emotional foundation of the guest experience across the hotel space.

Managerial Strategies. This theme includes interview responses that describe how hotel managers approach the selection and management of ambient music within their properties. It focuses on the use of flexible, intuitive methods

rather than rigid policies, emphasizing personal taste, responsiveness to the environment, and real-time decision-making. It does not include feedback centered on guest reactions or technical concerns, but instead highlights how managers themselves actively shape the sound environment to align with mood and setting.

For instance, one hotel manager explained, *“I don’t really see it as a challenge. I simply choose what I like... it doesn’t create difficulties,”* suggesting that a personal, uncomplicated approach is both effective and efficient in daily operations (see Appendix A, Interview ID R7). Another manager described adjusting the music to suit the external environment and guest activity: *“on a sunny day with the terrace open, we play happy, summery tunes... on rainy days, we switch to cozier music”* (see Appendix A, Interview ID R9).

Rather than following strict branding guidelines or external playlists, these managers demonstrated a sense of ownership and creative freedom in curating the hotel’s auditory atmosphere. Their choices are guided by instinct, seasonal mood, time of day, and guest presence—focusing on harmony with the space rather than predefined standards.

This theme illustrates that in many luxury hotels, music curation is treated as a fluid, experience-driven practice. Managers prefer to trust their intuition and emotional reading of the environment to shape ambiance, which in turn supports the overall guest experience. This approach underscores the belief that successful music strategy does not always require formality but can thrive through attentiveness and adaptability.

Memory and Nostalgia. This theme includes interview responses that describe how ambient music in hotels can evoke personal memories and nostalgic emotions. It focuses on moments where music served as a trigger for recalling past experiences, childhood travels, or emotionally significant events. It does not include reflections solely on present enjoyment or general atmosphere, but specifically highlights music’s power to revive meaningful memories and create long-lasting emotional associations.

For instance, one guest recalled, *“a song from my childhood started playing... the server began to sing along... we all joined in. It turned into this spontaneous, joyful moment... simple, unexpected, and filled with warmth. Music really created that magic”* (see Appendix A, Interview ID R4). Another guest reflected on a subtle

yet emotionally powerful moment: *“I heard a song that had played during a trip with my parents as a kid... it instantly brought back memories of those times”* (see Appendix A, Interview ID R5). These experiences show how music can create not only real-time enjoyment but also deeply rooted emotional connections that persist long after a hotel stay. Even when the memory is vague, the music remains a strong cue for recalling feelings and places once experienced.

At the same time, guests acknowledged that not all hotel spaces lend themselves equally to memory-making through music. The same guest noted, *“you usually don’t spend too much time in areas like the reception, so it’s harder for music alone to create lasting memories”* (see Appendix A, Interview ID R5), suggesting that setting and context influence the emotional impact.

This theme demonstrates that ambient music can play a powerful role in generating emotional recall and nostalgic reflection. In certain settings and moments, music becomes more than background—it becomes the emotional thread that links the guest’s current experience to meaningful moments from the past, enhancing the depth and memorability of the hotel stay.

Music as Ambiance Design. This theme includes interview responses that describe how music is intentionally used by hotel managers as a tool for ambiance creation and maintenance across various hotel spaces. It focuses on how curated playlists and sound design contribute to shaping mood, reinforcing brand identity, and enhancing the guest experience through subtle environmental cues. It does not include feedback on music as entertainment or guest preferences in isolation, but instead highlights the strategic use of music as an element of spatial and experiential design.

For instance, one hotel manager stated, *“we’re aiming to create a calming, generally appeasing atmosphere through music,”* underscoring the deliberate emotional tone intended for the environment (see Appendix A, Interview ID R1). Another manager explained how consistency and flexibility are balanced: *“I focus on using music with a similar instrument or tone... but in summer, I change the music to match the season’s vibe”* (see Appendix A, Interview ID R7).

Time-of-day adjustments and venue-specific branding were also key aspects of ambiance strategy. One manager shared, *“we manage the music carefully, using specific playlists for different times of the day... we also use Italian music at our*

Italian restaurant, and classy playlists at our upscale hotel" (see Appendix A, Interview ID R8). These examples illustrate how music is aligned with context, identity, and guest expectations.

The evolving nature of music's role in hospitality was also noted. Some managers reflected on a shift from live music to automated playlists, with one stating, *"In my opinion, the role of ambient music has indeed changed over recent years. Everything evolves—the systems, the clientele... ambient music has evolved alongside these other developments,"* while another lamented that *"live music is losing its significance"* (see Appendix A, Interview IDs R8 and R9).

From the guests' perspective, music was recognized as a foundational layer of ambiance, even when it fades into the background. One guest described it as *"invisible atmosphere work,"* while another offered simple advice: *"just play music that matches the mood of the hotel"* (see Appendix A, Interview ID R10).

This theme demonstrates that music functions as a subtle but essential component of ambiance design in luxury hospitality. Managers use it not only to create mood but also to express the hotel's character, adapting soundscapes in real time to support guest comfort, identity coherence, and emotional immersion throughout the stay.

Music as Multisensory Branding. This theme includes interview responses that describe how music contributes to a hotel's multisensory branding strategy, particularly in luxury settings where emotional immersion and atmosphere are central to guest experience. It focuses on music as one element within a carefully curated sensory environment, working alongside scent, lighting, and visual design to reinforce brand identity and create a sense of exclusivity. It does not include commentary on music in isolation or technical design aspects, but instead emphasizes music's role in shaping cohesive, emotionally resonant guest impressions.

For instance, one hotel manager explained, *"music contributes to the image of luxury and exclusivity... music evokes emotions and affects guests on a human level,"* describing it as part of a broader sensory toolkit that also includes elements like scented diffusers (see Appendix A, Interview ID R9). While not considered the sole driver of luxury, music was recognized as essential to creating a layered and memorable environment.

This theme illustrates how music, while subtle, plays a vital role in crafting the sensory identity of a luxury hotel. By working in harmony with other sensory inputs, it contributes to the emotional richness of the space and helps define a brand experience that feels immersive, elevated, and memorable.

Music and Brand Identity. This theme includes interview responses that describe how hotels use music as a strategic tool to reinforce and express their brand identity. It focuses on the alignment between a hotel's musical selections and its personality—whether classic, luxurious, modern, or casual—and how music becomes part of the signature experience offered to guests. It does not include feedback focused solely on emotional response or ambiance, but instead emphasizes the role of music in supporting consistent branding and communicating hotel values through sound.

For instance, one manager explained, *“mainly classical music and jazz represent the identity of our hotel, because it’s a historical hotel,”* noting that musical choices must align with the property’s legacy and perceived level of luxury (see Appendix A, Interview ID R1).

The connection between music and luxury was further illustrated through strategies like dedicated music channels or live performances. One manager shared, *“Ambient music contributes to the image of luxury and exclusivity... by offering something unique and exclusive, such as having our own music channel that no one else has.* Additionally, live elements like a pianist playing in the bar add a special, luxurious touch.” (see Appendix A, Interview ID R7). Another stated that *“ambient music... is one essential part of a larger whole... that sets our hotel apart,”* placing music alongside service, décor, and staff presentation as pillars of brand identity (see Appendix A, Interview ID R8).

Guests also recognized this connection. One described jazz or soul as ideal lobby music for conveying *“a stylish impression,”* while emphasizing that the hotel should offer an atmosphere guests can comfortably adapt to (see Appendix A, Interview ID R2). Another contrasted expectations across hotel tiers: *“for an upscale place, you prefer classy, understated music... for a casual or budget hotel, you might want something friendly and simple, maybe even no music at all”* (see Appendix A, Interview ID R10).

Authenticity emerged as a key concept. One guest advised, *“believe in your ambiance... Don’t be afraid to express your identity through music. Let it reflect who you are... that’s when truly memorable experiences happen,”* underscoring the idea that sincere musical expression attracts like-minded guests and strengthens brand loyalty (see Appendix A, Interview ID R4).

This theme illustrates that music in luxury hospitality is more than background—it is a brand signal. Carefully chosen music communicates identity, reinforces atmosphere, and distinguishes a hotel’s personality in a competitive market. Managers and guests alike view sound as a powerful and authentic way to express what a hotel stands for.

Spatial Design and Music Fit. This theme includes interview responses that describe how music is adapted to the specific design, function, and atmosphere of different areas within a hotel. It focuses on the importance of spatial appropriateness, showing how music selection is tailored to support the purpose and mood of each environment, such as spas, restaurants, lobbies, or bars. It does not include generalized impressions of music or emotional responses disconnected from space. Instead, it highlights the intentional use of music to enhance atmosphere and guest satisfaction through spatial sensitivity.

For instance, one manager explained, *“In the restaurant during the dinner we are aiming to put on more quiet, soft rock maybe. In the bar we are mainly using jazz, in the spas mainly serene music”* (see Appendix A, Interview ID R1). Another stated, *“we don’t have music in the hall, but at the reception, we play chill radio stations... the restaurant features more lively, fast-paced music”* (see Appendix A, Interview ID R6).

Tailoring music by time of day and guest profile was also emphasized: *“on the terrace... we play soft yet rhythmic, more upbeat music. In the restaurant... the music is more discreet... in public areas... typically soft and instrumental”* (see Appendix A, Interview ID R8). Others addressed thematic consistency: *“For the spa, relaxing, zen-like instrumental music or natural sounds... In the restaurant... classical music or live piano... an Italian restaurant wouldn’t play Mexican music”* (see Appendix A, Interview ID R9).

Guests similarly stressed the importance of musical fit. One shared, *“it’s not about a specific type of music, but rather how well the music matches the*

environment” (see Appendix A, Interview ID R2). Another remarked, *“I would prefer music that is omnipresent—playing the same music in the reception, restaurant, and perhaps even the spa—because I think... this consistency better reflects the hotel’s overall aura”* (see Appendix A, Interview ID R3). One guest concluded, *“Each area has its own dynamic, and the music should reflect that”* (see Appendix A, Interview ID R5).

This theme shows how aligning music with the purpose and feel of each hotel space contributes to a cohesive and emotionally effective environment. Both managers and guests recognized that successful ambient music design depends on sensitivity to setting, timing, and guest behavior, reinforcing the hotel’s atmosphere while supporting the intended function of the space.

Temporal Variation in Music Use. This theme includes interview responses that describe how hotels adapt background music to match the time of day, season, or specific events. It focuses on the use of temporal variety to maintain freshness, avoid repetition, and support the emotional rhythm of the guest journey. It does not include general feedback on music preferences or static playlist design, but instead emphasizes dynamic, time-sensitive curation as a tool for enhancing engagement and atmosphere throughout the day.

For instance, one manager stated, *“In the mornings, we play slower music compared to the evenings”* (see Appendix A, Interview ID R1). Another explained, *“I do adapt the background music depending on the season, time of day, or special events... for example, in summer I adjust the music to complement the season’s feel... in winter, festive tunes like Mariah Carey’s songs are unavoidable”* (see Appendix A, Interview ID R7).

This approach was echoed with more detailed examples: *“In mid-December around 7 p.m.... we play cozier, warmer music... this contrasts with livelier, more rhythmic music in mid-July”* (see Appendix A, Interview ID R8).

Guests also strongly supported the idea of variation. One noted, *“In the morning, I’d prefer something more energizing, while in the evening... something more relaxing”* (see Appendix A, Interview ID R2). Another said, *“the music should evolve with the rhythm of the day”* (see Appendix A, Interview ID R5). Seasonal alignment was highlighted too: *“Playing Christmas music in December is a must... in*

summer, the music should reflect a vacation vibe" (see Appendix A, Interview ID R10).

Even subtle time-of-day cues were appreciated: *"During breakfast, soft music that feels like it's saying 'good morning' might even encourage me to stay longer for brunch"* (see Appendix A, Interview ID R3).

This theme shows how time-specific music adaptation enhances the luxury hotel experience. Whether tied to natural rhythms, guest activities, or festive moments, temporal variation in music helps maintain a lively, emotionally attuned atmosphere that evolves in harmony with the guest's day.

Key findings from the Online Review

Thematic analysis of online guest reviews uncovered consistent patterns in how ambient music shaped guests' hotel experiences. Eight distinct themes emerged, illustrating how music enhanced emotional enjoyment, supported rest and relaxation, aligned or failed to align with hotel atmospheres, and influenced perceptions of sound management and customization. Guests described music as both a source of satisfaction and discomfort, highlighting its nuanced role in shaping atmosphere, personal comfort, and expectations for luxury service. These insights reveal how auditory elements are perceived by guests in real-world contexts and how they contribute to overall satisfaction and experiential quality.

Positive Emotional Enhancement. This theme includes guest reviews that explicitly describe positive emotional responses resulting from the ambiance. It specifically addresses guests' expressions of increased enjoyment, satisfaction, and improved overall atmosphere directly associated with music. It does not include feedback related to technical considerations such as sound quality, volume, or genre criticism, nor does it incorporate reviews that provide neutral or negative sentiments regarding music.

For instance, one guest highlighted, *"we enjoyed our stay especially the acoustic night, and the band was great"* (see Appendix C, Review ID R3). Similarly, another reviewer mentioned, *"dinner was accompanied by great live music!"* (see Appendix C, Review ID R20), explicitly connecting music to their positive dining experience.

Multiple guests also emphasized how music enriched their social interactions and overall ambiance. One review specifically described the atmosphere created by piano music: *"the ambiance here is so lovely; piano music in the lobby"* (see Appendix C, Review ID R59). Additionally, another guest commented that *"the live band set the mood perfectly"* during their dinner (see Appendix C, Review ID R21), directly attributing the quality of their social and dining experience to music.

Other reviewers particularly appreciated music as a highlight or favorite feature of their hotel stays. For example, one guest explicitly stated: *"my most favorite unique element—the music that welcomes you once you enter your room"* (see Appendix C, Review ID R87). Moreover, feedback from another guest indicated strong emotional appreciation by stating, *"the bands playing were amazing"* (see Appendix C, Review ID R7), clearly acknowledging music as a key factor in their positive experience.

This theme consists of guest reviews that reported emotionally positive experiences related to ambient music. Guests described music as enhancing their enjoyment, increasing their sense of satisfaction, and contributing to a pleasant atmosphere. These responses were linked to various settings such as dining areas, lobbies, and guest rooms.

Contribution to Guest Rest and Relaxation. This theme includes guest reviews explicitly addressing how ambient or background music contributed positively or negatively to their restfulness, relaxation, comfort, or peacefulness during their hotel stays. Reviews categorized under this theme specifically highlighted music as either enhancing relaxation and peacefulness or detracting from guests' ability to rest. The reviews do not include neutral or unrelated comments about music, nor technical details regarding sound quality or musical style, unless directly linked to rest and relaxation.

Guests frequently described positive contributions of music to their relaxation. One guest noted the setting as *"very pleasant, with music, a relaxing atmosphere"* (see Appendix C, Review ID R14). Similarly, another reviewer explicitly mentioned the relaxing nature of music at their dining experience, describing it as *"music and mood there is very relaxing"* (see Appendix C, Review ID R18). Additionally, guests positively associated music with specific peaceful environments, stating, *"the decor and background music was relaxing"* (see Appendix C, Review ID R33), and another

guest described their hotel's internal courtyard as *"I like the cosy atmosphere of internal court yard with relaxing music"* (see Appendix C, Review ID R96).

Furthermore, a reviewer emphasized the calming effect of music within corridors, mentioning *"the corridors are quiet and wide with a hint of symphonic music. Very peaceful"* (see Appendix C, Review ID R100).

Other reviewers described more subtle positive interactions between music and their overall comfort, such as the rooftop environment being described as *"immersed in music and the gentle evening breeze"* (see Appendix C, Review ID R77).

Conversely, some guests explicitly reported negative impacts of music on their relaxation. One reviewer noted difficulty resting due to *"constant non stop monotonous music with zero break,"* stating it was *"impossible to relax or read a book or talk on phone"* in pool areas (see Appendix C, Review ID R32). Similarly, another guest indicated significant discomfort caused by continuous lobby music, describing it as *"techno music in lobby 24/7 was obnoxious"* (see Appendix C, Review ID R58).

Additional reviewers reported disturbances from loud music at night, noting explicitly, *"they have loud music in the roof top pool that lasted until 10 p.m."* (see Appendix C, Review ID R65), and another guest mentioning disruptions from evening music, commenting it was *"not pleasant"* to hear music from the bar while in their room (see Appendix C, Review ID R68). Similarly, another review highlighted noise disturbance in their room due to music, stating simply, *"our room was noisy due to music"* (see Appendix C, Review ID R69).

In summary, guests' feedback indicated positive and negative roles of ambient and background music in contributing to their sense of restfulness and relaxation.

Musical Alignment with Hotel Atmosphere. This theme captures guest reviews that specifically discuss how music matched or did not match the atmosphere or setting of various hotel environments. Reviews classified in this theme explicitly mention whether music aligned appropriately with a hotel's ambiance, decor, or general atmosphere. The theme does not include comments solely related to music's emotional impact or technical sound quality unless explicitly related to alignment with the hotel's environment.

Guests frequently highlighted music as complementing the hotel's visual and sensory elements. One guest commented positively, noting that their room

experience included *"wonderful British antique furniture,"* along with *"opera arias and other music played in the room,"* contributing to their overall satisfaction (see Appendix C, Review ID R2). Another reviewer described the ambiance positively, stating the hotel was a *"classy place with good music,"* associating music directly with their perception of the hotel's upscale environment (see Appendix C, Review ID R8).

Similarly, a review mentioned the music as fitting seamlessly into the hotel's modern and sophisticated style, specifically pointing out, *"dark elevators and hallways playing very tasteful music"* (see Appendix C, Review ID R15). Another guest praised the cohesive atmosphere created by music alongside architecture and decor, describing the combination as creating an *"extrasensory experience unlike any other"* (see Appendix C, Review ID R90).

However, several guests clearly identified situations in which music did not align well with the hotel's environment. One review expressed dissatisfaction, describing music as mismatched in the cocktail bar area, noting explicitly that *"the music didn't match the interior, clientele, or ambiance,"* specifying that the disco music played was perceived as inappropriate (see Appendix C, Review ID R25).

Guests also commented specifically about inappropriate musical choices. One reviewer expressed dissatisfaction regarding music played at dinner, stating, *"dinner music was almost loud and not romantic,"* explicitly noting a preference for music that matched the ambiance of breakfast, which was seen as more suitable (see Appendix C, Review ID R80).

Conversely, other guests positively highlighted music as a defining and enjoyable aspect of certain areas, such as one guest appreciating how *"local music sets the atmosphere"* of the rooftop pool area, contributing to their positive overall impression of enjoyment (see Appendix C, Review ID R92). Another guest described music in combination with decor and artwork, noting a *"grand entrance with displayed paintings and artworks, music,"* presenting music as well-integrated into the aesthetic experience upon entering the hotel (see Appendix C, Review ID R24).

This theme includes guest reviews that referred to how music aligned or did not align with the atmosphere, decor, or overall environment of the hotel. Several reviews described music as enhancing the setting through its consistency with visual and spatial elements. Other guests reported that the music felt mismatched with the hotel's style or context. Comments focused on how appropriately the music was integrated into the hotel environment, rather than its emotional effect or sound quality.

Volume Control and Acoustic Management. This theme includes guest reviews that addressed how the volume of music and overall sound management affected their hotel experience. It focuses on situations where music was described as too loud, disruptive, or poorly managed, particularly when it interfered with guests' ability to rest, sleep, or hold conversations. The theme does not include comments solely about music preferences or emotional reactions unless they were clearly linked to volume-related concerns.

Several guests reported difficulty sleeping or relaxing due to music being heard from their rooms. One reviewer noted, *"you *will* hear the piano playing until the late hours,"* referring to nighttime disturbances from music in public areas (see Appendix C, Review ID R5). Another guest commented, *"music from the reception even though I lived on the 4th floor,"* indicating that sound traveled far beyond its intended area (see Appendix C, Review ID R60). In another case, a guest described being kept awake by *"very loud music well into the night"* from the restaurant or bar below their room (see Appendix C, Review ID R88). Similarly, another reviewer noted, *"there was really loud music that kept me up"* while staying near the pool area (see Appendix C, Review ID R62).

Excessive volume in public or shared spaces was also frequently mentioned. One guest wrote, *"the club near lobby has live music and are too loud,"* referring to overwhelming sound in a social space (see Appendix C, Review ID R4). Another guest said, *"the loud music in the sports bar, you couldn't talk or hear anyone,"* indicating that conversation was made difficult due to the sound levels (see Appendix C, Review ID R28). A different reviewer avoided dining in the hotel restaurant altogether due to *"loud 60s music always in the dining room/bar"* (see Appendix C, Review ID R75). In another example, a guest expressed concern for staff, saying, *"the bar had live music that was waaaay too loud. Poor staff will get tinnitus from stuff like that"* (see Appendix C, Review ID R34).

Guests also reported that loud music made relaxation areas, such as pools and lounges, uncomfortable. One guest wrote, *"the pool area music was so loud you could not stay"* (see Appendix C, Review ID R55). Another stated, *"the club-like music was blaring so loud we couldn't stay for long"* while describing their experience at a rooftop pool (see Appendix C, Review ID R85). In another review, a guest noted

that *"music and noise from the wine bar can be heard well into early morning,"* referencing sound that disturbed their night's rest (see Appendix C, Review ID R48).

Several reviewers also mentioned that their requests to lower the volume were ignored or only partially acknowledged. One guest wrote, *"extremely loud club dance music piped at breakfast. Asked for it to be turned down but it was full volume the next day"* (see Appendix C, Review ID R99). Another shared, *"I asked a lot if the music could please be turned down, preferably off... which was always accommodated,"* suggesting that staff responded, but the issue still affected the experience (see Appendix C, Review ID R93).

In summary, these reviews reflect recurring concerns about excessive or poorly managed music volume in hotels. Guests described negative impacts on their ability to sleep, relax, converse, or enjoy shared spaces. These issues were reported in various areas, including rooms, restaurants, lobbies, bars, and pools, highlighting a clear need for better volume control and acoustic consideration in hotel environments.

Appropriate Timing and Placement of Music. This theme includes guest reviews that referred to the timing and placement of music within the hotel environment. Comments classified under this theme specifically addressed when and where music was played, without focusing on volume or emotional impact unless directly connected to concerns about timing or spatial arrangement.

One guest described the presence of music throughout several hotel areas, stating, *"constant music from all sides at reception, breakfast, elevator, restaurant, and all play different tunes"* (see Appendix C, Review ID R26). The guest listed multiple zones where different tracks were played at the same time, drawing attention to the simultaneity of music in overlapping hotel environments.

Another guest referred to the limitation on the duration of music in the dining area, writing, *"dinner music switched off at 10 pm (loved it!)"* (see Appendix C, Review ID R94). The statement indicates that the music had a set ending time, and the guests noticed the hotel's thoughtful consideration.

These examples describe specific guest observations related to when and where music was played during their stay. The comments focus on the structure and organization of musical scheduling and distribution across hotel areas and times of day.

Customization and Guest Preferences. This theme includes guest reviews that describe how ambient music either matched or did not match their personal preferences, or when they were given options to control or experience music in a customized way. The comments reference enjoyment, dissatisfaction, or appreciation related to the style, mood, or personalization of music. Reviews were included in this theme only when they specifically mentioned music in relation to individual taste or personalization features.

Several guests mentioned enjoying music that reflected their taste or contributed positively to their impression of the hotel environment. One reviewer noted, *"I love the theme and music playing out front"* (see Appendix C, Review ID R61), while another said, *"loved the music that was always playing downstairs"* (see Appendix C, Review ID R73). A guest also described their experience with personalized in-room music: *"A lovely jazz playlist played through the in-room speaker with the option of hooking up your own device to play your music"* (see Appendix C, Review ID R78). Another similar review stated, *"it was nice to be able to listen to music through the Bluetooth speaker connection in the room"* (see Appendix C, Review ID R98). In these cases, guests described features that allowed them to either enjoy curated playlists or play their own music.

Several reviews also highlighted negative experiences with music that did not align with guest preferences. One guest described the music at the bar as *"strange music playlist"* (see Appendix C, Review ID R72). Another mentioned, *"the music mix was a bit odd – could have done without the small amount of dance remix"* (see Appendix C, Review ID R82). One reviewer provided a brief comment: *"terrible music"* (see Appendix C, Review ID R83). A different review referred to *"bad background music"* (see Appendix C, Review ID R42), while another guest commented that *"the music at the pool was... constantly melancholy and depressing"* (see Appendix C, Review ID R71), describing the mood created by the music as undesirable.

Across these reviews, some guests directly linked music to their satisfaction, while others noted dissatisfaction when music did not meet expectations. The comments focused on music style, mood, and customizability, rather than volume or technical issues.

Impact of the Presence or Absence of Ambient Music. This theme includes guest reviews that directly commented on the presence or absence of ambient music and its effect on their hotel experience. Reviews were included when guests explicitly stated that the existence or lack of music influenced their impression of the atmosphere, either positively or negatively. Comments not related to music presence or absence were excluded from this category.

One review reported that the absence of music contributed positively to their experience, noting *"the best part is that there was no music except for the birds singing"* (see Appendix C, Review ID R41).

In contrast, another review expressed a different view about the absence of background sound. The guest wrote, "very quiet – early so – bit of background music – even nature sounds or light classical would go a long way in improving ambiance" (see Appendix C, Review ID R44). The statement indicates that the environment was perceived as overly quiet and that the addition of ambient sound was viewed as a potential improvement.

These reviews show that the presence or absence of ambient music was noticed by guests and that it had a direct effect on how they experienced the environment. While some guests valued the quiet and natural surroundings without music, others identified a lack of background sound as contributing to an uninviting or incomplete atmosphere.

Feedback and Improvement Requests. This theme includes guest reviews that provided specific feedback on ambient music and requested improvements to enhance the experience. The comments were focused on areas such as musical variety, timing, atmosphere, and playlist design. Reviews were categorized under this theme only when the guest explicitly expressed a desire for change or noted aspects of the music experience as needing improvement.

One guest mentioned issues with repetitiveness, stating, *"the music in the breakfast room is redundant one continuous sound and by the pool a two minutes track that keeps looping"* (see Appendix C, Review ID R29). This comment identifies the music as repetitive in both restaurant and poolside settings. Another guest wrote, *"the same music was on repeat most days in the pool areas and beach"* (see Appendix C, Review ID R95), referring to the lack of variety as a point of constructive feedback.

Other reviews focused on atmosphere and the desire for livelier or more carefully selected music in certain areas. One review stated, *"a more lively musical atmosphere in the evening would be welcome"* (see Appendix C, Review ID R43). Another guest commented, *"if there is anything that could be improved, it could be that there is a little more lounge music in the bar in the evenings"* (see Appendix C, Review ID R76). These examples describe a request for more active or mood-appropriate music during specific times and locations.

Across these reviews, ambient music was mentioned as an area where improvement was expected or requested. The comments focused on factors such as musical repetition, energy level, and suitability to time or setting. Guests provided this feedback as part of broader reflections on their stay, identifying music as a noticeable element in need of further refinement.

Summary of Results

This study's findings underscore the important role ambient music plays in shaping how guests feel and engage with luxury hotel environments. Drawing from interviews and online reviews, it became clear that music contributes not only to atmosphere but also to emotional comfort, brand expression, and guest behavior.

Guests described how well-chosen music can promote relaxation, create a welcoming mood, and enhance the sense of luxury. At the same time, mismatched or poorly managed music, such as being too loud, repetitive, or contextually inappropriate, was linked to discomfort or dissatisfaction. Managers and guests alike emphasized the need for music to align with the space, time of day, and cultural or brand identity. The ability to adapt music based on guest feedback or environmental context also emerged as a valuable strategy.

These patterns were further supported by the findings from guest feedback, which indicated that well-curated music enhanced the overall experience, while poorly managed or contextually inappropriate music often led to negative impressions.

Altogether, these findings suggest that ambient music is more than just background; it is an influential part of how luxury is felt and remembered.

Discussion

Introduction of Discussion

This study set out to explore how ambient music influences the state of guests in luxury hotels. Rooted in an interpretivist, qualitative research design, the study addressed the growing need to examine ambient music not just as background decoration, but as a strategic tool for emotional engagement in high-end hospitality contexts.

The data collected through semi-structured interviews with hotel managers and guests, and online reviews, highlight that ambient music significantly shapes guests' emotional responses and overall experiences in luxury hotels. When thoughtfully curated, music enhances relaxation, creates a welcoming atmosphere, strengthens brand identity, and deepens emotional connections through cultural resonance and nostalgia. Hotel managers and guests alike recognize its role in influencing dwell time, first impressions, and overall satisfaction. Moreover, flexibility in adapting music based on time, space, and guest feedback is seen as a key to maintaining a dynamic and engaging environment. However, the study also reveals several challenges: selecting music that suits diverse guest preferences, managing technical issues, avoiding repetition, and ensuring appropriate volume control. Mismatched music or poorly managed sound environments often lead to discomfort, dissatisfaction, or a disrupted sense of luxury. These insights suggest that ambient music is not merely decorative but a powerful element of the multisensory hospitality experience, requiring strategic attention to context, consistency, and guest expectations.

Overall, the analysis identifies ambient music as a key experiential factor in luxury hospitality—one that not only influences mood and satisfaction but also plays a subtle yet powerful role in shaping brand identity and emotional memory.

Interpretation of Findings

This study offers a comprehensive exploration of the role ambient music plays in shaping the luxury hotel guest experience. The results confirm many of the foundational insights found in existing literature, while also presenting new dimensions that enhance our understanding of strategic music implementation in luxury hospitality settings.

Emotional Resonance and Guest Satisfaction

The emotional and psychological impact of ambient music emerged as one of the most consistent findings across both interviews and online reviews. Guests frequently described how background music enhanced their feelings of calm, relaxation, and welcome, while inappropriate or continuous music contributed to stress and discomfort. These emotional responses support existing literature that identifies ambient music as a key contributor to affective regulation in hospitality environments (Jani & Han, 2014; Angela et al., 2018).

In qualitative interviews, one hotel manager reflected, *"Music generates a relaxed environment I believe"* (see Appendix A, Interview ID R1), indicating a belief that music plays a foundational role in emotional atmosphere design. The idea that music supports feelings of comfort and safety is in line with Thoma et al., (2013) findings, which demonstrated that slower-tempo, consonant music reduces stress and promotes relaxation by lowering cortisol levels.

However, ambient music's role is not universally positive. Negative emotional responses were also evident in guest feedback, particularly when music was perceived as intrusive. For instance, one reviewer expressed frustration at an overbearing soundscape: *"constant non stop monotonous music with zero break... impossible to relax or read a book or talk on phone"* (see Appendix C, Review ID R32). This comment underscores how poorly managed ambient music can hinder rather than help relaxation—a phenomenon also noted by Spence (2022), who cautioned that excessive volume or poor playlist choices in luxury settings can reduce guest satisfaction and loyalty.

These findings show the duality of ambient music's effects. When thoughtfully selected and properly managed, it fosters emotional ease and enhances perceived quality of service; on the other hand, when excessive or mismatched, it becomes a source of sensory overload.

Overall, ambient music serves as a powerful emotional design tool in luxury hospitality, capable of either reinforcing a sense of tranquility or disrupting it. Hotels that wish to maintain a positive emotional tone must therefore curate their auditory environments with the same care afforded to lighting, scent, and spatial aesthetics.

Spatial Congruence and Environmental Fit in Ambient Music

The alignment of ambient music with spatial contexts is vital in shaping the luxury hotel experience. Guests and managers alike emphasized how music that matches the space can enhance atmosphere and satisfaction. This finding reinforces Trompeta et al.'s (2022) assertion that music should be designed, congruent, and tuned to the environment to have a meaningful impact on emotional perception and service quality.

One hotel manager illustrated this alignment clearly by saying: *“In the restaurant during the dinner we are aiming to put on more quiet, soft rock maybe. In the bar we are mainly using jazz, in the spas mainly serene music.”* (see Appendix A, Interview ID R1). This quote demonstrates the spatial differentiation of music curation, highlighting a practical understanding that each hotel zone demands a tailored soundscape. Such differentiation echoes North et al.'s (1999) findings, which show that tailored background music significantly influences guest behavior and emotional response depending on context.

This emphasis on spatially tailored music highlights its integral role in shaping the emotional and functional quality of the hotel environment. When soundscapes are aligned with the purpose and design of each space, they contribute meaningfully to the overall guest experience, reinforcing the luxury atmosphere through subtle yet powerful sensory cues.

Cultural Congruence in Music Perception and Selection

Cultural sensitivity plays a pivotal role in the emotional effectiveness of ambient music in luxury hospitality settings. As noted by North and Hargreaves (2008), cultural background shapes how individuals perceive musical mood. They mentioned that low tempo and soft instrumentation tend to evoke relaxation across cultures. Therefore, a serene spa setting may resonate well across many cultures, while the selection of ambient music in bars or restaurants may require thoughtful consideration.

Furthermore, one guest remarked, *“I felt completely at home and warmly welcomed, and the background music—an authentic Tunisian song—perfectly reflected the local culture”* (see Appendix A, Interview ID R4). Another guest stated, *“it’s more about reflecting the cultural identity the hotel wants to express, not just where it’s located”* (see Appendix A, Interview ID R5). These insights suggest that

both the local culture of the hotel's surroundings and the cultural identity it aims to express can strongly influence the emotional experience of guests.

Therefore, it is important to consider three cultural dimensions when selecting ambient music: the cultural background of the guest, the local culture of the hotel's location, and the cultural identity the hotel wishes to convey.

The respondents highlighted that when music fits the cultural narrative, it strengthens the immersive quality of the experience. Conversely, misaligned music can diminish authenticity and disrupt the emotional atmosphere intended by the hotel.

In sum, the emotional impact of ambient music in luxury hotels is significantly shaped by its cultural alignment. As demonstrated by both guest feedback and existing literature, music that resonates with the cultural background of the guest, reflects the local context, and embodies the hotel's intended identity can enhance authenticity and emotional immersion. On the other hand, cultural mismatch may lead to a diminished sense of coherence and guest satisfaction. Thus, culturally informed music selection is not merely an aesthetic choice but a strategic element in curating emotionally resonant guest experiences.

Brand Identity and Multisensory Strategy

Ambient music functions as a powerful element of multisensory branding in luxury hotel settings. It is not only a sonic layer in the environment but a strategic tool that helps shape brand identity, emotional resonance, and guest perception of exclusivity. As part of a larger sensory ecosystem, music reinforces a hotel's style and values—especially when harmonized with visual, olfactory, and spatial elements (Spence, 2022; Krishna, 2012).

This integration is vividly illustrated in an online guest review that states: *“Classy decor, grand entrance with displayed paintings and artworks, music, all by remarkable owner.”* (see Appendix C, Review ID R24). The guest's comment underscores the role of music as one component in a cohesive and carefully designed atmosphere. It is clear that the music did not stand alone; instead, it worked in tandem with décor and layout to convey a sense of elegance and intentionality. This aligns with the findings of Trompeta et al. (2022), who emphasized the importance of environmental congruence across sensory cues in creating emotionally immersive experiences.

Literature on sensory marketing supports this interpretation. For instance, Wiedmann et al. (2021) demonstrated that multisensory branding—when executed with consistency across stimuli like lighting, sound, and scent—elevates guests' perceptions of sophistication and luxury. The guest's reflection in Review R24 affirms that these sensory elements, including ambient music, contribute jointly to the emotional richness of the experience, signaling luxury and intentionality.

Furthermore, the review reflects principles of sound branding, where auditory elements—like a consistent style of background music—serve as part of the brand's identity (Wong, 2018). Even without explicitly naming the genre or volume, the guest's mention of music as part of the hotel's luxurious first impression suggests a curated approach that supports the hotel's image.

In summary, ambient music in luxury hospitality plays an important role in constructing brand narratives. When harmonized with design and atmosphere, it enhances emotional engagement and conveys the personality of the hotel. This multisensory strategy not only elevates guest satisfaction but also fosters stronger brand recall and loyalty.

Operational Challenges and Managerial Flexibility

Behind the emotional and sensory richness of ambient music in luxury hotels lies a set of practical challenges that often go unnoticed by guests. The process of music curation involves a constant balancing act between variety and consistency, guest satisfaction and operational ease, subtlety and presence. Managers must not only cater to a diverse clientele but also maintain an auditory atmosphere that complements each space without overwhelming it.

As one manager put it, *“The biggest challenge I face when choosing music is ensuring enough variety. We try to avoid long tracks or repetitive songs...”* (see Appendix A, Interview ID R8). This insight reveals the fine line between creating a consistent brand atmosphere and maintaining freshness for repeat guests. A static playlist may initially seem appropriate, but can become tiring when experienced over time. Moreover, this challenge is not only about musical content but also about its delivery—where, when, and how music is played throughout the property.

One reviewer remarked, *“Room for improvement or to share the one thing I did not like - it was the louder music while having breakfast”* (see Appendix C, Review ID R93). This illustrates how even well-curated music, if played at an

inappropriate volume, can disrupt the emotional rhythm of a guest's stay. Spence (2022) similarly warned that mismanagement of volume can result in unhappy guests.

Ultimately, ambient music must be curated not just with good taste but with emotional foresight. Flexibility, attentiveness, and variation are essential tools in the hands of hotel managers striving to maintain harmony across every touchpoint of the guest journey.

Adaptive and Personalized Music Experiences

One of the most compelling findings from this study is the value of flexibility and responsiveness in ambient music design. In luxury hotel contexts, the ability to adjust music dynamically, based on time, location, and guest behavior, appears to greatly enhance emotional impact. Some interviewees highlighted how these tailored experiences contribute to a more memorable and emotionally resonant stay.

One manager remarked, *"In summer, I'm more flexible and might change the music to match the season's vibe—after all, everyone's dressed lighter and the music should reflect that relaxed, carefree atmosphere"* (Interview ID R7, see Appendix A). This intentional variation aligns with the seasonal emotional rhythms of guests and reflects a deep understanding of hospitality psychology. Another manager stated, *"During special events like festivals, we try to tailor the music to match the event"* (Interview ID R1, see Appendix A).

The flexibility described by these managers suggests that luxury hotels benefit from treating music not as fixed décor but as a living, responsive element of design. The demand for flexible and adaptive ambient music settings aligns with Pelet, Lick, and Taieb's (2021) statement that IoT (Internet of Things) can enable hotels to dynamically change the background music according to real-time customers' demographics and preferences.

This growing emphasis on adaptability highlights a shift in how music is perceived—not merely as background sound, but as a strategic tool that evolves with the guest journey. As such, responsive ambient music has become an essential component of emotionally intelligent hospitality design.

Limitations of the Study

While this study contributes valuable insights into the emotional and psychological effects of ambient music in luxury hotel settings, several limitations must be acknowledged. These limitations pertain to the methodological approach, sample characteristics, data sources, and contextual scope, which may influence the generalizability and interpretive depth of the findings.

Sample Size and Representativeness

The qualitative design of this research, while offering rich and in-depth insights, involved a relatively small sample size. Specifically, data were collected through semi-structured interviews with a limited number of hotel managers and guests, and analysis was based on 100 online reviews. Although sufficient for exploratory qualitative analysis, the limited number of respondents restricts the study's capacity to generalize findings across the broader luxury hospitality industry. A larger, more diverse sample might have captured a wider range of perspectives and experiences, especially across different cultural and geographic contexts.

Geographical and Cultural Scope

This study primarily draws from a geographically limited selection of luxury hotels and respondents, which may not fully reflect the diversity of cultural expectations and emotional responses related to ambient music. Previous research has emphasized that music perception and emotional resonance are significantly influenced by cultural background and individual differences (Hu & Lee, 2012; Morrison & Demorest, 2009). Although an effort was made to include online guest reviews from various geographic regions and hotel brands to ensure a balanced perspective, some degree of regional bias may still exist due to the nature of online review platforms and language availability. Moreover, the interview component of this study included only ten participants, making it difficult to avoid regional concentration in the sample. This inevitably limits the ability to generalize the findings across global luxury hotel markets.

Reliance on Self-Reported Data

Both interview responses and online guest reviews rely on self-reporting, which introduces the possibility of response biases such as recall bias, social desirability bias, or selective memory. Respondents' accounts of their emotional states and the influence of ambient music are inherently subjective and may be affected by individual interpretation, mood at the time of recollection, or context-specific factors. While subjective experience is central to this study's interpretivist framework, this limitation calls for cautious interpretation of the data.

Temporal Limitations

The data collection process was conducted over a limited period and did not account for potential seasonal or temporal fluctuations in guest demographics, hotel occupancy rates, or changes in music programming. Emotional responses to ambient music may vary depending on time of day, day of the week, or seasonal atmosphere, which were not systematically accounted for in this research.

Practical Implications and Recommendations

This study offers several meaningful implications for the luxury hospitality industry, particularly for hotel managers, music curators, and brand strategists aiming to enhance guest experiences through environmental design. The findings suggest that ambient music is not merely background entertainment but a critical component of the multisensory atmosphere that can influence emotional states, perceptions of luxury, and overall guest satisfaction.

Practical Applications

Hotel managers can apply these findings by adopting a more intentional and strategic approach to music selection across various areas of their properties. For instance, incorporating slow-tempo, low-volume, and consonant ambient music in spaces like spas and lounges can foster relaxation and emotional comfort. Conversely, slightly more vibrant but still non-intrusive ambient music in restaurants or social areas can encourage sociability without causing distraction. Moreover, integrating music planning into broader service design—alongside lighting, scent, and décor—will create a more coherent and emotionally effective servicescape.

It is also essential to consider the cultural context in which the hotel operates, including the culture the hotel wishes to express, the local cultural setting of the property, and the diverse cultural backgrounds of its guests. When these cultural dimensions are taken into account, the musical atmosphere is more likely to feel authentic, respectful, and emotionally resonant to a broad audience.

These applications may contribute to increased guest satisfaction, longer dwell times, and stronger brand loyalty.

Recommendations for Future Research

While this study provides a foundational understanding of the emotional effects of ambient music in luxury hotels, several areas remain open for further exploration. Future studies could expand the geographic and cultural scope of respondents to better account for cross-cultural differences in musical preference and emotional response. For example, comparing guest reactions in Asian versus Western luxury hotel settings could reveal deeper cultural insights.

Additionally, longitudinal research could assess how repeated exposure to ambient music affects long-term emotional states and brand attachment over the course of a multi-day hotel stay. Experimental designs could also isolate specific musical characteristics, such as rhythm complexity or harmony type, to determine their individual psychological effects. Another valuable direction would be the inclusion of physiological measurements (e.g., heart rate variability, cortisol levels) to complement self-reported emotional data, thus enhancing the robustness of findings.

By addressing these areas, future research can build on this study's insights, refine understanding of ambient music's impact in hospitality, and contribute to more personalized and emotionally intelligent service environments.

Summary of Discussion

This chapter has examined how ambient music shapes the emotional experiences of guests in luxury hotel environments, drawing on both interview insights and guest review analysis. The findings indicate that ambient music can significantly enhance a guest's emotional state by promoting relaxation, elevating mood, reinforcing perceptions of luxury, and contributing to a sense of comfort and belonging. These emotional responses were found to be influenced by multiple

factors, including musical characteristics (such as tempo, harmony, and volume), environmental congruence, and the guests' personal and cultural backgrounds.

It was also revealed that ambient music plays a key role in shaping the overall atmosphere of luxury hotels, supporting brand identity, and enhancing emotional coherence between different sensory elements such as scent and lighting. While preferences and sensitivities vary, the strategic use of ambient music was generally perceived as a subtle but powerful tool for emotional engagement and differentiation in a competitive market.

Taken together, these findings provide a clearer understanding of the emotional mechanisms through which ambient music affects luxury hotel guests, offering valuable insights for both academic research and practical application in hospitality design and management.

Conclusion

Introduction of Conclusion

This chapter concludes the study by synthesising its main findings in light of the stated research aims and questions. It discusses the theoretical and practical contributions of the research to the fields of luxury hospitality, environmental psychology, and music cognition. In addition, it critically reflects on the study's limitations and proposes specific directions for future research. As the final chapter, this section aims to highlight the broader implications of the research for hotel managers, designers, and academic scholars, reaffirming the value of ambient music as a strategic element in shaping emotional experiences in luxury hotel environments.

Summary of Key Findings

The primary objective of this study was to investigate how ambient music influences the emotional states of guests in luxury hotels. To achieve this, the research adopted a qualitative, interpretivist methodology, employing semi-structured interviews with hotel managers and guests, alongside a thematic analysis of 100 online reviews. This approach enabled a rich and nuanced understanding of how ambient music affects guest perceptions, emotions, and behavior within the context of high-end hospitality.

The findings demonstrate that ambient music exerts a significant influence on guests' emotional responses, particularly feelings of calmness, comfort, sophistication, and well-being. Guests commonly associated slower tempo, low volume, and consonant harmony with feelings of relaxation and luxury. These responses were particularly salient in spa environments, lobby areas, and fine-dining restaurants, where the congruence between music and setting was most strongly perceived. Conversely, music that was incongruent with the environment, such as overly loud or fast-paced music in otherwise tranquil space, —led to discomfort and diminished perceptions of service quality.

Notably, the research revealed that guests do not always consciously register background music, yet its effects on mood and perception are nevertheless profound. This aligns with the theoretical concept of ambient music as “aural architecture” (Blessner & Salter, 2007), which subtly shapes emotional experience without requiring active attention. Several respondents reported that the presence of

well-curated ambient music enhanced their perception of brand identity, increased their sense of emotional engagement, and positively influenced their intention to return or recommend the hotel.

In sum, the findings underscore that ambient music is far more than a decorative or supplementary element; rather, it is a critical component of the luxury servicescape that contributes directly to emotional satisfaction, perceived luxury, and guest loyalty.

Contributions to the Field

This study contributes to both academic literature and hospitality practice. Theoretically, it enriches the domains of sensory marketing (Krishna, 2012), environmental psychology (Bitner, 1992), and music-emotion theory (Juslin & Västfjäll, 2008) by demonstrating how soundscapes can function as a multisensory cue for emotional regulation and brand perception in high-end hospitality contexts.

This study complements existing research by offering additional perspectives on ambient music within luxury hospitality. While prior studies have examined background music in broader service settings, this research focuses on ambient music's emotional and psychological impact in high-end hotels. Using a qualitative, interpretivist approach, it adds depth to current understanding by exploring subjective guest experiences and managerial insights. By integrating interviews and online reviews, the study enriches the conversation around music's role in shaping luxury perception and emotional engagement.

From a practical perspective, the study offers hotel managers and designers actionable insights into how ambient music can be strategically deployed across different zones of a hotel. For example, managers may use soft, slow-tempo ambient music in lobbies to evoke calm and sophistication, while employing more energetic yet unobtrusive tracks in dining areas to subtly enhance sociability. Furthermore, the research highlights the growing importance of adaptive and personalised sound environments.

Additionally, the study demonstrates how ambient music can reinforce brand identity. When music is congruent with a hotel's overall aesthetic, service ethos, and intended cultural message, it helps create a coherent and emotionally resonant guest journey. This alignment becomes even more meaningful when the music also reflects the local cultural context and is sensitive to the diverse cultural backgrounds

of guests. These findings align with the principles of sensory branding and suggest that music should not be viewed in isolation but rather as an integrated part of a multisensory and culturally responsive brand narrative.

Overall Study Limitations

While the study offers valuable insights, it is important to acknowledge its limitations. First, the sample size was relatively small and geographically limited. Although the use of qualitative interviews and online reviews yielded rich data, the perspectives gathered may not be fully representative of all luxury hotels globally. Guest expectations and emotional responses to music are shaped by cultural, social, and contextual factors, and thus, future studies in diverse regions could further validate and expand upon these findings.

Second, the research was conducted over a cross-sectional time horizon. Emotional states and guest perceptions can be influenced by seasonal factors, time of day, or even specific events occurring at the time of a guest's stay. A longitudinal design might provide deeper insights into how ambient music influences guest loyalty and emotional memory over time.

Third, the reliance on self-reported data through interviews and reviews introduces potential biases, including social desirability bias, recall inaccuracies, and the subjective interpretation of music and emotion. Future studies might benefit from incorporating physiological or biometric data to more objectively measure emotional responses.

Lastly, while this study explored the strategic use of music by hotel managers, it did not systematically compare their intentions with the actual guest experiences. Future research could examine this gap by directly comparing managerial goals with guest perceptions in matched case studies.

Recommendations for Future Research

Building on the limitations discussed, several avenues for future research emerge. First, expanding the geographic scope and sample diversity would enhance the generalisability of the findings. Cross-cultural comparisons could examine how cultural values, musical traditions, and auditory preferences shape emotional responses to ambient music. Such studies would be especially relevant for international hotel chains seeking to tailor music strategies across different markets.

Second, longitudinal research could track how guests' emotional states evolve over the course of their stay, and whether the effects of ambient music are sustained or intensified over time. This could also reveal whether music influences long-term behaviors such as brand loyalty, repeat bookings, or positive word-of-mouth.

Third, researchers could employ experimental or neuroscientific methods, such as EEG, heart rate monitoring, or facial emotion tracking, to measure guests' physiological responses to different types of ambient music. This would provide a more objective complement to self-reported emotional data and deepen understanding of the psychophysiological mechanisms involved.

Additionally, more comparative research between luxury and non-luxury hotel segments could shed light on the differing roles music plays in shaping brand perception. While this study focused exclusively on luxury hotels, budget or midscale hotels may use music in fundamentally different ways, with varying impacts on guest emotions and expectations.

Lastly, interdisciplinary research that integrates musicology, environmental psychology, marketing, and hospitality management could provide a more holistic framework for understanding and designing emotionally intelligent hotel environments.

Closing Summary of the Study

This study has explored the role of ambient music in shaping the emotional and psychological experiences of guests in luxury hotels. It has been shown that music is not a passive backdrop but a significant tool for evoking emotional responses, enhancing the multisensory guest experience. By identifying specific musical characteristics that align with feelings of luxury, comfort, and well-being, the research offers valuable guidance for both academics and practitioners.

Through its qualitative, interpretivist lens, this study contributes to a growing understanding of how emotion, environment, and service quality intersect in high-end hospitality. This study affirms the importance of intentional music design as part of a broader sensory strategy, while also acknowledging the complexity and variability of guest responses. Despite its limitations, the research opens important pathways for future exploration and practical innovation.

Ultimately, this thesis underscores that ambient music—when thoughtfully curated—can be a profound driver of emotional resonance in luxury hotels. As

hospitality continues to evolve toward more personalized and immersive experiences, music will remain a key element in crafting spaces that are not only luxurious but emotionally memorable.

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Appendices

Appendix A Interview Data

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
R1	Hotel manager	42	Female	For sure the music plays a huge role in the hospitality industry as a whole, for once it helps guests to be in a calm mood, softens their nerves.	music plays a huge role / helps guests to be in a calm mood / softens their nerves	Guest comfort	Role of music in guest experience
				Music generates a relaxed environment I believe.	generates a relaxed environment	Guest comfort	Role of music in guest experience
				We're aiming to create a calming, generally appealing atmosphere through music.	calming, generally appealing atmosphere	Atmosphere coherence	Music as ambiance design
				In the restaurant during the dinner we are aiming to put on more quiet, soft rock maybe. In the bar we are mainly using jazz, in the spas mainly serene music.	quiet, soft rock / Jazz / serene music	Spatial sensitivity	Spatial design and music fit
				Mainly classical music and Jazz represent the identity of our hotel, because it's a historical hotel.	classical music and Jazz represents the identity of our hotel	Brand identity	Music and brand identity
				I think our guests like the specific type of music we put on here, because it goes well with the atmosphere that we are aiming to create and so far we haven't had any negative feedback on our music strategy.	guests like our music / music goes well with the atmosphere / no negative feedback	Guest satisfaction	Feedback-driven adaptation
				I believe music influences how long guests stay in areas like the bar, restaurant, or reception. If the music is pleasant, guests are more likely to spend time in the bar or restaurant. In the reception, good music can help them relax and make waiting easier.	music influences how long guests stay / pleasant music / help them relax and make waiting easier	Emotional impact	Guest behavior and dwell time
				I believe that well-known songs don't necessarily convey luxury, so we have to be selective when choosing our music. There is a specific type of music we associate with luxury, and we aim to use that as the background music in our hotel.	well-known songs don't necessarily convey luxury / we have to be selective / music we associate with luxury	Brand identity	Music and brand identity
				Choosing and managing background music is a major challenge because it's impossible to please everyone at once. One key challenge is selecting music that fits the atmosphere of different areas in the hotel. For example, the restaurant requires more relaxed music, the bar needs energetic tunes, and the spa demands completely zen sounds. Creating playlists that match these different vibes is what we find most challenging.	impossible to please everyone / fits the atmosphere of different areas / most challenging	Operational quality	Challenges in music curation
				We usually adjust our music strategy based on the number of guests in a specific area. For example, when there are fewer people in the bar, we play slower-paced music, but when the bar is crowded, we use more energetic music.	adjust our music strategy based on the number of guests / slower-paced music / more energetic music	Adaptability	Feedback-driven adaptation
				In the mornings, we play slower music compared to the evenings.	mornings, we play slower music	Temporal awareness	Temporal variation in music use
				During special events like festivals, we try to tailor the music to match the event.	tailor the music to match the event	Adaptability	Feedback-driven adaptation
				I believe managing differences in musical tastes between customers while maintaining a consistent identity mainly depends on the staff at reception and the identity we want to create for our establishment.	managing differences in musical tastes / maintaining a consistent identity / depends on the staff at reception	Personalization	Music and brand identity
				If the music aligns with the hotel's identity, guests will generally like it and it will have a positive impact, even if some guests aren't big fans of the music.	music aligns with the hotel's identity / guests will generally like it / positive impact	Brand identity	Feedback-driven adaptation
				The identity of our establishment is that of a historical and luxury hotel. While this may mean different things to different people, in my opinion, our identity is defined by being classic and focused on quality.	identity of our establishment / historical and luxury hotel / classic and focused on quality	Brand identity	Music and brand identity
				This reputation is well known among our clients and guests, and our hotel is recognized throughout Saint Malo. We also have many repeat guests who have stayed at Chateaubriand for decades, some for as long as 30 years.	reputation is well known / recognized throughout Saint Malo / many repeat guests	Guest satisfaction	Guest behavior and dwell time
				In my opinion, the role of music in the hospitality industry hasn't changed much in recent years, but the specific music we use in our hotel has evolved. It's different from what we played a decade ago. While some hotels might have classical music, nowadays many use more modern music. However, here at our hotel, we don't feel the need to change the music's role, which is to preserve the old Chateaubriand charm.	role of music hasn't changed much / music has evolved / preserve the old Chateaubriand charm	Authenticity	Music and brand identity
				If I had to describe the ideal musical ambiance for the reception in three words, I would choose: piano, appealing, and not too loud.	piano, appealing, and not too loud	Atmosphere coherence	Reception-specific music
R2	Guest	21	Female	When I enter a hotel, I expect a modern, warm environment where I can feel welcome and express myself freely. Music, as one of the elements, would contribute to creating that inviting and expressive atmosphere.	modern, warm environment / feel welcome / express myself freely / music contributes to inviting atmosphere	Inclusivity	Role of music in guest experience
				I remember staying in a hotel where the background music in the lobby was a radio station that I found really unpleasant to listen to. Additionally, there were advertisements between songs, which I think guests should not be forced to listen to.	background music... really unpleasant / advertisements between songs / guests should not be forced to listen	Operational quality	Challenges in music curation

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				I don't have a specific experience that comes to mind, but I would say that background music in a hotel should trigger joyful emotions. It should make me feel good and potentially encourage me to extend my stay.	trigger joyful emotions / make me feel good / encourage me to extend my stay	Emotional impact	Guest behavior and dwell time
				In my experience, it's not about a specific type of music, but rather how well the music matches the environment. For example, if I'm in a hotel spa and they're playing classical music or rap, I wouldn't find it pleasant. The spa is a place where I want to relax, and the music should align with that sense of comfort."	how well the music matches the environment / music should align with that sense of comfort	Spatial sensitivity	Spatial design and music fit
				I think jazz or soul music best suits a hotel lobby because they tend to appeal to a wide range of musical tastes and give the hotel a stylish impression. Personally, I would also enjoy pop music, as it gives guests a sense of being 'chez eux' — like they're at home. I believe there should be a balance: guests should adapt to the hotel's atmosphere, but the hotel should also create an environment that guests can comfortably adapt to.	jazz or soul music best suits a hotel lobby / gives the hotel a stylish impression / like they're at home / balance / guests should adapt / hotel should create an environment	Personalization	Music and brand identity
				I think music really influences the mood of guests during moments like check-in, waiting in the lobby, or having a drink at the bar. For example, if there's no music at all in the reception or bar, it doesn't create a comfortable atmosphere. At the bar, I believe there should be more electro or pop music, while during check-in at the reception, jazzy or classy music would be ideal. That combination would create the perfect environment.	music really influences the mood / no music... doesn't create a comfortable atmosphere / electro or pop music / jazzy or classy music / perfect environment	Emotional impact	Reception-specific music
				I believe that the identity of the music and the identity of the hotel go hand in hand. For example, when you enter an upscale, luxury hotel, there is usually classical or jazz music playing to create a classy, elegant atmosphere. While it's not a strict rule, it tends to be the norm in such settings.	identity of the music and the identity of the hotel go hand in hand / classy, elegant atmosphere / not a strict rule... tends to be the norm	Brand identity	Music and brand identity
				One thing I wish hotels understood better about their guests when it comes to sound and music is the balance between guiding the guest into the hotel's atmosphere and making them feel heard. On one hand, the hotel should help me adapt to the ambience they're creating, but on the other hand, if done right, it can be a positive experience that makes me feel acknowledged and creates a more intimate atmosphere.	balance between guiding the guest... and making them feel heard / feel acknowledged / more intimate atmosphere	Emotional connection	Emotional and psychological effects
				I've never personally experienced a situation where music influenced how long I stayed in a hotel space like a lounge or café, but I believe that if the music doesn't match the ambience of the place, I wouldn't be inclined to spend more time there.	music doesn't match the ambience / wouldn't be inclined to spend more time	Atmosphere coherence	Guest behavior and dwell time
				In my opinion, it's very important for hotels to adapt their music based on the time of day or the season. I wouldn't want to listen to the same music all the time. Specifically, in the morning, I'd prefer something more energizing, while in the evening, when I'm having dinner, I'd want something more relaxing.	adapt their music based on the time of day or the season / more energizing / more relaxing	Temporal awareness	Temporal variation in music use
				If I could make one recommendation to improve the guest experience with music in hotels, I would suggest using a paid music subscription to avoid advertisements, as no one wants to listen to ads. Advertisements can also give the hotel a bad reputation and make it seem cheap. Additionally, I would recommend regularly changing playlists because guests who return frequently may find a static ambience unappealing. Keeping the music fresh is important for maintaining a positive atmosphere.	avoid advertisements / make it seem cheap / regularly changing playlists / keeping the music fresh	Operational quality	Feedback-driven adaptation
R3	Guest	33	Male	When I enter a hotel, I mainly expect a calm atmosphere with a quiet, cozy ambience where I can feel at home but still in a privileged setting. Music and other elements contribute to creating that feeling.	calm atmosphere / quiet, cozy ambience / feel at home / privileged setting / music contributes to creating that feeling	Guest comfort	Role of music in guest experience
				For me, background music in a hotel should not distract or stress me, nor catch my attention too much. I shouldn't feel disturbed by its presence; instead, it should help me immerse myself in the atmosphere. I really don't like when the music is too loud or intrusive. Personally, I believe the music should be calm so I can focus on other things.	should not distract or stress me / should help me immerse myself / don't like when the music is too loud or intrusive / music should be calm	Emotional impact	Emotional and psychological effects
				While everyone may have their own opinion on this, I personally prefer slow-paced jazz or lounge music in the hotel lobby, especially in the evenings. Generally, I think the music should not catch too much attention.	slow-paced jazz or lounge music / music should not catch too much attention	Guest comfort	Reception-specific music

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				I believe that music can help express the personality or identity of a hotel brand, even though I can't give a specific example. For instance, if I'm staying in a classy, traditional luxury hotel, I expect the lobby to have classical music, art deco tunes, or jazz. Conversely, if I'm staying in a seaside hotel, I wouldn't expect classical music but rather more tropical vibes or South American pop.	music can help express the personality or identity of a hotel brand / classical music, art deco tunes, or jazz / tropical vibes or South American pop	Brand identity	Music and brand identity
				I don't notice many differences between the music played in various hotel spaces like the lobby, spa, restaurant, or gym. Personally, I would prefer music that is omnipresent—playing the same music in the reception, restaurant, and perhaps even the spa—because I think this consistency better reflects the hotel's overall aura.	music that is omnipresent / consistency better reflects the hotel's overall aura	Atmosphere coherence	Spatial design and music fit
				When I think about my most memorable hotel stays, I don't consider music to have played an important role. I believe guests don't go to hotels to listen to music; they come for the rooms, the quality, the equipment, and the staff. Music is just one of the many elements, like decoration or paintings on the walls—it's not the principal image of a hotel, but rather the services they provide. While I might notice music briefly when passing through the reception, I spend most of my time in the room. However, music does help create an ambiance of exclusivity and reflects the character of the hotel's location. For example, a hotel in the Caribbean or South America has a different ambiance than one in the heart of Paris or Geneva, even if both are five-star luxury hotels. The music helps to create those distinct ambiances—after all, you wouldn't dance a waltz and a bachata to the same music.	music... is not the principal image / music helps to create an ambiance of exclusivity / reflects the character of the hotel's location / you wouldn't dance a waltz and a bachata to the same music	Cultural fit	Cultural resonance
				I have found that music in a hotel can influence how long I stay in a certain space like a lounge or café. If the music is nice and matches the ambiance, I might prolong my stay because I feel more comfortable. But if the music disrupts the ambiance, I would leave—simple as that.	music... can influence how long I stay / matches the ambiance / feel more comfortable / music disrupts the ambiance	Emotional impact	Guest behavior and dwell time
				In my opinion, it would be interesting and a good idea for hotels to adapt their music based on the time of day or season. While I can't give a specific example, I think natural music that fits the time of day would be nice. For instance, in the morning during breakfast, soft music that feels like it's saying 'good morning' might even encourage me to stay longer for brunch.	adapt their music based on the time of day or season / soft music that feels like it's saying 'good morning' / encourage me to stay longer for brunch	Temporal awareness	Temporal variation in music use
				The role music plays in making a hotel feel welcoming and emotionally engaging depends on the space. For the reception, I don't think it's very important—basic slow-paced background music works fine since you're just passing through and only spending a few minutes there. However, in places like the restaurant or bar, music is really important. There needs to be a balance: during dinner, the music shouldn't distract or interrupt conversation, but it also shouldn't feel absent. At the bar, music can be a bit louder. This balance matters because when you spend more time in these spaces, you naturally pay more attention to the music.	depends on the space / music shouldn't distract or interrupt conversation / shouldn't feel absent / spend more time... pay more attention	Spatial sensitivity	Spatial design and music fit
				If I could make one recommendation to improve the guest experience with music in hotels, it would be to invest in an up-to-date sound system with good installation. I believe many hotels suffer from poor music systems, which creates a bad environment for guests. As for the type of music, I'm not sure what the best choice would be.	invest in an up-to-date sound system / poor music systems... creates a bad environment	Operational quality	Challenges in music curation
R4	Guest	37	Male	When I enter a hotel, I expect a warm atmosphere where I can feel at home. Music plays an important role in creating that feeling—the warmer and more in tune the music is with the environment, the more it contributes to that welcoming ambiance. Personally, I enjoy Italian music, so hearing it in a restaurant or hotel makes me feel even more welcome. Pop music also works well in creating that kind of warm atmosphere.	feel at home / more in tune the music is with the environment / makes me feel even more welcome	Guest comfort	Role of music in guest experience
				When I think about moments in hotels where the background music stood out, I can say that I usually liked the music at the hotels where I've stayed. Many luxury hotels tend to play classical music like Mozart, Beethoven, or Opera, and while I don't have any problem with that, I don't think it necessarily creates a warm or welcoming atmosphere. In my view, a hotel should have its own music that reflects its unique personality, regardless of the genre.	hotels should have... music that reflects its unique personality / classical music... doesn't necessarily create a warm or welcoming atmosphere	Authenticity	Music and brand identity

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				The emotions that background music in a hotel usually triggers for me are feelings of being welcome and well. It touches me in a calming way and helps set a positive, soothing tone for my experience.	feelings of being welcome and well / touches me in a calming way / positive, soothing tone	Emotional impact	Emotional and psychological effects
				In my experience, the style of music in a hotel significantly affects my overall sense of comfort and relaxation. The slower-paced and calmer the music is, the more comfortable I feel. Soft background music has a calming and appealing effect, not just on guests but also on the staff—it can positively influence their performance too. So overall, soft music helps create a more comfortable environment for everyone.	significantly affects my overall sense of comfort and relaxation / calming and appealing effect / positively influence their performance	Guest comfort	Emotional and psychological effects
				When it comes to the type of music that best suits a hotel lobby, I would say classic, natural, soft background music works best. If the lobby includes a bar, then the music can be more omnipresent—something that gives off a welcoming vibe and says, 'Hey, come on in, the ambiance here is good.'	classic, natural, soft background music / gives off a welcoming vibe / the ambiance here is good	Atmosphere coherence	Reception-specific music
				When asked how music influences my mood during moments like check-in, waiting in the lobby, or having a drink at the bar, I believe there are specific types of music that can be intentionally used during those times. These hotel operations—like check-in, check-out, or busy bar hours—happen at predictable times, and the music should be adapted accordingly. Imagine arriving and hearing music that feels like it's saying, 'You're welcome here,' or during check-out, something a bit more melancholic that says, 'Have a safe return, see you again.' While I can't point to a specific personal experience, I think this kind of tailored ambiance is achievable, and I would like to experience it—perhaps with Italian, modern pop, or even a bit of tango.	music that feels like it's saying, 'You're welcome here' / music... that says, 'Have a safe return' / tailored ambiance is achievable	Temporal awareness	Reception-specific music
				When asked whether I've ever felt that the music in a hotel was inappropriate for the setting, I would say yes. For me, it mainly comes down to the tempo of the music. If the background music is too fast, it makes me feel rushed, almost as if I need to move quickly. That kind of energy doesn't suit a relaxing or welcoming hotel environment. So, I believe hotels need to be careful in selecting music with the right tempo to create the right kind of value and atmosphere for their guests.	too fast... makes me feel rushed / that kind of energy doesn't suit / careful in selecting music with the right tempo	Atmosphere coherence	Emotional and psychological effects
				When thinking about my most memorable hotel stay, it was in Tunisia many years ago, and the role of music in that experience was truly unforgettable. I felt completely at home and warmly welcomed, and the background music—an authentic Tunisian song—perfectly reflected the local culture. It created an atmosphere that has stayed with me ever since. I believe that when the three elements—music, location, and staff—are in harmony, they create the best possible ambiance. That experience made such a lasting impression on me that I would love to go back there again someday.	truly unforgettable / perfectly reflected the local culture / music, location, and staff... in harmony	Cultural fit	Cultural resonance
				When there's silence in a hotel's public space, I find it to be a very negative experience. Personally, I love music, and without it, there's no ambiance—and without ambiance, there's no personality. It makes me feel unwelcome, like something essential is missing. Music is what brings positive emotions for me; it helps me feel better and more connected to the space. Without it, I honestly find myself questioning what I'm even doing there.	without ambiance, there's no personality / something essential is missing / questioning what I'm even doing there	Emotional connection	Emotional and psychological effects
				I remember one night at a hotel restaurant—it was late, just a few people left around. A song from my childhood started playing in the background, and the server began to sing along. I joined him, and then, one by one, others joined too. It turned into this spontaneous, joyful moment where everyone sang together. It's one of my favorite memories—simple, unexpected, and filled with warmth. Music really created that magic.	music really created that magic / it was magical, unforgettable / music is life	Emotional connection	Memory and nostalgia
				Another time, I was on a date with my partner. We had a special song, and we heard it playing during dinner at a restaurant. Later that night, we heard it again on the radio. It felt like the music was following us—it was magical, unforgettable. That's the power of music: it brings people together, it carries memories, it lifts your spirit. For me, music is life—I can't imagine how empty or dull things would be without it.			

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				If I could make one recommendation, it would be this: believe in your ambience and embrace your hotel's personality. Don't be afraid to express your identity through music. Let it reflect who you are and share that with your guests. When you're authentic, you naturally attract people who connect with that atmosphere—and that's when truly memorable experiences happen.	believe in your ambience / embrace your hotel's personality / be authentic	Authenticity	Music and brand identity
R5	Guest	23	Female	The atmosphere I expect when I enter a hotel really depends on the type of hotel. If it's a hotel with just a reception, I'd say classical music fits best. But if there's a bar or more of a social space, then jazz would be more appropriate. Personally, though, I don't pay that much attention to the music—it's more in the background for me, not the main focus.	depends on the type of hotel / music... in the background... not the main focus	Spatial sensitivity	Spatial design and music fit
				I remember a stay at a hotel in the South of France that felt just perfect. The atmosphere was calm—relaxing but not too quiet—perfectly balanced for unwinding. It wasn't just the music or the decoration, but also the lighting, the friendliness of the staff, and the fact that they offered thalassotherapy. Everything worked together to create a truly soothing and memorable experience. I really loved that stay.	perfectly balanced for unwinding / everything worked together	Atmosphere coherence	Role of music in guest experience
				I don't usually pay close attention to background music in hotels—I just like it when it blends naturally with the overall ambience. But when the music is too loud, completely absent, or overly repetitive, it becomes noticeable in a bad way. It disrupts the atmosphere and makes things feel a bit off. Personally, I prefer simple, fresh, and natural music that complements the environment without drawing too much attention.	blends naturally with the overall ambience / noticeable in a bad way / simple, fresh, and natural music	Operational quality	Challenges in music curation
				For me, background music at the front desk isn't essential—it doesn't have to be present to create an atmosphere. Since I'm usually just passing through, I don't pay much attention to it, and it doesn't tend to trigger strong emotions. However, I do notice the overall ambience. A hotel could have excellent service, but if the music doesn't match the vibe they're trying to create, it can feel off and leave an unpleasant impression.	doesn't have to be present to create an atmosphere / doesn't match the vibe / unpleasant impression	Atmosphere coherence	Reception-specific music
				It really depends on the type of hotel, but generally I think instrumental music works best in a hotel lobby—something without lyrics or vocals. It should be calm, chill, and non-intrusive, nothing too serious or distracting. That kind of background music sets a pleasant tone without overwhelming the space.	instrumental music works best / calm, chill, and non-intrusive / sets a pleasant tone	Guest comfort	Reception-specific music
				It's true that the music differs depending on the space—what you hear in the lobby isn't the same as in the spa or the gym. Each area has its own dynamic, and the music should reflect that. It helps create the right mood and supports the purpose of each space.	each area has its own dynamic / music should reflect that	Spatial sensitivity	Spatial design and music fit
				I imagine an ideal hotel lobby as open and spacious, with multiple doors leading in and large rectangular windows that let in natural light. The décor would lean toward the gloomy side, with somber lighting—but above all, the space would have character. It should feel distinctive and intentional, never sterile or impersonal like a hospital reception.	the space would have character / never sterile or impersonal like a hospital reception	Atmosphere coherence	Reception-specific music
				I don't have a clear example, but I do remember staying in a hotel with my parents as a kid. Years later, I heard a song that had played during that trip, and it instantly brought back memories of those times. I'm not sure if that counts as music shaping the memory or just triggering it—but I do think music can remind you of moments you've already experienced. That said, since you usually don't spend too much time in areas like the reception, so it's harder for music alone to create lasting memories.	music can remind you of moments / harder for music alone to create lasting memories	Emotional connection	Memory and nostalgia
				I'm not sure about changing music based strictly on location, but I do think culture matters. For example, here in Brittany, people often associate the song La Tribu de Dana with Breton identity—even though it's a rap song. But using that in a luxury hotel just because it's in Brittany might not make sense. It really depends more on the type of hotel rather than just the place. You could have a Caribbean-themed hotel in Geneva, with Caribbean décor, food, and music. Even though that culture is unfamiliar to the Alps, it can still work beautifully if it's cohesive. So it's more about reflecting the cultural identity the hotel wants to express, not just where it's located.	culture matters / reflecting the cultural identity the hotel wants to express / more about the type of hotel rather than just the place	Cultural fit	Cultural resonance

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				I wish hotels understood that guests appreciate variety and creativity in music. Just putting on some nice, thoughtfully selected music can make a big difference. There's more to life—and to music—than just the classics. I really don't like it when I stay in a hotel for a week and hear the same playlist every day. It becomes repetitive, stands out too much, and honestly makes me less likely to want to come back.	variety and creativity in music / thoughtfully selected music / more to life—and to music—than just the classics / same playlist every day / makes me less likely to want to come back	Adaptability	Feedback-driven adaptation
				I think it's very important for hotels to adapt their music based on the time of day or even the season. Variety makes the experience better. For example, imagine it's 7 PM and I'm enjoying an espresso at the bar—I wouldn't want to hear the same music I heard that morning. It would feel repetitive, even stifling. The music should evolve with the rhythm of the day to keep the atmosphere fresh and engaging.	adapt their music based on the time of day or even the season / variety makes the experience better / wouldn't want to hear the same music I heard that morning / music should evolve with the rhythm of the day / keep the atmosphere fresh and engaging	Temporal awareness	Temporal variation in music use
				My recommendation would be to regularly change the music—add variety, shift tones and styles, and adapt to the guests. A static playlist becomes noticeable and even irritating over time. Music should reflect the energy of the moment and the diversity of the guests. Keep it fresh and dynamic to enhance the overall atmosphere.	regularly change the music / add variety / shift tones and styles / adapt to the guests / static playlist becomes noticeable and even irritating / reflect the energy of the moment / diversity of the guests / fresh and dynamic / enhance the overall atmosphere	Adaptability	Feedback-driven adaptation
R6	Hotel manager	29	Female	I believe it's essential for hotels to choose their music thoughtfully. Background music plays a key role in shaping the environment—it helps guests feel relaxed and welcome. In that sense, it significantly contributes to the overall guest experience, especially in a luxury setting where every detail matters.	choose their music thoughtfully / helps guests feel relaxed and welcome / every detail matters	Guest comfort	Role of music in guest experience
				The atmosphere I want to create through the music played at the hotel reception is one where guests feel at home. Personally, I usually play a radio with lesser-known music, which sometimes surprises guests who recognize a song and sing along. The music is kept at a moderate volume so it doesn't disrupt front desk operations like check-ins or phone calls.	guests feel at home / surprises guests who recognize a song / moderate volume	Atmosphere coherence	Reception-specific music
				The way I choose the type of music played in different areas of the hotel, such as the lobby, restaurant, spa, and rooms, is based on the function and atmosphere of each space. For example, we don't have music in the hall, but at the reception, we play chill radio stations without advertisements, while the restaurant features more lively, fast-paced music that varies depending on the time of day. Since the reception and restaurant serve different purposes and attract different numbers of people, the music is tailored accordingly to create the right atmosphere in each area.	based on the function and atmosphere of each space / chill radio stations without advertisements / tailored accordingly	Spatial sensitivity	Spatial design and music fit
				In my opinion, music does not influence the time customers spend in common hotel spaces like the reception or lounges, but its impact is more limited to areas such as the restaurant and bar. The reception is primarily a place of passage where guests quickly pick up their keys or ask questions, so people don't linger there just because of the music.	music does not influence the time / reception is primarily a place of passage / people don't linger there because of the music	Guest comfort	Reception-specific music
				Music contributes to the image of luxury and exclusivity of our establishment by complementing the overall style we aim to create. When the music aligns well with the decoration, staff, and the service we offer, it helps build a positive and luxurious image. Factors such as volume and the choice of instruments also play a role in enhancing this impression of luxury.	music contributes to the image of luxury and exclusivity / aligns well with decoration, staff, and service / volume and choice of instruments	Brand identity	Music and brand identity
				To manage differences in musical tastes between customers while maintaining a consistent identity, I believe it's important to choose music freely, knowing it won't please every guest. What matters more is the volume, ensuring it allows the front desk staff to communicate effectively with guests. As long as the music isn't disruptive or unpleasant, I consider it good music—there's no spectrum, it's simply either good or not.	choose music freely / won't please every guest / volume matters for communication / music isn't disruptive or unpleasant	Communication support	Challenges in music curation
				If I had to describe the ideal musical ambiance for the reception in three words, I would choose: different, appropriate volume, and fitting. The style of music can vary—whether classy, hard rock, or electro—as long as it complements the atmosphere they are trying to create.	different / appropriate volume / fitting / style can vary	Atmosphere coherence	Reception-specific music
				If I could make one recommendation about music in hotels to improve the guest experience, it would be to ensure that the music does not disrupt the staff's performance and harmonizes well with the environment. The music should be positive, inclusive, and create a welcoming atmosphere that makes everyone feel good.	music does not disrupt staff's performance / harmonizes with environment / positive, inclusive / welcoming atmosphere	Inclusivity	Emotional and psychological effects

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
R7	Hotel manager	26	Male	In my opinion, background music is quite important in creating the customer experience in luxury hotels. For example, it can help impatient guests feel more patient by calming their minds while they wait at the reception, especially if they enjoy the music. It's also beneficial for receptionists when the music varies instead of repeating the same tune. However, the music shouldn't be too slow, as that could make people sleepy and negatively affect productivity.	background music is quite important / calming impatient guests / music varies instead of repeating / music shouldn't be too slow	Emotional impact	Emotional and psychological effects
				The atmosphere I wish to create through the ambient music at the hotel reception is one that calms people's minds and evokes a vacation feeling. Even if guests aren't here for a vacation, they should feel relaxed, with no rush or frustration about getting their room immediately. The ambient music at the reception should be universally liked and contribute to a peaceful, welcoming environment.	calms people's minds / evokes a vacation feeling / no rush or frustration / universally liked / peaceful, welcoming environment	Guest comfort	Reception-specific music
				I choose the type of music played in different areas of the hotel based on the atmosphere each space requires. For example, the reception features louder music, the restaurant has a bit softer music, and the spa has even quieter, slower, and more calming or sometimes no music at all, since guests want to relax there and music that doesn't fit their mood could be disruptive.	based on the atmosphere each space requires / reception features louder music / restaurant has softer music / spa has quieter, slower, more calming or no music / music that doesn't fit mood could be disruptive	Spatial sensitivity	Spatial design and music fit
				There isn't a specific genre that represents our hotel's brand identity, but personally, I would say instrumental jazz fits well. I prefer instrumental over vocal jazz because vocals can distract both guests and receptionists while they're working or interacting.	no specific genre represents brand identity / instrumental jazz fits well / vocals can distract guests and receptionists	Communication support	Music and brand identity
				I have never had to modify our music strategy based on guest feedback because no one has disliked the music so far. In fact, some guests have even complimented songs like Dave Brubeck's 'Take Five.' When guests mention they like the music, I often ask if they would prefer a certain type of music during their stay. Sometimes they do, but other times they have no preference and are happy to keep the same music.	no one has disliked the music / guests compliment songs / ask guests for music preferences / guests sometimes have no preference	Guest satisfaction	Feedback-driven adaptation
				I have never noticed any trends or comments, positive or negative, from guests regarding the music.	never noticed comments / no guest feedback on music	Guest satisfaction	Feedback-driven adaptation
				I think it's a mix: some guests might be too timid to comment, others simply don't have time for it, some have no preference, and others just don't really care about the music.	too timid to comment / no time to comment / no preference / don't care about music	Guest satisfaction	Feedback-driven adaptation
				In my opinion, ambient music definitely influences the amount of time guests spend in areas like the bar or lobby. If the music doesn't fit the atmosphere we're trying to create—like playing hard rock in a cozy bar—guests are likely to leave. But if the music matches their mood and the setting, there's no reason for them to leave early.	influences amount of time guests spend / music doesn't fit atmosphere guests leave / music matches mood guests stay	Emotional impact	Guest behavior and dwell time
				Ambient music contributes to the image of luxury and exclusivity of our establishment by offering something unique and exclusive—such as having our own music channel that no one else has. Additionally, live elements like a pianist playing in the bar add a special, luxurious touch.	image of luxury and exclusivity / something unique and exclusive / own music channel / live pianist adds luxury	Brand identity	Music and brand identity
				The biggest challenges I face when selecting ambient music for the reception are minimal—actually, I don't really see it as a challenge. I simply choose what I like, and since I'm picking music that appeals to me, it doesn't create difficulties. Of course, there are minor details to consider, but I wouldn't call them challenges.	biggest challenges are minimal / choose what I like / picking music that appeals to me / minor details not challenges	Personalization	Managerial strategies
				I do adapt the background music depending on the season, time of day, or special events because it makes sense to match the overall vibe. For example, in summer, I adjust the music to complement the season's feel; on special occasions like May the 4th, some guests might enjoy Star Wars-themed music; and in winter, festive tunes like Mariah Carey's songs are unavoidable.	adapt the background music / depending on season, time of day, special events / match the overall vibe / summer music complements season / Star Wars-themed music for May the 4th / festive tunes in winter	Temporal awareness	Temporal variation in music use
				To manage differences in musical taste among guests while maintaining a consistent identity, I focus on using music with a similar instrument or tone to create a balanced and cohesive sound. If the beats or tones don't match well, it can feel off. However, in summer, I'm more flexible and might change the music to match the season's vibe—after all, everyone's dressed lighter and the music should reflect that relaxed, carefree atmosphere.	manage differences in musical taste / consistent identity / similar instrument or tone / balanced and cohesive sound / beats or tones don't match / more flexible in summer / music to match season's vibe / relaxed, carefree atmosphere	Atmosphere coherence	Music as ambiance design

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				In my opinion, the role of ambient music in the hospitality sector has evolved over recent years. It's no longer the same as it was before, especially with advancements in sound systems. Nowadays, the music is more ambient and subtle—serving as background rather than something loud or attention-grabbing—and this shift is closely tied to how music is used in reception areas.	role of ambient music has evolved / advancements in sound systems / more ambient and subtle / background rather than loud / tied to music in reception	Operational quality	Reception-specific music
				If I had to describe the ideal musical ambiance in the reception, I would choose the words peaceful, elegant, and warm.	peaceful / elegant / warm	Atmosphere coherence	Reception-specific music
				My advice for managers on selecting ambient music is: stop worrying—it's not rocket science. You'll feel when the music is right. Also, don't view guest feedback as something destructive; it can be helpful and guide you in fine-tuning the atmosphere.	stop worrying / not rocket science / you'll feel when the music is right / don't view guest feedback as something destructive	Operational quality	Feedback-driven adaptation
R8	Hotel manager	31	Male	The atmosphere I aim to create through the music in the reception is one that subtly enhances the guest experience from the moment they arrive. The goal is to have background music that makes guests feel more comfortable and welcomed. We manage the music carefully, using specific playlists for different times of the day to keep the ambiance fresh and appropriate. In our other establishments, like the hotel Anne de Bretagne with its Italian restaurant, we use music with Italian connotations, while at the more upscale Hotel France et Chateaubriand, we choose playlists that reflect its classy image.	subtly enhances the guest experience / feel more comfortable and welcomed / specific playlists for different times of the day / music with Italian connotations / reflect its classy image	Temporal awareness	Music as ambiance design
				I choose the type of music for different spaces in the hotel—like the lobby, reception, and restaurant—based on the time of day and the type of clientele we're hosting. For example, on the terrace where we serve drinks and cater to a younger crowd, we play soft yet rhythmic, more upbeat music. In the restaurant, the music is more discreet to allow guests to have conversations without interruption. In the public areas of the hotel, we opt for background music that reflects the hotel's image—typically soft and instrumental rather than music with lyrics.	based on the time of day and the type of clientele / soft yet rhythmic / music is more discreet / reflects the hotel's image / soft and instrumental	Spatial sensitivity	Spatial design and music fit
				There isn't a single type of music that reflects the identity of our brand, but when selecting background music, we consistently aim for something soft and relaxing to support the overall ambiance and guest experience across our establishments.	soft and relaxing / support the overall ambiance / guest experience / across our establishments	Brand identity	Music and brand identity
				We have never specifically changed our musical strategy based on guest feedback, as we've never received negative comments about the music. I believe this is a sign that our strategy is working well and effectively supports the guest experience.	never received negative comments / strategy is working well / supports the guest experience	Guest satisfaction	Feedback-driven adaptation
				I believe music influences the time guests spend in certain areas of the hotel. For example, on the terrace, we play more rhythmic and dynamic music to match the quicker pace of service and to energize both guests and staff. This creates an atmosphere that encourages liveliness and engagement, clearly showing how music can shape the way spaces are experienced and how long guests choose to stay.	music influences the time guests spend / energize both guests and staff / atmosphere that encourages liveliness	Emotional impact	Guest behavior and dwell time
				Ambient music contributes to the image of luxury and exclusivity of our establishment in the same way the front desk team, the warm welcome, and the décor do—it's one essential part of a larger whole. It's not just the music alone, but how it works in harmony with the overall vibe, the service, and the environment that together create a distinct and luxurious experience that sets our hotel apart.	one essential part of a larger whole / works in harmony with the overall vibe / create a distinct and luxurious experience	Brand identity	Music and brand identity
				The biggest challenge I face when choosing music is ensuring enough variety. We try to avoid long tracks or repetitive songs, both for the guests' enjoyment and the team's comfort. Aside from that, we haven't encountered any major difficulties in selecting background music.	ensuring enough variety / guests' enjoyment and the team's comfort	Operational quality	Challenges in music curation
				We clearly adapt the music based on the season, time of day, and specific events. For example, in mid-December around 7 p.m., when guests are arriving or enjoying hot wine or hot chocolate, we play cozier, warmer music. This contrasts with the livelier, more rhythmic music we use in mid-July when the sun sets at 10 p.m. and the atmosphere is more vibrant.	adapt the music based on the season, time of day, and specific events / cozier, warmer music / livelier, more rhythmic music	Temporal awareness	Temporal variation in music use

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				We understand that we can't please everyone when it comes to musical taste, as there will always be differences. However, we've never received negative feedback from guests over the years, which suggests that our background music aligns well with the expectations and preferences of our clientele. We aim to maintain a coherent identity by selecting music that suits the atmosphere of our hotel and restaurant, ensuring it resonates with the overall guest experience.	can't please everyone / never received negative feedback / background music aligns well / maintain a coherent identity / music that suits the atmosphere	Guest satisfaction	Feedback-driven adaptation
				In my opinion, the role of ambient music has indeed changed over recent years. Everything evolves—the systems, the clientele, and naturally the music itself. While I can't point to any specific major changes in music recently, I do believe that ambient music has evolved alongside these other developments.	everything evolves / the systems, the clientele, and... the music / ambient music has evolved	Operational quality	Music as ambiance design
				For me, the ideal ambience in the reception is one where the receptionist and the guest can communicate clearly, so the music shouldn't be loud. It doesn't necessarily have to be rhythmic; I believe it should be classy, relaxing, and slow—perhaps jazz or historic music—to match the historic nature of the hotel itself.	communicate clearly / music shouldn't be loud / classy, relaxing, and slow / match the historic nature of the hotel	Communication support	Reception-specific music
				My main advice for establishments choosing their ambient music is that it should match the spirit of the place. For example, a hotel by the beach can't have the same music as one located in the center of Paris. Beyond that, I'm not a specialist, but I believe staying true to the location and vibe is key.	match the spirit of the place / stay true to the location and vibe	Cultural fit	Cultural resonance
R9	Hotel manager	40	Female	In my opinion, background music is very important in shaping the customer experience within a luxury hotel. Music plays with your emotions and can create a core feeling of being welcome, which is one of the first impressions guests get upon entering. If the music resonates with a guest—like Italian jazz for someone who enjoys it—it makes them feel truly welcome in that environment and encourages them to return on future visits. The music definitely influences that overall experience.	music plays with your emotions / core feeling of being welcome / encourages them to return	Emotional impact	Role of music in guest experience
				The atmosphere I wish to create through the music played at the hotel reception depends on the type of vibe we're aiming for. For a hotel with a lot of style, that might mean a classic vibe with jazz or opera music, while a hotel with a more modern aura could feature pop or rock. The key is choosing music that connects with the product you're selling and the atmosphere you want to create—music that complements the hotel's vibe and style to shape the perfect guest experience.	depends on the type of vibe / connects with the product you're selling / complements the hotel's vibe and style	Brand identity	Reception-specific music
				When choosing the type of music played in different areas of the hotel—like the lobby, restaurant, spa, or rooms—the priority is to never disturb the guests. In common areas such as corridors and elevators, we often play what I'd call "boring music," because those spaces are naturally less engaging. But in functional venues like the spa or restaurant, the music needs to align with the service. For the spa, relaxing, zen-like instrumental music or natural sounds like whale calls work best, avoiding lyrics that could distract. In the restaurant, especially a fine dining setting, classical music or live piano is ideal to complement the meal. And of course, the music should match the theme—an Italian restaurant wouldn't play Mexican music, as that wouldn't fit the atmosphere or guest expectations.	never disturb the guests / boring music / align with the service / music should match the theme	Spatial sensitivity	Spatial design and music fit
				We have modified our music strategy based on guest feedback. On several occasions, when guests found the music too loud or didn't like the selection, we simply changed it to something quieter or more suitable. We believe it's important to be flexible and responsive to guest preferences to ensure they feel comfortable and welcomed. While we don't receive feedback frequently or notice any ongoing trends, occasional comments—both positive and negative—are valuable and help us improve the guest experience.	modified our music strategy based on guest feedback / changed it to something quieter or more suitable / flexible and responsive to guest preferences / comments... are valuable	Adaptability	Feedback-driven adaptation
				In my opinion, music does influence the amount of time guests spend in areas like the bar or lounge, but only to a certain extent. Background music helps create a pleasant environment, but it's not the main factor that keeps guests there. The overall atmosphere—made up of decoration, lighting, staff, food, and drinks—is what truly encourages guests to stay and enjoy their time. Live music is a different story, though; it can definitely attract guests to stay longer or even book a table just for the experience. However, if the background music is annoying, it might shorten their stay, but good music alone won't necessarily make them linger longer.	music does influence... but only to a certain extent / overall atmosphere... truly encourages guests to stay / live music... attract guests to stay longer / annoying... might shorten their stay	Emotional impact	Guest behavior and dwell time

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				I believe music contributes to the image of luxury and exclusivity in a certain way, though it's not the most important factor. Music evokes emotions and affects guests on a human level, playing a role alongside other elements like scent—such as the almond-scented sticks we use here. While music isn't the main component of luxury, it definitely adds to the overall sensory experience that helps create that exclusive atmosphere.	music contributes... though it's not the most important factor / evokes emotions... affects guests on a human level / adds to the overall sensory experience	Brand identity	Music as multisensory branding
				I wouldn't say we face big challenges when selecting and managing background music. We simply choose what feels right for the moment—for example, on a sunny day with the terrace open, we play happy, summery tunes. On rainy days when guests are indoors enjoying coffee, we switch to cozier music that matches the mood. It's more about fitting the atmosphere than dealing with difficulties.	choose what feels right for the moment / play happy, summery tunes / switch to cozier music that matches the mood	Atmosphere coherence	Managerial strategies
				Managing differences in musical taste among guests while maintaining a consistent identity isn't solely about catering to every individual preference. As I mentioned before, just like an Italian restaurant wouldn't play Mexican music because it doesn't fit the product or the expected experience, we choose music that aligns with our establishment's identity. Guests come knowing what to expect, and it works both ways—they adapt to the product as much as we adapt to them. This balance helps maintain a consistent musical atmosphere.	aligns with our establishment's identity / guests come knowing what to expect / balance helps maintain a consistent musical atmosphere	Brand identity	Music and brand identity
				In my opinion, the role of music in hospitality has evolved in recent years, though not necessarily for the better. While live pianos and live music used to be common in hotels, nowadays most places rely on automated playlists played continuously. This shift shows that live music is losing its significance and importance. Beyond that, I'm not entirely sure how else the role of music has changed overall.	role of music has evolved / not necessarily for the better / live music is losing its significance / automated playlists played continuously	Authenticity	Music as ambiance design
				The ideal musical ambiance for the reception, from both a manager's and a guest's perspective, would be welcoming, inviting, homely, and maybe even nostalgic. It should make guests feel comfortable and not like outsiders—even if it's their first time—much like the comforting smell of freshly baked bread.	welcoming / inviting / homely / nostalgic / comfortable / not like outsiders	Emotional connection	Reception-specific music
R10	Guest	25	Male	So, when you enter a hotel, your expectation of the atmosphere really depends on the hotel's level — like for an upscale place, you prefer classy, understated music that quietly sets the tone, almost like it's saying, "everything's taken care of." But for a more casual or budget hotel, you might want something friendly and simple, maybe even no music at all, like a relaxed camping vibe. Basically, the atmosphere and music should match the hotel's star rating and the kind of experience you're paying for.	classy, understated music / quietly sets the tone / everything's taken care of / friendly and simple / no music at all / relaxed camping vibe / match the hotel's star rating	Brand identity	Music and brand identity
				Sometimes music just blends into the background so much that we don't even notice it — it's like invisible atmosphere work.	blends into the background / invisible atmosphere work	Atmosphere coherence	Music as ambiance design
				If a hotel played my favorite type of music when I arrived, I would find it quite weird because favorite music is a very personal thing. It would be different if the music was a favorite song of a couple or a group, which I think would be awesome and help set the mood for the whole vacation. I believe that's the role music should play in hotels—creating a shared atmosphere—because for an individual, it feels a bit strange. In a hotel bar, I might pay close attention to the music, sometimes even more than to my friends, but at the reception, it's usually just a quick stop for check-in, so the music doesn't have the same impact.	favorite music is a very personal thing / creating a shared atmosphere / pay close attention to the music / music doesn't have the same impact	Emotional connection	Emotional and psychological effects
				A moment when the background music really stood out to me was usually at the bar or the breakfast room. When I'm moving around, I don't really pay attention to the background music, but when I'm sitting still, it's easier to notice all the sounds and the music around me.	background music really stood out / don't really pay attention... when I'm moving / easier to notice... when I'm sitting still	Spatial sensitivity	Guest behavior and dwell time

Interview ID	Interviewee	Age	Gender	Statement [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
				Background music in a hotel usually triggers mixed emotions for me. For example, when I'm alone in a hall with music playing, it can feel creepy. But at the reception, if the receptionist is friendly and the music is energizing, it creates a welcoming vibe that I appreciate. On the other hand, if there's rock music playing and the receptionist seems unapproachable, that feels strange. I think the music in older parts of the hotel should always align with the atmosphere they want to create. Also, I believe it's a good idea not to have any music in restrooms—especially near urinals—because people don't want to listen to music or feel like they're being watched in those moments.	triggers mixed emotions / can feel creepy / creates a welcoming vibe / feels strange / align with the atmosphere / not... music in restrooms	Atmosphere coherence	Emotional and psychological effects
				The type of music that best suits a hotel lobby, in my opinion, is definitely not silence. I'd prefer to have music playing—especially in the reception or while waiting—and I think indie music works well. It shouldn't be too loud or too fast, but it should create a lively and welcoming atmosphere in the space.	definitely not silence / indie music works well / not too loud or too fast / lively and welcoming atmosphere	Guest comfort	Reception-specific music
				Music doesn't really influence my mood during check-in or while waiting in the lobby because I hardly notice it. However, in the bar, music makes a big difference. If the music creates a cozy vibe, I'm more likely to have a drink or two. And if the bar is crowded and they play something energetic, like Red Hot Chili Peppers, I might stay longer and have more drinks. So, the pace of the music and how well it matches the energy and crowd really affects my experience.	music makes a big difference / cozy vibe / more likely to have a drink / matches the energy and crowd	Emotional impact	Guest behavior and dwell time
				My ideal hotel lobby would feel natural, almost like a portal to a jungle, with lots of bookshelves and minimal seating. This way, it feels like a passage rather than a place to linger, giving the impression that you won't have to wait long before being served. Too many chairs, on the other hand, make me think I'm going to have to wait.	portal to a jungle / place to linger / you won't have to wait long / too many chairs... make me think I'm going to have to wait	Atmosphere coherence	Reception-specific music
				I definitely think music can shape your memory of a place. However, at the reception, the music shouldn't be loud because you often don't pay much attention to it there. In contrast, music in a bar is more memorable and can really become part of your experience and memory of the time you spent there. So, while music at the reception should stay low and subtle, having music in the lobby or bar is essential for creating lasting impressions.	music can shape your memory of a place / low and subtle / part of your experience and memory / creating lasting impressions	Emotional connection	Reception-specific music
				One type of music that makes me feel like I'm on vacation—even if I'm not—is simply any music I enjoy listening to. On the flip side, there are types of music I associate with work or focus, like classical music, which I always play when I'm studying.	music that makes me feel like I'm on vacation / music I enjoy listening to / associate with work or focus	Emotional connection	Emotional and psychological effects
				I think whether hotels should change their music based on the culture or location depends on the impression they want to create. If the goal is to adapt to their clients, then adjusting the music makes sense. But if the hotel wants to represent a strong brand identity, they should choose the type of music that best suits their brand. So, it really depends on the commercial direction and strategy of the hotel.	depends on the impression they want to create / adapt to their clients / represent a strong brand identity / commercial direction and strategy	Brand identity	Cultural resonance
				In my opinion, it's definitely important for hotels to adapt their music based on the time of day or season. For example, playing Christmas music in December is a must because it fits the season perfectly. In summer, the music should reflect a vacation vibe, so adapting to the time of year helps create the right atmosphere for guests."	adapt their music based on the time of day or season / playing Christmas music in December is a must / music should reflect a vacation vibe	Temporal awareness	Temporal variation in music use
				My one recommendation to improve the guest experience through music in hotels is simple: just play music that matches the mood of the hotel, and nothing else.	play music that matches the mood of the hotel	Atmosphere coherence	Music as ambiance design

Appendix B

Interview Script

Note: Some of the following transcripts were originally conducted in English, while others were translated by the researcher from a non-English language into English. Minor grammatical inaccuracies may remain to preserve the original meaning.

Interviewee: Hotel Manager (Interview ID: R1)

Date: 15 April 2025

Language: French

Interviewer: Good afternoon.

Participant R1: Good afternoon.

Interviewer: First of all, thank you for taking the time to speak with me today—and also for being such a great boss.

Participant R1: So far, I suppose I've earned that title!

Interviewer: In your opinion, what role does ambient music play in shaping the guest experience in luxury hospitality?

Participant R1: For sure the music plays a huge role in the hospitality industry as a whole, for once it helps guests to be in a calm mood, softens their nerves. In luxury settings, this is especially important; Music generates a relaxed environment I believe; a calm, comfortable atmosphere that welcomes guests and helps them transition from the outside world into our hotel.

Interviewer: What kind of atmosphere are you trying to create through the music in the reception area?

Participant R1: We're aiming to create a calming, generally appeasing atmosphere through music—something tranquil that naturally soothes people as soon as they walk in. The music should be gentle, present, but never overwhelming.

Interviewer: How do you choose the type of music played in the different common areas of the hotel?

Participant R1: The selection depends entirely on the function and mood of each space. In the restaurant during the dinner we are aiming to put on more quiet, soft rock maybe. In the bar we are mainly using jazz, in the spas mainly serene music. The spa is a world of its own, so we exclusively play serene, ambient music—sounds

that enhance total relaxation and peace. Each playlist is carefully curated to match the unique vibe of its space, but creating those playlists that fit each different mood is, honestly, one of the biggest challenges.

Interviewer: Is there a particular type of music or genre that represents the identity of your hotel?

Participant R1: Mainly classical music and Jazz represents the identity of our hotel, because it's a historical hotel. These genres best align with our character and support our classic, elegant ambiance. I think our guests like the specific type of music we put on here, because it goes well with the atmosphere that we are aiming to create and so far we haven't had any negative feedback on our music strategy.

Interviewer: Have you ever adjusted your musical approach based on guest feedback?

Participant R1: Yes, occasionally. Sometimes guests request a particular song during dinner—something meaningful or simply fitting their mood—and if it's appropriate, we do our best to accommodate them. But overall, our music choices have been well-received. If the music aligns with the hotel's identity, it generally has a positive impact, even if some guests aren't big fans of the music.

Interviewer: Do you think music influences how much time guests spend in certain areas of the hotel, such as the reception or the bar?

Participant R1: I believe music influences how long guests stay in areas like the bar, restaurant, or reception. If the music is pleasant, guests are more likely to spend time in the bar or restaurant. In the reception, good music can help them relax and make waiting easier.

Interviewer: How does music contribute to the image of luxury in your hotel?

Participant R1: Music can elevate or diminish the sense of luxury, depending on how carefully it's chosen. I believe that well-known songs don't necessarily convey luxury, so we have to be selective when choosing our music. There is a specific type of music we associate with luxury, and we aim to use that as the background music in our hotel. Luxury, to us, is reflected through selective, elegant, and timeless pieces—the kind that subtly enhance the atmosphere without drawing too much attention to themselves.

Interviewer: What are the biggest challenges you face when it comes to selecting or managing background music in the hotel?

Participant R1: Choosing and managing background music is a major challenge because it's impossible to please everyone at once. One key challenge is selecting music that fits the atmosphere of different areas in the hotel. For example, the

restaurant requires more relaxed music, the bar needs energetic tunes, and the spa demands completely zen sounds. Creating playlists that match these different vibes is what we find most challenging.

Interviewer: Do you adjust the music depending on the season, time of day, or specific events?

Participant R1: Absolutely. We adjust our music strategy based on several factors. We usually adjust our music strategy based on the number of guests in a specific area. For example, when there are fewer people in the bar, we play slower-paced music, but when the bar is crowded, we use more energetic music. In the mornings, we play slower music compared to the evenings. In the mornings, we tend to play softer music to gently start the day, while evenings call for a slightly more dynamic ambiance. During special events like festivals, we try to tailor the music to match the event.

Interviewer: How do you handle the differences in musical taste between guests while still maintaining a consistent musical identity for your hotel?

Participant R1: I believe managing differences in musical tastes between customers while maintaining a consistent identity mainly depends on the staff at reception and the identity we want to create for our establishment. We want the music to be consistent with the ambiance and character we've created. If the music aligns with the hotel's identity, guests will generally like it and it will have a positive impact, even if some guests aren't big fans of the music.

Interviewer: How would you define the identity of your establishment?

Participant R1: The identity of our establishment is that of a historical and luxury hotel. While this may mean different things to different people, in my opinion, our identity is defined by being classic and focused on quality. This reputation is well known among our clients and guests, and our hotel is recognized throughout Saint Malo. We also have many repeat guests who have stayed at Chateaubriand for decades, some for as long as 30 years.

Interviewer: In your view, has the role of music in hospitality changed in recent years?

Participant R1: In my opinion, the role of music in the hospitality industry hasn't changed much in recent years, but the specific music we use in our hotel has evolved. It's different from what we played a decade ago. While some hotels might have classical music, nowadays many use more modern music. However, here at our hotel, we don't feel the need to change the music's role, which is to preserve the old Chateaubriand charm.

Interviewer: If you had to describe the ideal musical ambiance for your reception area in just three words, what would they be?

Participant R1: If I had to describe the ideal musical ambiance for the reception in three words, I would choose: piano, appeasing, and not too loud. The music should be present but never overwhelming.

Interviewer: That brings us to the end of our interview. Thank you again for your time and your thoughtful responses—they've been incredibly helpful.

Participant R1: It was my pleasure. I'm glad I could contribute.

Interviewee: Guest (Interview ID: R2)

Date: 6 May 2025

Language: French

Interviewer: Hello.

Participant R2: Bonjour.

Interviewer: Justine Marest?

Participant R2: Yes, that's me.

Interviewer: Thank you for taking the time to participate in this interview—I really appreciate it.

Participant R2: No problem at all.

Interviewer: I have a few questions today, and I'd be grateful if you could share your thoughts.

Participant R2: Sure! Let's get it started.

Interviewer: When you enter a hotel, what kind of atmosphere do you expect, and how do elements like music contribute to that feeling?

Participant R2: When I enter a hotel, I expect a modern, warm environment where I can feel welcome and express myself freely. Music, as one of the elements, would contribute to creating that inviting and expressive atmosphere. It sets the tone right away and can really shape my first impression of the place.

Interviewer: Can you recall a time when the background music in a hotel made a strong impression on you—whether positively or negatively?

Participant R2: Yes, I remember staying in a hotel where the background music in the lobby was a radio station that I found really unpleasant to listen to. Additionally, there were advertisements between songs, which I think guests should not be forced to listen to. It disrupted the atmosphere and made the experience feel unprofessional—definitely not what you'd expect in a quality hotel.

Interviewer: What kind of emotions or impressions does background music in a hotel typically evoke for you?

Participant R2: I don't have a specific experience that comes to mind, but I would say that background music in a hotel should trigger joyful emotions. It should make

me feel good and potentially encourage me to extend my stay. The right music can add a sense of enjoyment and elevate the whole environment.

Interviewer: From your experience, how does the style of music affect your comfort or sense of relaxation in a hotel?

Participant R2: In my experience, it's not about a specific type of music, but rather how well the music matches the environment. For example, if I'm in a hotel spa and they're playing classical music or rap, I wouldn't find it pleasant. The spa is a place where I want to relax, and the music should align with that sense of comfort. The music should always complement the mood and purpose of the space. Comfort comes from that alignment.

Interviewer: What type of music do you think best suits a hotel lobby, and why?

Participant R2: I think jazz or soul music best suits a hotel lobby because they tend to appeal to a wide range of musical tastes and give the hotel a stylish impression. Personally, I would also enjoy pop music, as it gives guests a sense of being 'chez eux' — like they're at home. I believe there should be a balance: guests should adapt to the hotel's atmosphere, but the hotel should also create an environment that guests can comfortably adapt to. It's a two-way relationship.

Interviewer: How does music affect your mood during moments like check-in, waiting in the lobby, or having a drink at the bar?

Participant R2: I think music really influences the mood of guests during moments like check-in, waiting in the lobby, or having a drink at the bar. For example, if there's no music at all in the reception or bar, it doesn't create a comfortable atmosphere. At the bar, I believe there should be more electro or pop music, while during check-in at the reception, jazzy or classy music would be ideal. That combination would create the perfect environment. Each space needs its own musical vibe to create the right guest experience.

Interviewer: Do you believe that music can help express a hotel's personality or brand identity? Could you give an example?

Participant R2: Absolutely. I believe that the identity of the music and the identity of the hotel go hand in hand. For example, when you enter an upscale, luxury hotel, there is usually classical or jazz music playing to create a classy, elegant atmosphere. While it's not a strict rule, it tends to be the norm in such settings.

Interviewer: What's one thing you wish hotels understood better about their guests in relation to music and sound?

Participant R2: That's a great question. One thing I wish hotels understood better about their guests when it comes to sound and music is the balance between guiding

the guest into the hotel's atmosphere and making them feel heard. On one hand, the hotel should help me adapt to the ambiance they're creating, but on the other hand, if done right, it can be a positive experience that makes me feel acknowledged and creates a more intimate atmosphere.

Interviewer: Have you ever found that music in a hotel affected how long you stayed in a particular space, like a lounge or café?

Participant R2: I've never personally experienced a situation where music influenced how long I stayed in a hotel space like a lounge or café, but I believe that if the music doesn't match the ambiance of the place, I wouldn't be inclined to spend more time there. The right music can make a space inviting, while the wrong music can have the opposite effect.

Interviewer: In your opinion, how important is it for hotels to adapt their music based on the time of day or the season?

Participant R2: In my opinion, it's very important for hotels to adapt their music based on the time of day or the season. I wouldn't want to listen to the same music all the time. Specifically, in the morning, I'd prefer something more energizing, while in the evening, when I'm having dinner, I'd want something more relaxing. People's moods and energy shift throughout the day, so the music should reflect that. I wouldn't want to listen to the same playlist all day long—variety is key.

Interviewer: If you could make one recommendation to hotels about improving the guest experience through music, what would it be?

Participant R2: If I could make one recommendation to improve the guest experience with music in hotels, I would suggest using a paid music subscription to avoid advertisements, as no one wants to listen to ads. Advertisements can also give the hotel a bad reputation and make it seem cheap. Additionally, I would recommend regularly changing playlists because guests who return frequently may find a static ambiance unappealing. Keeping the music fresh is important for maintaining a positive atmosphere.

Interviewer: Thank you so much again for your time and your thoughtful answers.

Participant R2: Thank you! I really enjoyed these questions.

Interviewee: Guest (Interview ID: R3)

Date: 3 May 2025

Language: French

Interviewer: Good evening, sir.

Participant R3: Good evening.

Interviewer: First of all, thank you for accepting my invitation to do this interview. I have several questions, and I'd be happy if you could answer some of them.

Participant R3: Sure — go ahead, I'm ready.

Interviewer: When you enter a hotel, what kind of atmosphere do you expect? And how do you think elements like music contribute to creating that atmosphere?

Participant R3: When I enter a hotel, I mainly expect a calm atmosphere with a quiet, cozy ambiance where I can feel at home but still in a privileged setting. Music and other elements contribute to creating that feeling. For me, music should support the overall mood but remain in the background, enhancing the sense of comfort without ever overwhelming the space.

Interviewer: What kind of emotions or impressions does background music in a hotel usually trigger for you?

Participant R3: For me, background music in a hotel should not distract or stress me, nor catch my attention too much. I shouldn't feel disturbed by its presence; instead, it should help me immerse myself in the atmosphere. I really don't like when the music is too loud or intrusive. Personally, I believe the music should be calm so I can focus on other things. Calm, unobtrusive music is best, with it I simply relax.

Interviewer: What kind of music do you feel best suits a hotel lobby, and why?

Participant R3: While everyone may have their own opinion on this, I personally prefer slow-paced jazz or lounge music in the hotel lobby, especially in the evenings. Generally, I think the music should not catch too much attention. The most important thing is that the music doesn't catch too much attention—it should blend into the background, creating a pleasant mood without becoming the focal point.

Interviewer: Do you think music can help express a hotel's personality or brand identity? Could you give an example?

Participant R3: Absolutely. I believe that music can help express the personality or identity of a hotel brand, even though I can't give a specific example. For instance, if

I'm staying in a classy, traditional luxury hotel, I expect the lobby to have classical music, art deco tunes, or jazz. Conversely, if I'm staying in a seaside hotel, I wouldn't expect classical music but rather more tropical vibes or South American pop. It's not a strict rule, but those choices tell you a lot about the hotel's character.

Interviewer: What differences do you notice in the music played across different hotel spaces like the lobby, spa, restaurant, or gym? And how do those differences affect your experience?

Participant R3: I don't notice many differences between the music played in various hotel spaces like the lobby, spa, restaurant, or gym. Personally, I would prefer music that is omnipresent—playing the same music in the reception, restaurant, and perhaps even the spa—because I think this consistency better reflects the hotel's overall aura. Maybe the spa is an exception where softer, more meditative music makes sense, but in general, this musical continuity reinforces the hotel's character.

Interviewer: Thinking back to your most memorable hotel stays, how would you describe the role music played in those experiences?

Participant R3: When I think about my most memorable hotel stays, I don't consider music to have played an important role. I believe guests don't go to hotels to listen to music; they come for the rooms, the quality, the equipment, and the staff. Music is just one of the many elements, like decoration or paintings on the walls—it's not the principal image of a hotel, but rather the services they provide. While I might notice music briefly when passing through the reception, I spend most of my time in the room. However, music does help create an ambiance of exclusivity and reflects the character of the hotel's location. For example, a hotel in the Caribbean or South America has a different ambiance than one in the heart of Paris or Geneva, even if both are five-star luxury hotels. The music helps to create those distinct ambiances—after all, you wouldn't dance a waltz and a bachata to the same music.

Interviewer: Have you ever noticed music influencing how long you stayed in a hotel space, like a lounge or a café?

Participant R3: I have found that music in a hotel can influence how long I stay in a certain space like a lounge or café. If the music is nice and matches the ambiance, I might prolong my stay because I feel more comfortable. But if the music disrupts the ambiance, I would leave—simple as that. So to answer the question, yes, the right background music does definitely influence how long I choose to remain in public spaces like lounges or cafés.

Interviewer: How important do you think it is for hotels to adapt their music to the time of day or even the season?

Participant R3: In my opinion, it would be interesting and a good idea for hotels to adapt their music based on the time of day or season. While I can't give a specific

example, I think natural music that fits the time of day would be nice. For instance, in the morning during breakfast, soft music that feels like it's saying 'good morning' might even encourage me to stay longer for brunch. Adapting music to different moments of the day or to the season makes sense and could really enhance the guest experience.

Interviewer: What role do you think music plays in making a hotel feel welcoming or emotionally engaging?

Participant R3: The role music plays in making a hotel feel welcoming and emotionally engaging depends on the space. For the reception, I don't think it's very important—basic slow-paced background music works fine since you're just passing through and only spending a few minutes there. However, in places like the restaurant or bar, music is really important. There needs to be a balance: during dinner, the music shouldn't distract or interrupt conversation, but it also shouldn't feel absent. At the bar, music can be a bit louder. This balance matters because when you spend more time in these spaces, you naturally pay more attention to the music. Since you spend more time in these areas, the music can really shape the mood and how long people want to stay.

Interviewer: If you could make one recommendation to hotels regarding music and improving the guest experience, what would it be?

Participant R3: If I could make one recommendation to improve the guest experience with music in hotels, it would be to invest in an up-to-date sound system with good installation. I believe many hotels suffer from poor music systems, which creates a bad environment for guests. As for the type of music, I'm not sure what the best choice would be. But the equipment and setup make a huge difference.

Interviewer: That concludes our questions. Thank you again for your time and thoughtful responses.

Participant R3: Thank you — happy to help.

Interviewee: Guest (Interview ID: R4)

Date: 6 May 2025

Language: French

Interviewer: Shall we begin?

Participant R4: Let's do it.

Interviewer: How are you doing today?

Participant R4: Very well, thank you. And you?

Interviewer: Wonderful, thank you. Before we get started, I want to thank you for taking the time to speak with me and for giving me the opportunity to conduct this interview. I have a few questions for you today and I'd be glad if you could share your thoughts.

Participant R4: Of course — let's jump in.

Interviewer: When you walk into a hotel, what kind of atmosphere do you expect? And how do you think music contributes to creating that feeling?

Participant R4: When I enter a hotel, I expect a warm atmosphere where I can feel at home. Music plays an important role in creating that feeling—the warmer and more in tune the music is with the environment, the more it contributes to that welcoming ambiance. Personally, I enjoy Italian music, so hearing it in a restaurant or hotel makes me feel even more welcome. Pop music also works well in creating that kind of warm atmosphere. Ultimately, music helps guests feel relaxed, accepted, and part of the experience.

Interviewer: Can you remember a moment in a hotel where the background music really stood out to you, either in a good or bad way?

Participant R4: When I think about moments in hotels where the background music stood out, I can say that I usually liked the music at the hotels where I've stayed. Many luxury hotels tend to play classical music like Mozart, Beethoven, or Opera, and while I don't have any problem with that, I don't think it necessarily creates a warm or welcoming atmosphere. In my view, a hotel should have its own music that reflects its unique personality, regardless of the genre.

Interviewer: What kind of emotions or impressions does background music in a hotel typically trigger for you?

Participant R4: The emotions that background music in a hotel usually triggers for me are feelings of being welcome and well. It touches me in a calming way and helps set a positive, soothing tone for my experience. Good background music has a subtle, calming effect. It sets the tone for a positive, soothing experience. If the music is chosen well, it can really touch you and help you settle in emotionally.

Interviewer: Based on your experience, how does the style of music affect your comfort or relaxation in a hotel?

Participant R4: In my experience, the style of music in a hotel significantly affects my overall sense of comfort and relaxation. The slower-paced and calmer the music is, the more comfortable I feel. Soft background music has a calming and appealing effect, not just on guests but also on the staff—it can positively influence their performance too. So overall, soft music helps create a more comfortable environment for everyone.

Interviewer: What kind of music do you think is most appropriate for a hotel lobby, and why?

Participant R4: When it comes to the type of music that best suits a hotel lobby, I would say classic, natural, soft background music works best. If the lobby includes a bar, then the music can be more omnipresent—something that gives off a welcoming vibe and says, 'Hey, come on in, the ambiance here is good'. It should be subtle, yet inviting.

Interviewer: How does music affect your mood during key moments like check-in, waiting in the lobby, or having a drink at the bar?

Participant R4: When asked how music influences my mood during moments like check-in, waiting in the lobby, or having a drink at the bar, I believe there are specific types of music that can be intentionally used during those times. These hotel operations—like check-in, check-out, or busy bar hours—happen at predictable times, and the music should be adapted accordingly. Imagine arriving and hearing music that feels like it's saying, 'You're welcome here,' or during check-out, something a bit more melancholic that says, 'Have a safe return, see you again.' While I can't point to a specific personal experience, I think this kind of tailored ambiance is achievable, and I would like to experience it—perhaps with Italian, modern pop, or even a bit of tango.

Interviewer: Have you ever felt the music in a hotel was inappropriate or out of place?

Participant R4: When asked whether I've ever felt that the music in a hotel was inappropriate for the setting, I would say yes. For me, it mainly comes down to the tempo of the music. If the background music is too fast, it makes me feel rushed, almost as if I need to move quickly. That kind of energy doesn't suit a relaxing or

welcoming hotel environment. So, I believe hotels need to be careful in selecting music with the right tempo to create the right kind of value and atmosphere for their guests. The wrong tempo can completely disrupt the mood.

Interviewer: Do you think music can express the identity or personality of a hotel brand? Could you give an example?

Participant R4: Absolutely. Some hotels with an old-world charm tend to play traditional or classic music, and that makes them feel more family-friendly, oriented toward tradition and comfort. Others use more modern music, which makes them feel trendier, more youthful, more community-oriented. Music says a lot about what kind of experience you're in for—even before anyone says a word.

Interviewer: Thinking back on your most memorable hotel stays, how would you describe the role music played?

Participant R4: When thinking about my most memorable hotel stay, it was in Tunisia many years ago, and the role of music in that experience was truly unforgettable. I felt completely at home and warmly welcomed, and the background music—an authentic Tunisian song—perfectly reflected the local culture. It created an atmosphere that has stayed with me ever since. I believe that when the three elements—music, location, and staff—are in harmony, they create the best possible ambiance. That experience made such a lasting impression on me that I would love to go back there again someday.

Interviewer: How do you feel when there's no music in a hotel public space, compared to when there is?

Participant R4: When there's silence in a hotel's public space, I find it to be a very negative experience. Personally, I love music, and without it, there's no ambiance—and without ambiance, there's no personality. It makes me feel unwelcome, like something essential is missing. Music is what brings positive emotions for me; it helps me feel better and more connected to the space. Without it, I honestly find myself questioning what I'm even doing there.

Interviewer: Can you recall a time when music made you feel more connected—or disconnected—from your hotel experience?

Participant R4: I remember one night at a hotel restaurant—it was late, just a few people left around. A song from my childhood started playing in the background, and the server began to sing along. I joined him, and then, one by one, others joined too. It turned into this spontaneous, joyful moment where everyone sang together. It's one of my favorite memories—simple, unexpected, and filled with warmth. Music really created that magic.

Another time, I was on a date with my partner. We had a special song, and we heard it playing during dinner at a restaurant. Later that night, we heard it again on the radio. It felt like the music was following us—it was magical, unforgettable. That's the power of music: it brings people together, it carries memories, it lifts your spirit. For me, music is life—I can't imagine how empty or dull things would be without it.

Interviewer: If you could offer one recommendation to hotels about how they use music to enhance guest experience, what would it be?

Participant R4: If I could make one recommendation, it would be this: believe in your ambiance and embrace your hotel's personality. Don't be afraid to express your identity through music. Let it reflect who you are and share that with your guests. When you're authentic, you naturally attract people who connect with that atmosphere—and that's when truly memorable experiences happen.

Interviewer: That's the end of my questions. Thank you so much again for your time and for sharing your stories.

Participant R4: Thank you—I really enjoyed these questions.

Interviewee: Guest (Interview ID: R5)

Date: 9 May 2025

Language: French

Interviewer: Hello.

Participant R5: Hello.

Interviewer: Before we begin, I just want to thank you for taking the time to participate in this interview.

Participant R5: You're welcome.

Interviewer: I have a few questions for you today—if you're ready, shall we get started?

Participant R5: Let's go.

Interviewer: When you walk into a hotel, what kind of atmosphere do you expect? And how do elements like music contribute to that feeling?

Participant R5: The atmosphere I expect when I enter a hotel really depends on the type of hotel. If it's a hotel with just a reception, I'd say classical music fits best. But if there's a bar or more of a social space, then jazz would be more appropriate. Personally, though, I don't pay that much attention to the music—it's more in the background for me, not the main focus.

Interviewer: Can you describe a hotel stay where the atmosphere felt perfect to you? What made it stand out?

Participant R5: I remember a stay at a hotel in the South of France that felt just perfect. The atmosphere was calm—relaxing but not too quiet—perfectly balanced for unwinding. It wasn't just the music or the decoration, but also the lighting, the friendliness of the staff, and the fact that they offered thalassotherapy. Everything worked together to create a truly soothing and memorable experience. I really loved that stay. I really loved that stay.

Interviewer: Has there ever been a time when the background music at a hotel noticeably changed your mood—for better or worse?

Participant R5: I don't usually pay close attention to background music in hotels—I just like it when it blends naturally with the overall ambiance. But when the music is too loud, completely absent, or overly repetitive, it becomes noticeable in a bad way. It disrupts the atmosphere and makes things feel a bit off. Personally, I prefer simple,

fresh, and natural music that complements the environment without drawing too much attention. It should just complement the environment without drawing too much focus.

Interviewer: What kind of emotions or impressions does hotel background music usually create for you?

Participant R5: For me, background music at the front desk isn't essential—it doesn't have to be present to create an atmosphere. Since I'm usually just passing through, I don't pay much attention to it, and it doesn't tend to trigger strong emotions. However, I do notice the overall ambiance. A hotel could have excellent service, but if the music doesn't match the vibe they're trying to create, it can feel off and leave an unpleasant impression.

Interviewer: What kind of music do you think works best for a hotel lobby, and why?

Participant R5: It really depends on the type of hotel, but generally I think instrumental music works best in a hotel lobby—something without lyrics or vocals. It should be calm, chill, and non-intrusive, nothing too serious or distracting. That kind of background music sets a pleasant tone without overwhelming the space.

Interviewer: Have you noticed any differences in the music played in different parts of a hotel—like the lobby, spa, restaurant, or gym? And do those differences affect your experience?

Participant R5: Yes, definitely. It's true that the music differs depending on the space—what you hear in the lobby isn't the same as in the spa or the gym. Each area has its own dynamic, and the music should reflect that. It helps create the right mood and supports the purpose of each space.

Interviewer: Imagine your ideal hotel lobby. What would it look, sound, and feel like?

Participant R5: I imagine an ideal hotel lobby as open and spacious, with multiple doors leading in and large rectangular windows that let in natural light. The décor would lean toward the gloomy side, with somber lighting—but above all, the space would have character. It should feel distinctive and intentional, never sterile or impersonal like a hospital reception.

Interviewer: Do you think music can shape your memory of a place? Can you give an example?

Participant R5: I don't have a clear example, but I do remember staying in a hotel with my parents as a kid. Years later, I heard a song that had played during that trip, and it instantly brought back memories of those times. I'm not sure if that counts as music shaping the memory or just triggering it—but I do think music can remind you of moments you've already experienced. That said, since you usually don't spend

too much time in areas like the reception, it's harder for music alone to create lasting memories. I don't think music alone creates those memories—it more often amplifies or triggers the ones you've already formed.

Interviewer: Do you think hotels should adapt their music based on the local culture or their physical location?

Participant R5: I'm not sure about changing music based strictly on location, but I do think culture matters. For example, here in Brittany, people often associate the song *La Tribu de Dana* with Breton identity—even though it's a rap song. But using that in a luxury hotel just because it's in Brittany might not make sense. It really depends more on the type of hotel rather than just the place. You could have a Caribbean-themed hotel in Geneva, with Caribbean décor, food, and music. Even though that culture is unfamiliar to the Alps, it can still work beautifully if it's cohesive. So it's more about reflecting the cultural identity the hotel wants to express, not just where it's located.

Interviewer: How do you feel about silence in public hotel spaces, compared to having music playing?

Participant R5: I don't enjoy either extreme. Total silence can be awkward, and loud music can be overwhelming. But again, it depends on the hotel's concept. Some places are intentionally minimalist, and silence suits them. Others might use music as a big part of their identity. Personally, I prefer a balanced ambiance—neither silent nor sensory overload. The right music should quietly enhance the experience without dominating it.

Interviewer: What's one thing you wish hotels understood better about their guests when it comes to music?

Participant R5: I wish hotels understood that guests appreciate variety and creativity in music. Just putting on some nice, thoughtfully selected music can make a big difference. There's more to life—and to music—than just the classics. I really don't like it when I stay in a hotel for a week and hear the same playlist every day. It becomes repetitive, stands out too much, and honestly makes me less likely to want to come back. That repetition stands out and can make me less likely to return. I think guests appreciate variety and thoughtful, well-chosen music—something that feels fresh and tailored to the moment.

Interviewer: How important is it, in your view, for hotels to adapt their music based on time of day or season?

Participant R5: I think it's very important for hotels to adapt their music based on the time of day or even the season. Variety makes the experience better. For example, imagine it's 7 PM and I'm enjoying an espresso at the bar—I wouldn't want to hear the same music I heard that morning. It would feel repetitive, even stifling. The music

should evolve with the rhythm of the day to keep the atmosphere fresh and engaging. Variety keeps the atmosphere fresh and responsive—it makes the experience more enjoyable and dynamic.

Interviewer: If you could make one recommendation to hotels about music and the guest experience, what would it be?

Participant R5: My recommendation would be to regularly change the music—add variety, shift tones and styles, and adapt to the guests. A static playlist becomes noticeable and even irritating over time. Music should reflect the energy of the moment and the diversity of the guests. Keep it fresh and dynamic to enhance the overall atmosphere.

Interviewer: That's the end of our interview. Thank you so much again for your time and your thoughtful answers.

Participant R5: You're very welcome—happy to help.

Interviewee: Hotel Manager (Interview ID: R6)

Date: 14 May 2025

Language: French

Interviewer: Hello Agathe. First, I want to thank you for taking the time to speak with me today. Before we begin the interview, would you mind introducing yourself a little, so we can get to know you better?

Participant R6: Of course. My name is Agathe Lebigot. I'm 29 years old and currently working in hotel management here in Saint-Malo. Before this, I was based in Dinard, where I worked in the hospitality industry for about three years. Like many people in this sector, I took a bit of a professional pause during the COVID period — it gave me time to reflect on my direction. Eventually, I returned to work and joined the team here. My educational background is in tourism — I earned my BTS Tourisme diploma right here in Saint-Malo, which has always felt like a home base for me.

Interviewer: Thank you. That gives us great context. I have around 10 questions for you today — shall we begin?

Participant R6: Yes, let's go ahead.

Interviewer: To begin broadly: in your view, how important is background music in shaping the guest experience, especially in the context of a luxury hotel?

Participant R6: I believe it's essential for hotels to choose their music thoughtfully. Background music plays a key role in shaping the environment—it helps guests feel relaxed and welcome. In that sense, it significantly contributes to the overall guest experience, especially in a luxury setting where every detail matters. Even if guests don't always notice it directly, they definitely feel it — it shapes the emotional tone of a space and helps guests feel relaxed, welcome, and comfortable. In luxury hospitality, where every detail matters, music is a key factor that blends with decor, lighting, scent, and service. If it's off — too loud, too commercial, or simply mismatched — it can pull people out of the experience. When chosen well, it makes everything feel more harmonious and intentional. So yes, music is a vital element of the guest experience.

Interviewer: What kind of atmosphere do you personally aim to create through the music at your reception area?

Participant R6: The atmosphere I want to create through the music played at the hotel reception is one where guests feel at home. Personally, I usually play a radio with lesser-known music, which sometimes surprises guests who recognize a song

and sing along. The music is kept at a moderate volume so it doesn't disrupt front desk operations like check-ins or phone calls. The most important thing is to keep the music at a moderate volume. It should not disturb neither the guests nor the receptionists. It should create a light, home-like feeling: soothing, human, and never sterile or overproduced.

Interviewer: How do you decide what kind of music to play in different areas of the hotel — such as the reception, restaurant, or guest spaces?

Participant R6: The way I choose the type of music played in different areas of the hotel, such as the lobby, restaurant, spa, and rooms, is based on the function and atmosphere of each space. For example, we don't have music in the hall, but at the reception, we play chill radio stations without advertisements, while the restaurant features more lively, fast-paced music that varies depending on the time of day. Since the reception and restaurant serve different purposes and attract different numbers of people, the music is tailored accordingly to create the right atmosphere in each area. Each space attracts different numbers of people and serves a unique purpose, so the music is tailored to fit the desired atmosphere and guest experience.

Interviewer: Do you believe that music influences how long guests stay in certain areas, like the bar, lounge, or lobby?

Participant R6: It really depends on the space. In areas like the restaurant or bar, music can absolutely encourage people to linger — if the ambiance feels good and the music matches the mood, guests slow down, order another drink, maybe stay for dessert. But in transitional spaces like reception, music doesn't have the same effect. Reception is for quick moments: check-in, check-out, or brief questions. People don't hang around just because of the music, but it can still make those short moments more pleasant, which is important in a luxury context.

Interviewer: How does music contribute to the image of exclusivity or refinement at your hotel?

Participant R6: Music contributes to the image of luxury and exclusivity of our establishment by complementing the overall style we aim to create. When the music aligns well with the decoration, staff, and the service we offer, it helps build a positive and luxurious image. Factors such as volume and the choice of instruments also play a role in enhancing this impression of luxury. Music can truly elevate a sense of refinement when it's used well — it's like an invisible layer of design, as important as the artwork or uniforms. When the music aligns with the decor, the staff, and the overall service, it enhances the hotel's image of luxury and exclusivity. For example, the choice of instruments matters — soft acoustics, electronic textures, strings, or piano can suggest elegance and sophistication without saying a word. Volume and quality are crucial, too: nothing should be tinny, harsh, or too commercial. When everything is harmonious, the impression of luxury is strengthened.

Interviewer: How do you manage the fact that guests have very different musical tastes, while still maintaining a consistent identity?

Participant R6: To manage differences in musical tastes between customers while maintaining a consistent identity, I believe it's important to choose music freely, knowing it won't please every guest. What matters more is the volume, ensuring it allows the front desk staff to communicate effectively with guests. As long as the music isn't disruptive or unpleasant, I consider it good music—there's no spectrum, it's simply either good or not. That has always been a challenge, and honestly, pleasing every guest — that's impossible. As long as it supports the environment and lets everyone work and relax comfortably, I consider it successful. Good music in a hotel isn't about any specific genre — it's about whether it feels right for the space and doesn't disturb anyone.

Interviewer: If you had to describe the ideal musical ambiance for the reception in just three words, what would they be?

Participant R6: If I had to describe the ideal musical ambiance for the reception in three words, I would choose: different, appropriate volume, and fitting. The style of music can vary—whether classy, hard rock, or electro—as long as it complements the atmosphere they are trying to create. It has to serve the ambiance.

Interviewer: If you could make one broad recommendation to hotels about how to use music to improve the guest experience, what would it be?

Participant R6: If I could make one recommendation about music in hotels to improve the guest experience, it would be to ensure that the music does not disrupt the staff's performance and harmonizes well with the environment. The music should be positive, inclusive, and create a welcoming atmosphere that makes everyone feel good. Make sure the sound system is well maintained, that the playlists are fresh and thoughtfully chosen, and that your musical choices truly express your hotel's personality and values. Music should always help create a welcoming, positive, and inclusive environment.

Interviewer: That's all the questions I have. Thank you so much again for your time and thoughtful answers.

Participant R6: You're very welcome. Thank you as well — it was a pleasure.

Interviewee: Hotel Manager (Interview ID: R7)

Date: 16 May 2025

Language: English

Interviewer: First of all, thank you for taking the time to do this interview with me. Before we dive into the questions, could you introduce yourself a little? Tell us who you are, what you do, and your background in hospitality.

Participant R7: Sure. My name is Edouard Greboval, I'm 26 years old, and I've been working here for the past two years. Before this role, I studied at a hospitality school for five years, which gave me a strong foundation in hotel operations, guest service, and overall management practices. The reason I chose hospitality as a career is simple: it offers stability. I saw how competitive and oversaturated other industries were becoming, and hospitality seemed like a field where there was always demand. Even today, you can see how many people are employed in this sector — hotels are always looking for staff, and that creates opportunity. For me, it was a smart, pragmatic choice — and it turns out, I enjoy it.

Interviewer: Let's get into the subject of music. In your opinion, how important is background music in shaping the customer experience in a luxury hotel?

Participant R7: In my opinion, background music is quite important in creating the customer experience in luxury hotels. For example, it can help impatient guests feel more patient by calming their minds while they wait at the reception, especially if they enjoy the music. It's also beneficial for receptionists when the music varies instead of repeating the same tune. However, the music shouldn't be too slow, as that could make people sleepy and negatively affect productivity. Ideally, the music should be varied, balanced, and never distracting. As Thanos would say: all things should be perfectly balanced.

Interviewer: Great quote! What kind of atmosphere do you try to create through the ambient music at the reception?

Participant R7: The atmosphere I wish to create through the ambient music at the hotel reception is one that calms people's minds and evokes a vacation feeling. Even if guests aren't here for a vacation, they should feel relaxed, with no rush or frustration about getting their room immediately. The ambient music at the reception should be universally liked and contribute to a peaceful, welcoming environment. The reception should feel like a mental checkpoint — a moment to pause and breathe, with no rush or frustration about getting their room right away. The music should send a message: "Take a breath, you're in good hands." That's why I avoid harsh beats, loud lyrics, or anything that could stress people out.

Interviewer: How do you decide what type of music is played in different areas of the hotel — like the reception, lobby, restaurant, or spa?

Participant R7: I choose the type of music played in different areas of the hotel based on the atmosphere each space requires. For example, the reception features louder music, the restaurant has a bit softer music, and the spa has even quieter, slower, and more calming or sometimes no music at all, since guests want to relax there and music that doesn't fit their mood could be disruptive. It's all about matching the atmosphere each space requires. So, I adjust volume, tempo, and even the presence of music depending on the space.

Interviewer: Is there a genre or musical style that you feel represents your hotel's identity?

Participant R7: There isn't a specific genre that represents our hotel's brand identity, but personally, I would say instrumental jazz fits well. I prefer instrumental over vocal jazz because vocals can distract both guests and receptionists while they're working or interacting. We don't have a single strict musical identity — we don't brand ourselves through music like some boutique hotels do. Though, instrumental jazz brings rhythm and elegance, keeps the atmosphere alive, and doesn't pull focus or make it hard for the team to concentrate.

Interviewer: Have you ever adjusted your music strategy based on guest feedback? Could you give an example?

Participant R7: I have never had to modify our music strategy based on guest feedback because no one has disliked the music so far. In fact, some guests have even complimented songs like Dave Brubeck's 'Take Five.' When guests mention they like the music, I often ask if they would prefer a certain type of music during their stay. Sometimes they do, but other times they have no preference and are happy to keep the same music. Usually, they're happy with what's playing. So the feedback has been reassuring, and I try to stay open to it.

Interviewer: Do guests often comment on the music — whether positively or negatively?

Participant R7: Not really. I have never noticed any trends or comments, positive or negative, from guests regarding the music. I think it's a mix: some guests might be too timid to comment, others simply don't have time for it, some have no preference, and others just don't really care about the music. In general, people only comment when something really stands out, either in a good or bad way. But no complaints so far.

Interviewer: Do you think ambient music influences how long guests stay in shared spaces like the lobby or bar?

Participant R7: Absolutely. In my opinion, ambient music definitely influences the amount of time guests spend in areas like the bar or lobby. If the music doesn't fit the atmosphere we're trying to create—like playing hard rock in a cozy bar—guests are likely to leave. But if the music matches their mood and the setting, there's no reason for them to leave early. So, it's the music's alignment with the setting that directly influences how long people linger in shared spaces.

Interviewer: How do you see music contributing to the hotel's image of luxury or exclusivity?

Participant R7: Ambient music contributes to the image of luxury and exclusivity of our establishment by offering something unique and exclusive—such as having our own music channel that no one else has. Additionally, live elements like a pianist playing in the bar add a special, luxurious touch. Exclusivity is about uniqueness. It shows we've put thought into the experience, not just picked something generic. In luxury hospitality, those little details are what make the biggest impact.

Interviewer: What are the biggest challenges you face when choosing or managing the music at the reception?

Participant R7: Honestly, I don't find it that difficult. The biggest challenges I face when selecting ambient music for the reception are minimal—actually, I don't really see it as a challenge. I simply choose what I like, and since I'm picking music that appeals to me, it doesn't create difficulties. Of course, there are minor details to consider, but I wouldn't call them challenges. Of course, you have to pay attention to tempo, tone, and volume, but as long as you have a good sense of ambiance, it's not a huge challenge. It's not rocket science — just a matter of taste and atmosphere.

Interviewer: Do you adapt your music based on the season, time of day, or special events?

Participant R7: Definitely. I do adapt the background music depending on the season, time of day, or special events because it makes sense to match the overall vibe. For example, in summer, I adjust the music to complement the season's feel; on special occasions like May the 4th, some guests might enjoy Star Wars-themed music; and in winter, festive tunes like Mariah Carey's songs are unavoidable.

The music evolves throughout the day and year and it's all about matching the vibe, giving guests a little unexpected joy along the way.

Interviewer: How do you handle differences in guests' musical tastes while maintaining a cohesive ambiance?

Participant R7: To manage differences in musical taste among guests while maintaining a consistent identity, I focus on using music with a similar instrument or tone to create a balanced and cohesive sound. If the beats or tones don't match well,

it can feel off. However, in summer, I'm more flexible and might change the music to match the season's vibe—after all, everyone's dressed lighter and the music should reflect that relaxed, carefree atmosphere. Ultimately, the music should feel balanced and free, but still fit the overall atmosphere.

Interviewer: Do you think the role of music in hospitality has changed in recent years?

Participant R7: Yes, absolutely. In my opinion, the role of ambient music in the hospitality sector has evolved over recent years. It's no longer the same as it was before, especially with advancements in sound systems. Nowadays, the music is more ambient and subtle—serving as background rather than something loud or attention-grabbing—and this shift is closely tied to how music is used in reception areas. We're not here to entertain — we're here to create emotional texture and a curated environment, not just a place to sleep.

Interviewer: If you had to describe the ideal musical ambiance at a hotel reception in three words, what would they be?

Participant R7: .If I had to describe the ideal musical ambiance in the reception, I would choose the words peaceful, elegant, and warm.

Interviewer: Do you have any final advice for hotel managers on selecting background music?

Participant R7: My advice for managers on selecting ambient music is: stop worrying—it's not rocket science. You'll feel when the music is right. Also, don't view guest feedback as something destructive; it can be helpful and guide you in fine-tuning the atmosphere. Trust your instincts and pay attention to the atmosphere — you'll know when it feels right. Don't be afraid of feedback; it's just information to help you fine-tune the experience. And remember, music isn't just filler — it's part of the story you're telling your guests.

Interviewer: That's everything. Thank you so much for your time and insight — this was really helpful for my research.

Participant R7: Of course — it was my pleasure. Great questions, by the way.

Interviewee: Hotel Manager (Interview ID: R8)

Date: 17 May 2025

Language: French

Interviewer: Hello, Paulin.

Participant R8: Hello!

Interviewer: How are you today?

Participant R8: Very good, thank you. And you?

Interviewer: Perfect. And before we get started, I want to thank you not only for accepting this interview, but also for being such a great colleague.

Participant R8: With pleasure — I'm happy to help.

Interviewer: Would it be possible for us to get to know you a little better? Who are you, and what's your professional background?

Participant R8: Of course. My name is Paulin, and I'm currently the assistant director of this group of hotels. I've been working closely with Mr. Roy for about four years now. My responsibilities are split between operational and strategic roles. I mostly manage the restaurant side of things, including team coordination and service logistics, but I also oversee the commercial aspects of the hotel group — everything from branding and partnerships to the development of our customer experience standards.

Interviewer: Thank you. I have about 10 questions today, mainly concerning the role of ambient music in hospitality — particularly at the reception. Let's begin: what atmosphere do you aim to create through the music in your hotel reception?

Participant R8: The atmosphere I aim to create through the music in the reception is one that subtly enhances the guest experience from the moment they arrive. The goal is to have background music that makes guests feel more comfortable and welcomed. We manage the music carefully, using specific playlists for different times of the day to keep the ambiance fresh and appropriate. In our other establishments, like the hotel Anne de Bretagne with its Italian restaurant, we use music with Italian connotations, while at the more upscale Hotel France et Chateaubriand, we choose playlists that reflect its classy image. In both cases, the music isn't just background noise — it's part of the spirit of the establishment.

Interviewer: How do you decide which type of music goes into each space — like the lobby, reception, restaurant, or terrace?

Participant R8: I choose the type of music for different spaces in the hotel—like the lobby, reception, and restaurant—based on the time of day and the type of clientele we're hosting. For example, on the terrace where we serve drinks and cater to a younger crowd, we play soft yet rhythmic, more upbeat music. In the restaurant, the music is more discreet to allow guests to have conversations without interruption. In the public areas of the hotel, we opt for background music that reflects the hotel's image—typically soft and instrumental rather than music with lyrics. It's very context-based. Across all spaces, music must reinforce the style we want to project: calm, classy, and consistent.

Interviewer: Is there a specific genre or musical style that represents the identity of your hotel brand?

Participant R8: There isn't a single type of music that reflects the identity of our brand, but when selecting background music, we consistently aim for something soft and relaxing to support the overall ambiance and guest experience across our establishments. The idea is not to entertain, but to envelop our guests in a subtle ambiance aligned with our values: refinement, calm, and hospitality. It's more about the feeling than a specific genre.

Interviewer: Have you ever adjusted your music strategy based on guest feedback?

Participant R8: We have never specifically changed our musical strategy based on guest feedback, as we've never received negative comments about the music. I believe this is a sign that our strategy is working well and effectively supports the guest experience. If guests found the music too loud or off-tone, I'm sure they would mention it. The fact that they don't means the ambiance feels natural and comfortable, which is exactly what we aim for.

Interviewer: Do you think music influences how long guests stay in certain spaces, like the bar or the lobby?

Participant R8: Absolutely. I believe music influences the time guests spend in certain areas of the hotel. For example, on the terrace, we play more rhythmic and dynamic music to match the quicker pace of service and to energize both guests and staff. This creates an atmosphere that encourages liveliness and engagement, clearly showing how music can shape the way spaces are experienced and how long guests choose to stay. The right music helps create liveliness and engagement, while the wrong music can drive people away.

Interviewer: How does ambient music contribute to the image of luxury or exclusivity in your hotels?

Participant R8: Ambient music contributes to the image of luxury and exclusivity of our establishment in the same way the front desk team, the warm welcome, and the décor do—it's one essential part of a larger whole. It's not just the music alone, but how it works in harmony with the overall vibe, the service, and the environment that together create a distinct and luxurious experience that sets our hotel apart. Luxury is a symphony; music is just one instrument in the orchestra. If it's chosen with care, it strengthens the brand identity and the feeling of refinement and exclusivity. If it's generic or careless, it weakens the impression. In our establishments, music supports the overall vibe and the sense of something unique and tailored.

Interviewer: What are the biggest challenges you face when selecting the music?

Participant R8: The biggest challenge I face when choosing music is ensuring enough variety. We try to avoid long tracks or repetitive songs, both for the guests' enjoyment and the team's comfort. Aside from that, we haven't encountered any major difficulties in selecting background music.

Interviewer: Do you adapt the music based on the season, time of day, or special events?

Participant R8: Definitely. We clearly adapt the music based on the season, time of day, and specific events. For example, in mid-December around 7 p.m., when guests are arriving or enjoying hot wine or hot chocolate, we play cozier, warmer music. This contrasts with the livelier, more rhythmic music we use in mid-July when the sun sets at 10 p.m. and the atmosphere is more vibrant. The music should always follow the rhythm of the season and the atmosphere of the moment.

Interviewer: How do you manage the differences in guest music preferences while maintaining brand consistency?

Participant R8: We understand that we can't please everyone when it comes to musical taste, as there will always be differences. However, we've never received negative feedback from guests over the years, which suggests that our background music aligns well with the expectations and preferences of our clientele. We aim to maintain a coherent identity by selecting music that suits the atmosphere of our hotel and restaurant, ensuring it resonates with the overall guest experience. That's always the balancing act. We understand we can't please everyone, as musical taste is deeply personal. However, we've never had negative feedback, which suggests our background music aligns well with the expectations and preferences of our clientele. We aim for neutral yet sophisticated soundscapes — broad enough to appeal to many, while still feeling unique and consistent with our brand. Our music corresponds with our typical guests and the experience we want to create.

Interviewer: In your opinion, has the role of music in hospitality changed in recent years?

Participant R8: In my opinion, the role of ambient music has indeed changed over recent years. Everything evolves—the systems, the clientele, and naturally the music itself. While I can't point to any specific major changes in music recently, I do believe that ambient music has evolved alongside these other developments. Technology has improved, systems have evolved, and guest expectations have become more nuanced. People travel more and compare more. The role of music hasn't radically changed, but the way it's used has become more subtle and curated. There's a greater focus on playlists, on matching the sound to the space, and on creating seamless ambiance rather than just filling silence.

Interviewer: How would you describe your ideal reception ambiance?

Participant R8: For me, the ideal ambiance in the reception is one where the receptionist and the guest can communicate clearly, so the music shouldn't be loud. It doesn't necessarily have to be rhythmic; I believe it should be classy, relaxing, and slow—perhaps jazz or historic music—to match the historic nature of the hotel itself. And since Hôtel Chateaubriand is a historic building, sometimes we include music with a slightly historic flair, connecting guests to the timelessness of the place.

Interviewer: And finally — do you have any advice for hotel managers selecting ambient music?

Participant R8: My main advice for establishments choosing their ambient music is that it should match the spirit of the place. For example, a hotel by the beach can't have the same music as one located in the center of Paris. Beyond that, I'm not a specialist, but I believe staying true to the location and vibe is key. Context and identity matter. Choose music that fits your location, your guests, and your story. And don't treat music as an afterthought — it's part of the overall storytelling and guest experience.

Interviewer: That's all. Thank you again for your time and your insights. This has helped me tremendously.

Participant R8: My pleasure — and thank you for the thoughtful questions.

Interviewee: Hotel Manager (Interview ID: R9)

Date: 21 May 2025

Language: English

Interviewer: Hallo, Hanna.

Participant R9: Hallo!

Interviewer: How are you today?

Participant R9: Thank you, I'm doing well. And you?

Interviewer: I'm doing great, thanks! I appreciate you taking the time to join me for this interview. I have a few questions for you today, and I'd be very happy to hear your perspective.

Participant R9: Absolutely — let's get into it.

Interviewer: To start: In your opinion, how important is background music in shaping the guest experience in a luxury hotel?

Participant R9: In my opinion, background music is very important in shaping the customer experience within a luxury hotel. Music plays with your emotions and can create a core feeling of being welcome, which is one of the first impressions guests get upon entering. If the music resonates with a guest—like Italian jazz for someone who enjoys it—it makes them feel truly welcome in that environment and encourages them to return on future visits. The music definitely influences that overall experience.

Interviewer: What kind of atmosphere do you personally aim to create through music at the hotel reception?

Participant R9: The atmosphere I wish to create through the music played at the hotel reception depends on the type of vibe we're aiming for. For a hotel with a lot of style, that might mean a classic vibe with jazz or opera music, while a hotel with a more modern aura could feature pop or rock. The key is choosing music that connects with the product you're selling and the atmosphere you want to create—music that complements the hotel's vibe and style to shape the perfect guest experience. When you get that connection right, the music becomes part of the story you're telling from the very first moment.

Interviewer: How do you select the music played in different parts of the hotel, like the lobby, restaurant, spa, or guest rooms?

Participant R9: When choosing the type of music played in different areas of the hotel—like the lobby, restaurant, spa, or rooms—the priority is to never disturb the guests. In common areas such as corridors and elevators, we often play what I'd call “boring music,” because those spaces are naturally less engaging. But in functional venues like the spa or restaurant, the music needs to align with the service. For the spa, relaxing, zen-like instrumental music or natural sounds like whale calls work best, avoiding lyrics that could distract. In the restaurant, especially a fine dining setting, classical music or live piano is ideal to complement the meal. And of course, the music should match the theme—an Italian restaurant wouldn't play Mexican music, as that wouldn't fit the atmosphere or guest expectations. Every sound should align with the overall experience and story you want to create.

Interviewer: Have you ever changed the music based on guest feedback?

Participant R9: Absolutely — We have modified our music strategy based on guest feedback. On several occasions, when guests found the music too loud or didn't like the selection, we simply changed it to something quieter or more suitable. We believe it's important to be flexible and responsive to guest preferences to ensure they feel comfortable and welcomed. While we don't receive feedback frequently or notice any ongoing trends, occasional comments—both positive and negative—are valuable and help us improve the guest experience. Our goal is to make people feel good, and if the music isn't helping with that, I see no reason not to adapt.

Interviewer: Do you believe background music influences how long guests stay in public areas like the lounge or bar?

Participant R9: Yes — In my opinion, music does influence the amount of time guests spend in areas like the bar or lounge, but only to a certain extent. Background music helps create a pleasant environment, but it's not the main factor that keeps guests there. The overall atmosphere—made up of decoration, lighting, staff, food, and drinks—is what truly encourages guests to stay and enjoy their time. Live music is a different story, though; it can definitely attract guests to stay longer or even book a table just for the experience. However, if the background music is annoying, it might shorten their stay, but good music alone won't necessarily make them linger longer.

Interviewer: How does music contribute to the image of luxury and exclusivity in your hotel?

Participant R9: I believe music contributes to the image of luxury and exclusivity in a certain way, though it's not the most important factor. Music evokes emotions and affects guests on a human level, playing a role alongside other elements like scent—such as the almond-scented sticks we use here. While music isn't the main component of luxury, it definitely adds to the overall sensory experience that helps

create that exclusive atmosphere. If it's chosen thoughtfully, music gives a sense of care and intentionality, rounding out that feeling of exclusivity and refinement.

Interviewer: What are the biggest challenges you've encountered in managing or selecting music?

Participant R9: I wouldn't say we face big challenges when selecting and managing background music. We simply choose what feels right for the moment—for example, on a sunny day with the terrace open, we play happy, summery tunes. On rainy days when guests are indoors enjoying coffee, we switch to cozier music that matches the mood. It's more about fitting the atmosphere than dealing with difficulties. That's less of a challenge and more of a daily practice in observation and adjustment.

Interviewer: How do you deal with differing musical tastes among your guests while keeping a consistent hotel identity?

Participant R9: Managing differences in musical taste among guests while maintaining a consistent identity isn't solely about catering to every individual preference. As I mentioned before, just like an Italian restaurant wouldn't play Mexican music because it doesn't fit the product or the expected experience, we choose music that aligns with our establishment's identity. Guests come knowing what to expect, and it works both ways—they adapt to the product as much as we adapt to them. This balance helps maintain a consistent musical atmosphere. That's how you keep the experience authentic and consistent, even if you can't cater to every individual taste.

Interviewer: In your view, has the role of music in hospitality changed over recent years?

Participant R9: In my opinion, the role of music in hospitality has evolved in recent years, though not necessarily for the better. While live pianos and live music used to be common in hotels, nowadays most places rely on automated playlists played continuously. This shift shows that live music is losing its significance and importance. Beyond that, I'm not entirely sure how else the role of music has changed overall. I don't know exactly why we moved away from live music, but I do think something special has been lost.

Interviewer: If you had to describe the ideal musical ambiance for the reception in just a few words, what would they be?

Participant R9: The ideal musical ambiance for the reception, from both a manager's and a guest's perspective, would be welcoming, inviting, homely, and maybe even nostalgic. It should make guests feel comfortable and not like outsiders—even if it's their first time—much like the comforting smell of freshly baked bread. It should create a sense of home and belonging, signaling care and hospitality the moment someone walks through the door.

Interviewer: That was the last question. Thank you again for your time and your deeply thoughtful answers.

Participant R9: Please — thank you. I really enjoyed your questions.

Interviewee: Guest (Interview ID: R10)

Date: 18 May 2025

Language: English

Interviewer: Hello, Justin. How are you doing today?

Participant R10: Great, thanks! And you?

Interviewer: I'm doing perfectly well, thank you. Today I have a series of questions related to music in hotels — especially how it contributes to the guest experience — and I'd really appreciate hearing your take.

Participant R10: Sure, let's get into it.

Interviewer: When you first walk into a hotel, what kind of atmosphere do you expect? And how do you think music plays into creating that feeling?

Participant R10: So, when you enter a hotel, your expectation of the atmosphere really depends on the hotel's level — like for an upscale place, you prefer classy, understated music that quietly sets the tone, almost like it's saying, "everything's taken care of." But for a more casual or budget hotel, you might want something friendly and simple, maybe even no music at all, like a relaxed camping vibe. Basically, the atmosphere and music should match the hotel's star rating and the kind of experience you're paying for.

Interviewer: Have you ever heard music in a hotel that really changed your mood — either for better or worse?

Participant R10: To be honest, no, not really. Sometimes music just blends into the background so much that we don't even notice it — it's like invisible atmosphere work. Unless I'm somewhere I'm stationary, like the bar or breakfast room, I just tune it out. If I'm moving — checking in, walking to the elevator, heading to my room — I don't hear the music at all.

Interviewer: What if a hotel played your favorite song as you walked in — how would that make you feel?

Participant R10: Honestly? If a hotel played my favorite type of music when I arrived, I would find it quite weird because favorite music is a very personal thing. It would be different if the music was a favorite song of a couple or a group, which I think would be awesome and help set the mood for the whole vacation. I believe that's the role music should play in hotels—creating a shared atmosphere—because for an individual, it feels a bit strange. In a hotel bar, I might pay close attention to the

music, sometimes even more than to my friends, but at the reception, it's usually just a quick stop for check-in, so the music doesn't have the same impact. Music really works when it creates a shared, symbolic moment. But for an individual, out of the blue, it just feels off.

At the reception, music isn't really the focus — you're just checking in and thinking about getting settled.

Interviewer: Was there ever a moment in a hotel when the background music really stood out — positively or negatively?

Participant R10: A moment when the background music really stood out to me was usually at the bar or the breakfast room. When I'm moving around, I don't really pay attention to the background music, but when I'm sitting still, it's easier to notice all the sounds and the music around me.

Interviewer: What kind of feelings or impressions does hotel music usually trigger for you?

Participant R10: Background music in a hotel usually triggers mixed emotions for me. For example, when I'm alone in a hall with music playing, it can feel creepy. But at the reception, if the receptionist is friendly and the music is energizing, it creates a welcoming vibe that I appreciate. On the other hand, if there's rock music playing and the receptionist seems unapproachable, that feels strange. I think the music in older parts of the hotel should always align with the atmosphere they want to create. Also, I believe it's a good idea not to have any music in restrooms—especially near urinals—because people don't want to listen to music or feel like they're being watched in those moments.

Interviewer: What type of music do you think works best for a hotel lobby?

Participant R10: The type of music that best suits a hotel lobby, in my opinion, is definitely not silence. I'd prefer to have music playing—especially in the reception or while waiting—and I think indie music works well. It shouldn't be too loud or too fast, but it should create a lively and welcoming atmosphere in the space.

Interviewer: How does music affect your mood in spaces like check-in, the lobby, or the bar?

Participant R10: Music doesn't really influence my mood during check-in or while waiting in the lobby because I hardly notice it. However, in the bar, music makes a big difference. If the music creates a cozy vibe, I'm more likely to have a drink or two. And if the bar is crowded and they play something energetic, like Red Hot Chili Peppers, I might stay longer and have more drinks. So, the pace of the music and how well it matches the energy and crowd really affects my experience.

Interviewer: Imagine your ideal hotel lobby — what would it look, sound, and feel like?

Participant R10: My ideal hotel lobby would feel natural, almost like a portal to a jungle, with lots of bookshelves and minimal seating. This way, it feels like a passage rather than a place to linger, giving the impression that you won't have to wait long before being served. Too many chairs, on the other hand, make me think I'm going to have to wait. Light and ambient, not overpowering. Just enough to give the space life without making it feel crowded or noisy.

Interviewer: Do you think music can shape your memory of a hotel?

Participant R10: I definitely think music can shape your memory of a place. However, at the reception, the music shouldn't be loud because you often don't pay much attention to it there. In contrast, music in a bar is more memorable and can really become part of your experience and memory of the time you spent there. So, while music at the reception should stay low and subtle, having music in the lobby or bar is essential for creating lasting impressions.

Interviewer: What kind of music makes you feel like you're on vacation?

Participant R10: One type of music that makes me feel like I'm on vacation—even if I'm not—is simply any music I enjoy listening to. On the flip side, there are types of music I associate with work or focus, like classical music, which I always play when I'm studying. So if I hear that when I'm trying to relax, it actually pulls me out of vacation mode.

Interviewer: Should hotel music reflect the local culture, or stick to the hotel's brand?

Participant R10: I think whether hotels should change their music based on the culture or location depends on the impression they want to create. If the goal is to adapt to their clients, then adjusting the music makes sense. But if the hotel wants to represent a strong brand identity, they should choose the type of music that best suits their brand. So, it really depends on the commercial direction and strategy of the hotel. If the goal is a strong brand identity, pick music that supports your brand. It's about the strategy — what message are you sending? Are you adjusting to your clientele, or showcasing what's unique about your brand?

Interviewer: Should hotels adapt their music to the time of day or season?

Participant R10: Absolutely. In my opinion, it's definitely important for hotels to adapt their music based on the time of day or season. For example, playing Christmas music in December is a must because it fits the season perfectly. In summer, the music should reflect a vacation vibe, so adapting to the time of year

helps create the right atmosphere for guests. Context is everything. The sound should always match the time of year and the emotional climate.

Interviewer: If you could give one recommendation to hotels about music, what would it be?

Participant R10: My one recommendation to improve the guest experience through music in hotels is simple: just play music that matches the mood of the hotel, and nothing else. Keep it simple: don't overthink it — as long as the music fits the vibe, it works.

Interviewer: That wraps it up. Thank you again for your time and for sharing your insights!

Participant R10: Thank you too. That was fun.

Appendix C
Online Review Data

Review ID	Platform	Hotel Name	Hotel Location (Reason)	Hotel Location (Country)	Review Date 2020-2025	Reviewer Type	Hotel Space	Full Review Text [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
R1	Google Reviews	Mesm Tokyo, Autograph Collection	Asia	Japan	2022	Couple	Bar	Because there is a piano, it can be noisy when it is played in the surrounding rooms at night.	it can be noisy	The live music was too loud	Volume Control and Acoustic Management
R2	Google Reviews	RUZE Villa	Asia	Japan	2022	Couple	Guest Room	We were very satisfied with everything about this hotel: the room was surrounded by wonderful British antique furniture and furnishings, we had a beautiful English garden view from the window, opera areas and other music played in the room, the attentive hospitality, and the delicious breakfast with plenty of vegetables. The place is nice and the beautiful lobby and coy pond instantly relaxes the mind once you arrive. The room we had was nice except that the sink was coated with paint that wasn't water proof with scratches so it was an eye sore. The beach was not great but they assist guests to take tours on better beach views and island hopping. I also like that it's near the airport. The food was good and resto staff were nice and polite but somewhat busy and hard to catch. We enjoyed our stay especially the acoustic night, and the band was great. Upon check out they charge us extra for requesting a room with a view, which we did not. They removed the charge and apologized, probably an honest mistake (but always check your room charges in detail before checking out). We had a great time overall and would definitely go back.	We were very satisfied with everything about this hotel (opera areas and other music played in the room)	The ambient music matched the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R3	Google Reviews	The Bellevue Resort	Asia	the Philippines	2023	Not mentioned	Not mentioned	The food was good and resto staff were nice and polite but somewhat busy and hard to catch. We enjoyed our stay especially the acoustic night, and the band was great. Upon check out they charge us extra for requesting a room with a view, which we did not. They removed the charge and apologized, probably an honest mistake (but always check your room charges in detail before checking out). We had a great time overall and would definitely go back.	We enjoyed our stay especially the acoustic night, and the band was great.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R4	Google Reviews	Novotel Hyderabad Convention Centre	Asia	India	2022	Not mentioned	Club	Very poor check-in process. The Process is very delayed and also the lobby is not at all like a five star category. The club near lobby has live music and are too loud.	The club near lobby has live music and are too loud.	The live music was too loud	Volume Control and Acoustic Management
R5	Google Reviews	Park Hyatt Paris-Vendôme	Europe	France	2022	Not mentioned	Lobby	The hotel is very beautiful, and you will somehow get a huge walk in closet with your room. Avoid rooms on the first floor as you "will" hear the piano playing until the late hours. Otherwise, good stay and would come back (to stay in another floor).	you "will" hear the piano playing until the late hours.	The live music was too loud	Volume Control and Acoustic Management
R6	Google Reviews	Shangri-La The Shard, London	Europe	the UK	2024	Not mentioned	Restaurant	Loved it! We went to the bottomless brunch and it was amazing. The service was soooo good and the food was amazing. We loved the elegance of the venue and the piano player was so fun! The views were also spectacular.	the piano player was so fun!	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R7	Google Reviews	Rosewood London	Europe	the UK	2024	Not mentioned	Bar	Stayed here 2 nights for a work event. What an incredible hotel! The most incredible night sleep. I've never slept on such soft bedsheets. The location is fantastic. The hotel bar is absolutely wonderful! The bands playing were amazing and the cocktails delicious. The whole experience was amazing.	The bands playing were amazing	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R8	Google Reviews	Hotel Arts Barcelona	Europe	Spain	2022	Not mentioned	Lobby	I was in the hotel lobby. Good cocktail bar, high quality. The waiters were very attentive. Classy place with good music. I would like them to add wasabi peanuts and a small glass of water with each cocktail. The hotel is as cosmopolitan as the city. They take care of the details and it shows. For example, the floral decorations. Wonderful.	Classy place with good music.	The ambient music matched the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R9	Google Reviews	Ca di Dio	Europe	Italy	2024	Not mentioned	Restaurant	A great place close to everything. The welcome is very warm. We will come back. A small downside on the electro music at breakfast that I asked to turn down.	A small downside on the electro music at breakfast that I asked to turn down.	The ambient music didn't match the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R10	Google Reviews	The Carlyle, A Rosewood Hotel	North America	the US	2025	Not mentioned	Bar	The live music and atmosphere at the Bemelmans Bar is always worth going to.	The live music and atmosphere at the Bemelmans Bar is always worth going to.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R11	Google Reviews	Disneyland Hotel	North America	the US	2022	Not mentioned	Room	Lots of storage space and very thoughtfully laid out. Lots of little Disney touches to the room that make it fun, especially the lighted musical headboard. Taking off a star only because the water pressure is not great	Lots of little Disney touches to the room that make it fun, especially the lighted musical headboard.	The ambient music lifted the guest's mood.	Positive Emotional Enhancement
R12	Google Reviews	Fairmont Le Reine Elizabeth	North America	Canada	2024	Solo	Restaurant	You can't hear your TV if you are in a room near the 3rd floor bar/restaurant, music is loud and obnoxious...let alone take a nap.	music is loud and obnoxious	The ambient music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management
R13	Google Reviews	Casa Joseph Zitateia	North America	Mexico	2023	Couple	Restaurant	My husband and I visited casa Joseph for the first time this May. From the moment you arrive you are met with smiles and a fresh coconut. The entire staff couldn't be more friendly or more accommodating. The staff to guest ratio is very much appreciated as there is always someone ready to help. The rooftop restaurant has music nightly and the bands that played were amazing. The food was absolutely delicious, we ate in town some days and thought the hotel had better food than half the restaurants. We loved our ocean view from our balcony and the waves rocking us to sleep at night. The access to the beach is steps away from your door. We couldn't recommend staying there enough. We will definitely be back.	The rooftop restaurant has music nightly and the bands that played were amazing.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement

Review ID	Platform	Hotel Name	Hotel Location (Region)	Hotel Location (Country)	Review Date	Reviewer Type	Hotel Space	Full Review Text [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
R14	Google Reviews	Tataú Resort & Convention Alibala	South America	Brazil	2024	Family	Not mentioned	This is our second time at Tataú Alibala, and it is undoubtedly still our favorite! We loved the new island, with so many fun options for kids. The water park is spectacular, guaranteed to be fun for the whole family. Another highlight is the food, which is wonderful and stands out compared to other resorts we have visited. There are many options for drinks and beverages. The place is very pleasant, with music, a relaxing atmosphere and super charming uncles, who make all the difference in the experience. As a suggestion, it would be great to extend the opening hours of the island and the water park, but other than that, we have nothing else to recommend.	The place is very pleasant, with music, a relaxing atmosphere	The ambient music had a relaxing effect on the guest.	Contribution to Guest Rest and Relaxation
								Congratulations to the Tataú team for providing such special moments! Spectacular, comfortable room, excellent service and wonderful food. Dark elevators and hallways playing very tasteful music. Futuristic and spacious design! I really liked it!	Dark elevators and hallways playing very tasteful music.	The ambient music matched the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R15	Google Reviews	Hotel Unique	South America	Brazil	2023	Not mentioned	Not mentioned	Beautiful place with great live music.	Beautiful place with great live music.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R16	Google Reviews	Rosewood São Paulo	South America	Brazil	2022	Not mentioned	Not mentioned	Overall, good. To improve: - high price. - disco, music and excessive noise until 6 am. - breakfast, starting at 7 am, it should be at 6 am or earlier, considering flight times.	disco, music and excessive noise	The ambient music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management
R17	Google Reviews	Holiday Inn Buenos Aires Ezeiza Airport, an IHG Hotel	South America	Argentina	2024	Solo	Not mentioned	Very nice place. Extremely tasty pizza 100% Italian. There is minimum charge for non-visitors 130 i.e. But music and mood there is very relaxing. Service is quite good too. Alcohol is served there.	music and mood there is very relaxing.	The ambient music had a relaxing effect on the guest.	Contribution to Guest Rest and Relaxation
R18	Google Reviews	Helnan Royal Palestine Hotel	Africa	Egypt	2022	Not mentioned	Restaurant	Our stay at Rixos Premiere Alamein was wonderful. The location is easy to find and the crystal turquoise water along the white sandy beaches was breathtaking! The suite we stayed in was spacious, clean and very comfortable with beautiful views of the sea. Food in all restaurants was delicious and so nicely presented. The lovely ladies at Guest Services was able to help with anything we needed and always greeted us with a smile. The staff were attentive and helpful, we truly appreciated the excellent service and the beautiful surroundings. We had a wonderful time with our reservation. I particularly enjoyed the live music of violins, cello, piano, guitar and string quartet in the main lobby and during meals. We will visit again soon!	I particularly enjoyed the live music of violins, cello, piano, guitar and string quartet in the main lobby and during meals.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R19	Google Reviews	Rixos Premium Alamein	Africa	Egypt	2024	Family	Lobby	Nice bungalows with elementary supplies. Bed had almost hole at the spine area - used decoration pillow adding one under the mattress to fix this. Dinner was accompanied by great live music! Red wine (the one sold by class) was highly overpriced for its quality but we swallowed it being in the end of the world and everything. Breakfast was good and attentive service plus seaview made it perfect.	Onner was accompanied by great live music!	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
								We dined the orange for our first night, the setting was beautiful, and the live band set the mood perfectly. We both had lamb which was delicious and very satisfying, the wait staff were excellent at making us feel welcome and it was a wonderful evening.	the live band set the mood perfectly.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R20	Google Reviews	Palissandre Cote Ouest resort & SPA	Africa	Madagascar	2023	Family	Restaurant				
R21	Google Reviews	Sofitel Marrakech Lounge And Spa	Africa	Morocco	2024	Couple	Restaurant				

Review ID	Platform	Hotel Name	Hotel Location (Reason)	Hotel Location (Country)	Review Date 2020-2025	Reviewer Type	Hotel Space	Full Review Text [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
								Review for Hayman Island Resort			
R22	Google Reviews	InterContinental Hayman Great Barrier Reef, an IHG Hotel	Oceania	Australia	2024	Couple	Not mentioned	<p>Our recent stay at Hayman Island Resort was absolutely outstanding, and we would like to extend our heartfelt thanks to the entire team for making our visit so memorable. From the moment we arrived, everyone made us feel incredibly welcome and were consistently supportive and helpful. The warm hospitality of every staff member was truly remarkable.</p> <p>A special mention goes to the housekeeping team. Their attention to detail and the small touches they added to our room elevated our experience to an even higher level of comfort and delight. The kitchen and restaurant staff also deserve major thanks for their excellent service and the delicious meals that we enjoyed throughout our stay.</p> <p>Additionally, the live music was amazing and added a wonderful ambience to our evenings. The natural beauty of the island is a treasure in itself. Every minute spent at Hayman Island was truly enjoyable. The staff made every moment enjoyable. Despite being a small island, it never felt crowded, and there were plenty of activities to engage in, offering a perfect blend of harmony and happiness.</p> <p>This was not our first visit to Hayman Island Resort, and it certainly won't be our last. We look forward to returning again and again. Thank you all for creating such a special place.</p> <p>Very dirty and old fashioned.</p> <p>All the amenities were old.</p> <p>Most annoying part was the live music till 11pm each night. Didn't let us sleep in the room.</p> <p>They gave us the worse room in the hotel, on the level 2 near the restaurant and the lift. Very busy and crowded.</p>	Additionally, the live music was amazing and added a wonderful ambience to our evenings.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R23	Google Reviews	Novotel Sydney on Darling Harbour	Oceania	Australia	2024	Family	Lobby	<p>Classy decor, grand entrance with displayed paintings and artworks, music, all by remarkable owner.</p> <p>-cool room we had a view of the opera house</p> <p>-it was pretty quiet despite the location</p> <p>-we were so close to the MCA</p> <p>-we saw Kid Lari in the elevator but didn't want to get in with him because he was eating Maccas</p> <p>-the buffet was good</p> <p>-we did enjoy the cocktail bar although the music didn't match the interior clientele or ambience, for some reason the were playing non ironic disco music?</p> <p>-loved the little coffee shop in the lobby, the pastries were divine. The manager gave me a free sample which I appreciated.</p> <p>-I dropped \$50 in the lobby which one of Kid Lari's posse returned to me</p> <p>-the pool and spa are also fun</p>	most annoying part was the live music till 11pm each night.	The ambient music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management
R24	Google Reviews	Lanterns Retreat Lodge	Oceania	Australia	2022	Couple	Entrance	<p>Classy decor, grand entrance with displayed paintings and artworks, music, all by remarkable owner.</p>	music, all by remarkable owner.	The ambient music matched the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R25	Google Reviews	Four Seasons Hotel Sydney	Oceania	Australia	2023	Not mentioned	Bar	<p>-we were so close to the MCA</p> <p>-we saw Kid Lari in the elevator but didn't want to get in with him because he was eating Maccas</p> <p>-the buffet was good</p> <p>-we did enjoy the cocktail bar although the music didn't match the interior clientele or ambience, for some reason the were playing non ironic disco music?</p> <p>-loved the little coffee shop in the lobby, the pastries were divine. The manager gave me a free sample which I appreciated.</p> <p>-I dropped \$50 in the lobby which one of Kid Lari's posse returned to me</p> <p>-the pool and spa are also fun</p>	we did enjoy the cocktail bar although the music didn't match the hotel's clientele or ambience.	The ambient music didn't match the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R26	Booking.com	Pan Pacific Singapore	Asia	Singapore	01/2025	Couple	Not mentioned	<p>It was quiet in the room. I could stream from my tablet to the TV, elevators were quick to arrive, close to shopping malls nearby, bed was very comfortable big shower with ample possibilities of water flow. Constant music from all sides at reception, breakfast, elevator, restaurant, and all play different tunes. Bathroom tends to get steamy after two people have taken a shower. Light switches are difficult to identify at night.</p> <p>I had a wonderful stay at Grand Intercontinental Seoul Parnas. The room is very comfortable with great views of the city. All facilities and toiletries in the room are of high standards. The staff are very helpful, polite and professional. The location of the hotel is perfect - convenient - with the lift to the gym, the lobby has live music in the evening and looks very elegant. The food, especially breakfast is superb! I will definitely stay here again in my next visit to Seoul and would highly recommend it!</p>	Constant music from all sides at reception, breakfast, elevator, restaurant, and all play different tunes.	The ambient music was unorganized and chaotic.	Appropriate Timing and Placement of Music
R27	Booking.com	Grand InterContinental Seoul Parnas by IHG	Asia	South Korea	03/2024	Solo	Lobby	<p>I had a wonderful stay at Grand Intercontinental Seoul Parnas. The room is very comfortable with great views of the city. All facilities and toiletries in the room are of high standards. The staff are very helpful, polite and professional. The location of the hotel is perfect - convenient - with the lift to the gym, the lobby has live music in the evening and looks very elegant. The food, especially breakfast is superb! I will definitely stay here again in my next visit to Seoul and would highly recommend it!</p>	The lobby has live music in the evening and looks very elegant.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R28	Booking.com	Hyatt Regency Bangkok Suvarnabhumi Airport	Asia	Thailand	01/2024	Couple	Bar	<p>Nice and modern and spacious. Clean comfortable rooms and walking distance to airport.</p> <p>The loud music in the sports bar, you couldn't talk or hear anyone</p>	The loud music in the sports bar, you couldn't talk or hear anyone	The live music was too loud.	Volume Control and Acoustic Management

Review ID	Platform	Hotel Name	Hotel Location (Reason)	Hotel Location (Country)	Review Date 2020-2025	Reviewer Type	Hotel Space	Full Review Text [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
R29	Booking.com	Kuwarasan A Pramana Experience	Asia	Indonesia	03/2023	Couple	Restaurant Pool	The rooms are very spacious and so is the bathroom, very well designed. The use of whitewash on all the wood elements and furniture are beautiful. Very quiet area surrounded by rice fields, bed is large and comfortable great terrace with amazing view. Staff super nice. Food is very tasty. breakfast needs more variety such as choice of breads, different jams, croissants and Cheeses. The bathroom missed cotton ball which is standard in all hotels specially five stars. The music in the breakfast room is redundant one continuous sound and by the pool a two minutes track that keeps looping. An easy fix to make a more memorable stay. Our room has enough space and a modern and new design. The electrical plugs and light switches were conveniently designed to be user-friendly. We had some drinks at the hotel lobby, there was nice, cozy guitar music and I loved it. The hotel location was very convenient, very close to the central station, within walking distance to the old town in Munich, there are many restaurants, a supermarket and drug stores nearby. My bed mattress was a little bit bending. The hotel has been renovated therefore sometimes you can hear drill sounds. But I guess that's why we got a reasonable offer from the hotel, so overall I really enjoyed our stay at the hotel	The music in the breakfast room is redundant one continuous sound and by the pool a two minutes track that keeps looping.	The ambient music was monotonous and not engaging.	Feedback and Improvement Requests
R30	Booking.com	Boutique Hotel Germania	Europe	Germany	11/2023	Couple	Lobby	We had some drinks at the hotel lobby, there was nice, cozy guitar music and I loved it. The hotel location was very convenient, very close to the central station, within walking distance to the old town in Munich, there are many restaurants, a supermarket and drug stores nearby. My bed mattress was a little bit bending. The hotel has been renovated therefore sometimes you can hear drill sounds. But I guess that's why we got a reasonable offer from the hotel, so overall I really enjoyed our stay at the hotel	We had some drinks at the hotel lobby, there was nice, cozy guitar music and I loved it.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R31	Booking.com	InterContinental Budapest by IHG	Europe	Hungary	07/2024	Couple	Lobby	The view was wonderful. We location was superb. I loved the live piano music in the lobby as we unwined from the day's sightseeing in the evenings. Breakfast included was plentiful, varied and well served. Staff attentive and genial. The Viking table in your lobby was a surprise treat as we were not part of the pre-arrival group but were able to get information and assistance. Bed excellent Food excellent Location excellent The continuous music over the Music system. Constant non stop monotonous music with zero break. Impossible to relax or read a book or talk on phone in the pool / sun seats The noise moving the metal chairs didn't help as staff PULLED THE SUN CHAIRS & made more noise The breakfast was lovely. And the decor and background music was relaxing. The staff on service too were very helpful Can't fault the hotel. I don't know what I was expecting but it's a gem of a hotel	I loved the live piano music in the lobby as we unwined from the day's sightseeing in the evenings.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R32	Booking.com	EVOLUTION Cascas-Estori Hotel	Europe	Portugal	08/2024	Couple	Pool	Bed excellent Food excellent Location excellent The continuous music over the Music system. Constant non stop monotonous music with zero break. Impossible to relax or read a book or talk on phone in the pool / sun seats The noise moving the metal chairs didn't help as staff PULLED THE SUN CHAIRS & made more noise The breakfast was lovely. And the decor and background music was relaxing. The staff on service too were very helpful Can't fault the hotel. I don't know what I was expecting but it's a gem of a hotel	The continuous music over the Music system. Constant non stop monotonous music with zero break. Impossible to relax or read a book or talk on phone in the pool / sun seats	The ambient music disrupted the guest's relaxation.	Contribution to Guest Rest and Relaxation
R33	Booking.com	The Fleet	Europe	Ireland	02/2025	Solo	Not mentioned	Decent airport hotel. Shuttle bus. Bar with cool view onto airport with live music with good food. Breakfast buffet was ample and accommodating (eg fried eggs the way I like them, etc). The bar had live music that was waaaay too loud. Poor staff will get tininitus from stuff like that. Easy to fix. Bathroom is not very private if you stay with someone you don't know that well.	The ambient music had a relaxing effect on the guest.	The ambient music had a relaxing effect on the guest.	Contribution to Guest Rest and Relaxation
R34	Booking.com	Corendon Amsterdam Schiphol Airport, a Tribute Portfolio Hotel	Europe	Netherlands	09/2022	Group	Bar	2 rooms on 5th floor were great BUT 15th floor room overlooked pool bar with DJ. DJ music was so loud both nights you could easily recognize songs and lyrics even on 15th floor! Why didn't registration inform us of major downside of this room and ask if it would be acceptable? Why was DJ music at pool bar so loud that words of songs could be clearly heard? Of course this meant that impossible to fall asleep.	The bar had live music that was waaaay too loud.	The live music was too loud.	Volume Control and Acoustic Management
R35	Booking.com	Red Rock Casino Resort & Spa	North America	the US	12/2024	Family	Room	Nice restaurant inside the hotel with live music. Also had grab & go breakfast as well as sit-down breakfast Good location. Short ride to downtown. Nice gym facility Across the street is the Gaylord Resort... Incredible!! Spent a few hours just enjoying that property	DJ music was so loud	The ambient music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management
R36	Booking.com	The Inn at Opryland, A Gaylord Hotel	North America	the US	09/2024	Couple	Restaurant	1) my room had a door between my room and the next room. The door was obviously closed. But noise isolation doesn't exist there between rooms. My neighbor talked over the phone past 11pm and I heard every single word as if she was sitting next to me. 2) on Fridays they have some live music/karaoke in the restaurant downstairs until 11-12pm depending on occupancy. I had a flight very early in the morning but I couldn't sleep until restaurant was closed and my neighbor stopped talking.	Nice restaurant inside the hotel with live music.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R37	Booking.com	Glover Park Hotel Georgetown	North America	the US	05/2024	Solo	Restaurant	on Fridays they have some live music/karaoke in the restaurant downstairs until 11-12pm	The live music from other areas disturbed the guest's sleep.	The live music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management

Review ID	Platform	Hotel Name	Hotel Location (Reason)	Hotel Location (Country)	Review Date 2020-2025	Reviewer Type	Hotel Space	Full Review Text [1]	In Vo Code [2]	Values Code [3]	Theme [4]
R38	Booking.com	Hotel St.Thomas	North America	Canada	10/2022	Couple	Bar	Right in the middle of everything, great restaurants, great bars with awesome music, shops... Breakfast was more than wonderful, with bacon done to perfection, sausage, pancakes, waffles, great coffee...Room was just perfect!	great bars with awesome music	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R39	Booking.com	PoroBay Rio de Janeiro	South America	Brazil	12/2024	Family	Bar	The very comfortable rooms, the extraordinary buffet and the very friendly staff, attentive to make your experience something perfect. The spectacular terrace on the 20th floor, with live music and delicious cocktails.	The spectacular terrace on the 20th floor, with live music and delicious cocktails.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R40	Booking.com	Monasterio, A Belmond Hotel, Cusco	South America	Peru	11/2024	Solo	Not mentioned	Love this historical building, and the hotel offered the daily tour to explain the history and artifacts of the hotel. Love the tour, and there was living music in the night while I was staying. Love to sit in the yard to enjoy the drink while listening to live music. The bed and pillow was too soft and doesn't feel comfortable for me. Also, there was only one window in my room and it was next to street road, so it was inconvenient for me to ope window during the day.	Love to sit in the yard to enjoy the drink while listening to live music.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R41	Booking.com	Pousada Pluvai	South America	Brazil	11/2023	Couple	Not mentioned	Breakfast, lunch and dinner... Very good food overall. The service from the staff is excellent. The best part is that there was no music except for the birds singing. Large and beautiful room.	The best part is that there was no music except for the birds singing.	The absence of ambient music contributed to the guest's satisfaction.	Impact of the presence or absence of ambient music
R42	Booking.com	Hotel Fasano Angra dos Reis	South America	Brazil	10/2022	Couple	Not mentioned	Wonderful dinner I could hear the noise of everything, lawnmower, generator, employees in the hallway. The areas were very far from each other, there was no entertainment in the hotel, the days were rainy and the hotel did not have any entertainment options. Bad background music. Breakfast was always the same, dry croissant, dry bread	Bad background music.	The ambient music was not to the guest's liking.	Customization and Guest Preferences
R43	Booking.com	Mazagan Beach & Golf Resort: Family Beach Resort in Morocco	Africa	Marocco	10/2023	Solo	Not mentioned	Very nice hotel, magnificent location, very nice pool, quality breakfast and dinner	A more lively musical atmosphere in the evening would be welcome.	The guest requests further improvements.	Feedback and Improvement Requests
R44	Booking.com	AmmaZulu African Palace	Africa	South Africa	12/2023	Solo	Not mentioned	Sleeping into a story Very quiet - early so - bit of background music - even nature sounds or light classical would go a long way in improving ambience	Very quiet - early so - bit of background music - even nature sounds or light classical would go a long way in improving ambience	The lack of ambient music created a sense of discomfort for the guest.	Impact of the presence or absence of ambient music
R45	Booking.com	The Houghton Hotel, Spa, Wellness & Golf	Africa	South Africa	11/2022	Couple	Lobby	Clean, beautiful, food amazing. At the lounge, music was loud for a Friday early morning, making it difficult to hold meetings or work.	music was loud	The ambient music was too loud.	Volume Control and Acoustic Management
R46	Booking.com	Irene Country Lodge, Autograph Collection	Africa	South Africa	04/2024	Couple	Restaurant	The breakfast buffet was excellent and the salmon was the cherry on the cake. The beautiful music at dinner made it an intimate & beautiful experience. The staff are incredible. Sharon, who manages the restaurant, goes above and beyond, as do all the people working with her to make this a fantastic experience. Everything was great!	The beautiful music at dinner made it an intimate & beautiful experience.	The ambient music lifted the guest's mood.	Positive Emotional Enhancement
R47	Booking.com	Adina Apartment Hotel Chippendale	Oceania	Australia	02/2023	Group	Pool	Great room, was clean and tidy. Lovely pool area, loved the music. Friendly staff. Had the best weekend away The only issue was that it was incredibly difficult to stream a movie to the TVs. Only worked on 1 phone and worked every 5-10 attempts every time	Lovely pool area, loved the music.	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R48	Booking.com	The Interlude Hotel	Oceania	Australia	11/2024	Couple	Bar	The fact it was originally Pentridge and the history involved. Beautiful restoration work and rooms look incredible. Relaxation pool is divine. Lots of things, the bed is in a cavity so you have to crawl over your partner to get in and out of the bed. The relaxation pool is available to the guests staying in the Adina apartments, which means children have access. This is not relaxing. No coffee sachets for when coffee machine is crap and doesn't work. Shower base doesn't drain freely so water spreads out on to bathroom floor. Music and noise from wine bar can be heard well into early morning.	Music and noise from wine bar can be heard well into early morning.	The ambient music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management
R49	Booking.com	Southwark Hotel & Apartments	Oceania	New Zealand	01/2024	Solo	Not mentioned	Affordable for my visits to Chch city People at nearby cafe were very noisy this morning and loud music in the bars last night	loud music in the bars	The ambient music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management

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R50	Booking.com	Marsden Suites Nautilus Orewa	Oceania	New Zealand	08/2022	Solo	Room	The room was lovely, heated floors. Heating, Fan heater, Oil heater, 80s music. Two bedrooms. Great view. Comfy blankets. Inviting and cosy. Other customers who repeatedly slammed their doors. Being told I had to carry my service dog in common areas he's 18.5kilo, too heavy, felt like I couldn't walk out the front way as would offend so slunk out the back way every time. First time I'd ever been told I had to carry my service dog. It's laughable. Freda is not that warm and welcoming. Eric was nice though especially when the airport held us up and made us an hour late. Making it a 10pm check-in. I wanted to be there by 830. He was still nice and pleasant. Even had a laugh. This is probably one of the best places to stay on the island. It's really clean and modern with fresh water for the shower (I learned from others on the island that their hotels showers had salt water). The staff is very friendly and attentive. The pool is absolutely lovely...and they play the best music. They offer free filter water and good smoothies at a cost. You can also rent a bike from Jago, as it is the only way to get around the island besides walking. Enjoy your stay! BRAVO! The staff, room, and facilities are all outstanding. We totally enjoyed our time there and highly recommend to everyone to stay here. We especially enjoyed the live music at night and the Yoga Barn next door. We will return! Thank you and your staff for making our stay so enjoyable! I appreciate the music in the room, slippers, water and daily cleaning. It is the little things that count. The concierge was wonderful and extremely helpful. The registration desk people were patience and very professional on the island. This hotel was the perfect choice for our first visit to Singapore. The staff are friendly, polite and extremely professional. The room was the perfect size, the beds were the most comfortable and bathrooms are spacious and beautiful. The buffet breakfast was comprehensive and the atmosphere was relaxing and inviting. The lobby area, is always busy with customers having high tea, or having some of the delicious cakes and listening to live harp music, which was lovely. The hotel also had a currency exchange machine which is very convenient. Hop-on-Hop-off bus located at this hotel which was super handy. The hotel is very centrally located and easily accessible (eg Marina Bay Sands and others) by the taxis are a few minutes drive). Several locals and taxi drivers told us that the Fullerton hotel is considered a 6 star hotel in Singapore, and we could see why.) Our stay was terrible, if you are Adults as a couple looking for a quiet relaxing getaway, then don't stay here if you don't want to listen to endless noise from countless kids, the pool area music was so loud you could not stay, kids were doing bongmys in the pool bar area and water splashes into your beer the water slide is right near the pool bar and because it is a 24 hour pool the noise doesn't stop until midnight, very expensive, \$18 for a beer and \$26 for a espresso martini, if you want to order in room service a steak is \$98, sorry not for us absolute nightmare and too many people everywhere	The room was lovely, heated floors. Heating, Fan heater, Oil heater. 80s music. Two bedrooms. Great view. Comfy blankets. Inviting and cosy. Other customers who repeatedly slammed their doors. Being told I had to carry my service dog in common areas he's 18.5kilo, too heavy, felt like I couldn't walk out the front way as would offend so slunk out the back way every time. First time I'd ever been told I had to carry my service dog. It's laughable. Freda is not that warm and welcoming. Eric was nice though especially when the airport held us up and made us an hour late. Making it a 10pm check-in. I wanted to be there by 830. He was still nice and pleasant. Even had a laugh. This is probably one of the best places to stay on the island. It's really clean and modern with fresh water for the shower (I learned from others on the island that their hotels showers had salt water). The staff is very friendly and attentive. The pool is absolutely lovely...and they play the best music. They offer free filter water and good smoothies at a cost. You can also rent a bike from Jago, as it is the only way to get around the island besides walking. Enjoy your stay! BRAVO! The staff, room, and facilities are all outstanding. We totally enjoyed our time there and highly recommend to everyone to stay here. We especially enjoyed the live music at night and the Yoga Barn next door. We will return! Thank you and your staff for making our stay so enjoyable! I appreciate the music in the room, slippers, water and daily cleaning. It is the little things that count. The concierge was wonderful and extremely helpful. The registration desk people were patience and very professional on the island. This hotel was the perfect choice for our first visit to Singapore. The staff are friendly, polite and extremely professional. The room was the perfect size, the beds were the most comfortable and bathrooms are spacious and beautiful. The buffet breakfast was comprehensive and the atmosphere was relaxing and inviting. The lobby area, is always busy with customers having high tea, or having some of the delicious cakes and listening to live harp music, which was lovely. The hotel also had a currency exchange machine which is very convenient. Hop-on-Hop-off bus located at this hotel which was super handy. The hotel is very centrally located and easily accessible (eg Marina Bay Sands and others) by the taxis are a few minutes drive). Several locals and taxi drivers told us that the Fullerton hotel is considered a 6 star hotel in Singapore, and we could see why.) Our stay was terrible, if you are Adults as a couple looking for a quiet relaxing getaway, then don't stay here if you don't want to listen to endless noise from countless kids, the pool area music was so loud you could not stay, kids were doing bongmys in the pool bar area and water splashes into your beer the water slide is right near the pool bar and because it is a 24 hour pool the noise doesn't stop until midnight, very expensive, \$18 for a beer and \$26 for a espresso martini, if you want to order in room service a steak is \$98, sorry not for us absolute nightmare and too many people everywhere	The ambient music lifted the guest's mood.	Positive Emotional Enhancement
R51	Expedia	Jago Gil Air	Asia	Indonesia	02/2024	Couple	Not mentioned		they play the best music.	The ambient music lifted the guest's mood.	Positive Emotional Enhancement
R52	Expedia	Alaya Resort Ubud	Asia	Indonesia	03/2024	Couple	Not mentioned		We especially enjoyed the live music at night.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R53	Expedia	Lotte Hotel Seoul	Asia	South Korea	05/2023	Family	Room		I appreciate the music in the room	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R54	Expedia	The Fullerton Hotel Singapore	Asia	Singapore	02/2024	Family	Lobby		listening to live harp music, which was lovely	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R55	Expedia	W Singapore - Sentosa Cove	Asia	Singapore	08/2024	Couple	Pool		the pool area music was so loud you could not stay	The ambient music was too loud.	Volume Control and Acoustic Management
R56	Expedia	Rome Cavalieri, A Waldorf Astoria Hotel	Europe	Italy	12/2024	Not mentioned	Bar		there was a singer and pianist playing music and singing, they started signing salsa for us because we're cuban and many people started dancing. It was so much fun.	The live music lifted the guest's mood.	Positive Emotional Enhancement
R57	Expedia	Grand Hotel Wien	Europe	Austria	07/2022	Family	Not mentioned		the wonderful background piano music.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R58	Expedia	Moxy Vienna Airport	Europe	Austria	05/2022	Couple	Lobby		Techno music in lobby 24/7 was obnoxious.	The ambient music disrupted the guest's relaxation.	Contribution to Guest Rest and Relaxation

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R59	Expedia	The Grand Mark Prague - The Leading Hotels of the World	Europe	Czechia	09/2024	Group	Lobby	We spent 4 days in Prague after coming from Budapest and Vienna. By far, this was the loveliest hotel we stayed in. It is incredibly beautiful, comfortable, walking distance to everything and the staff were friendly and extremely helpful, offering an abundance of ideas on things to do and see. The room was very large with a beautiful balcony. Blie!, the doorman, greeted you with a big smile every morning and was a joy to talk to. The ambiance here is so lovely, piano music in the lounge area and a gorgeous outdoor patio to enjoy a beverage or bite to eat. We didn't get a chance to eat in the restaurant, however, other guests stated the food was excellent! I would definitely stay here again and highly recommend this hotel to anyone visiting Prague.	The ambiance here is so lovely, piano music in the lounge area	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R60	Expedia	Hotel Stry	Europe	Poland	06/2024	Group	Room	Really nice hotel BUT it was very easy to hear things from the nabor rooms, and the Music from the reception even though I lived on 4th floor. Not very nice to be awoken by that at 7 in the morning. So better soundproof would be nice. I missed a place to hang the wet towel after Bath. There was not enough plugs to charging phones etc. I was alone in the room, but if we were 2 people, it would have been a problem.	Music from the reception even though I lived on 4th floor.	The ambient music from other areas was too loud.	Volume Control and Acoustic Management
R61	Expedia	Hotel De Anza	North America	the US	06/2023	Couple	Lobby	The staff was awesome. Came in for a wedding and they allowed me to check in early. They were friendly and made sure we felt comfortable. The hotel seems a little old so not updated building but I love the theme and music playing out front. Be careful of people in area who are panhandling but that's all of Cal right now. The door is locked and they try to keep it safe, but welcoming. We were able to walk to venue and out for lunch in the area. We would return and stay here again.	I love the theme and music playing out front.	The ambient music was to the guest's liking.	Customization and Guest Preferences
R62	Expedia	The Vestin Anaheim Resort	North America	the US	11/2024	Family	Not mentioned	The only thing I didn't like were the thin windows. We were on the second floor overlooking the pool. Every morning they pressure washed the pool area and it woke me up and then at night there was really loud music that kept me up. Even with the tv on, I could hear it all. Other than that, it was great. We will stay there again but request a higher floor or a room not overlooking the pool.	at night there was really loud music that kept me up.	The ambient music from other areas disturbed the guest's sleep.	Volume Control and Acoustic Management
R63	Expedia	The Westin Resort & Spa, Whistler	North America	Canada	08/2024	Couple	Pool	Amazing hotel! Loved the pool deck and music from the patio (which turned into DJ tunes later in the afternoon). Fabulous stay!	Loved the pool deck and music from the patio	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R64	Expedia	Fairmont Chateau Whistler	North America	Canada	09/2022	Group	Lobby	We paddled, tried 'The Mirror' fitness classes, swam in the pool, listened to amazing music in The Mallard Lounge, went to the local market outside of the hotel and met interesting people from all over the world! Perfect there six nights from 12/8 throughout 12/15; the room was never vacuumed, we found hairs in the bathtub. The vanity was slow. The closet doors had many drings that have been painted over. Not what you expect from a five star hotel. But the worst moment was when I paid for a lateus clean towels. When I went to the front desk at 4:45 to get my clean towels, they made me wait for 35 minutes!!!! And last, forget about taking a nap, they have loud music in the roof top pool that lasted until 10 p.m. I am sorry that such a beautiful property is no longer what it was. Next time I will stay at the Hilton or at the Sheraton.	amazing music in The Mallard Lounge	The ambient music lifted the guest's mood.	Positive Emotional Enhancement
R65	Expedia	JW Marriott Hotel Rio de Janeiro	South America	Brazil	12/2021	Couple	Pool	they have loud music in the rooftop pool that lasted until 10 p.m.	they have loud music in the rooftop pool that lasted until 10 p.m.	The ambient music from other areas disrupted the guest's relaxation.	Contribution to Guest Rest and Relaxation
R66	Expedia	Gran Estanzuela Berrini	South America	Brazil	04/2024	Group	Not mentioned	The staff was amazing but breakfast was most memorable. Food excellent, ambience exceptional. Live piano music icing on the top.	Live piano music icing on the top.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R67	Expedia	Palacio del Inka, A Luxury Collection Hotel by Marriott	South America	Peru	06/2024	Couple	Not mentioned	This property met and exceed our expectations. The check in was very smooth and we were treated to a very nice cup of mint tea. The building is a historic landmark dating back to the Inca and Spanish colonial period. We were treated to a very special tour of the property with an in depth explanation of all the history of the building. This was followed by a wonderful ceremony in which an Inca warrior re-enacted a series of events using different instruments and implements. After that we were treated to a Pisco sour class given by Miguel the bartender who was very entertaining. The breakfast buffet was superb, the variety of food was outstanding and they made my omelette to perfection. Jesus our server met us every morning with a great smile and a warm hand shake. The experience was enhanced by a wonderful musician who had a wonderful repertoire of Andean music. All in all we had a wonderful experience and highly recommend this property.	The experience was enhanced by a wonderful musician who had a wonderful repertoire of Andean music.	The live music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R68	Expedia	Souma Hotel, Vignette Collection by IHG	South America	Peru	10/2022	Solo	Bar	Comfortable bed, very good breakfast. Had a junior suite on the 16th floor. Extremely noisy in the early morning. In the evening could hear the music from the bar that was not pleasant.	in the evening could hear the music from the bar that was not pleasant	The ambient music from other areas disrupted the guest's relaxation.	Contribution to Guest Rest and Relaxation

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R69	<div>Expedia</div>	Victoria and Alfred Hotel by NEWMARK	<div>Africa</div>	South Africa	03/2024	<div>Couple</div>	Not mentioned	Early check in was accommodated. Room was huge & comfortable. Our room was noisy due to music & building work right outside but tinnings of the noise were fine. Not unsocial timing. Amazing staff in the restaurant & bar. Great location on the waterfront. Wonderful views & service great on terrace.	Our room was noisy due to music	The ambient music disrupted the guest's relaxation.	Contribution to Guest Rest and Relaxation
R70	<div>Expedia</div>	Radisson RED V&A Waterfront, Cape Town 3.5 star property	<div>Africa</div>	South Africa	12/2023	<div>Family</div>	Pool	Amazing staff, every so warm & welcoming. Offered drinks on arrival and luggage to room. Nothing was every an issue. Breakfast was superb with huge choice of quality food. Only negative would be the pool, it's way to small and not a relaxing pool area as it doubled up as eat and drinks area , with loud music, although se love a swim we didn't use it, we never see anyone use it in the 4 days we were there. Excellent location and great value. Highly recommend for city stay	It doubled up as eat and drinks area , with loud music ,	The ambient music was too loud.	Volume Control and Acoustic Management
R71	<div>Expedia</div>	Rixos Sharm El Sheikh Adults Only 18 +	<div>Africa</div>	Egypt	09/2024	<div>Group</div>	Pool	Overall, my stay at the resort was pleasant, and the staff certainly deserve 5 stars for their service. However, I did encounter a few issues during my visit. Upon check-in, I was upgraded, which I appreciated, but my bed was switched from a king to a double. After traveling all night, I was too exhausted to raise the issue and decided to let it go. I was part of a group of seven friends, and while my companions seemed to receive exceptional hospitality, including offers of amenities and even late check-out, I unfortunately did not experience the same. This was surprising, especially as this was my second stay at the resort. The food was average—not great, but not terrible either. One of my main concerns was with the bartenders. Only one poolside bartender, Semri, seemed well-trained and made excellent drinks. Unfortunately, the other bartenders' drinks were bland and poorly mixed. The music at the pool was also a concern, as it was too loud and often interrupted conversations. Although the DJ had set the playlist and checked out emotionally, given that my previous stay at this resort was much better, I am still inclined to give the hotel an overall 4-star rating. However, I hope to see some improvements in consistency, especially with amenities and the poolside experience.	The music at the pool was another downside—constantly downside—constantly depressing, as though the DJ had set the playlist and checked out emotionally.	The ambient music was not to the guest's liking.	Customization and Guest Preferences
R72	<div>Expedia</div>	Shangri-La Sydney	<div>Oceania</div>	Australia	09/2022	<div>Couple</div>	Bar	I wouldn't call this a 5 star hotel anymore. We used to stay here for the view. Checked in at 3:30pm and room wasn't ready. Was given a low level small room facing highway. Booked this in months ago for a Tuesday night. Would have expected a higher level. Asked to move to a higher level with a better view. Waited 3 hours to be moved to a room only 2 levels higher facing a building and another highway. The hotel and rooms are now looking aged and certainly better options for \$330 a night out there. The only saving grace is the bed and pillows are wonderful. Staff seem stressed and flustered. The other disappointment is the food and drinks. Went up to Blu Bar on level 36 for a drink and snack. Old worn/scratched drinking glasses used for table water. Strange music playlist. The cocktails were 2/10 at best. One of them served in a small grey mug where you don't even see what you're drinking. Had a small plate of fried chicken- was like eating tasteless karage chicken that has been sitting on a sushi train for the past 2 hours. \$90 for 2 bad cocktails and the chicken. \$67 for parking. Fortunately we didn't dine at Altitude (I did over 5 years ago and it was terrible so I suspect this hasn't changed). We are going to be back in Sydney in 2 weeks and we expect to be disappointed to be back there. We wouldn't ever return to Shangri-La. The hotel is too dated and there's no special view from your room amongst other things. You can't even call reception from your room phone.	Strange music playlist.	The ambient music was not to the guest's liking.	Customization and Guest Preferences
R73	<div>Expedia</div>	Mox Sydney Airport	<div>Oceania</div>	Australia	05/2024	<div>Group</div>	Lobby	Loved staying at this hotel for a few days. The downstairs lobby area is so cute and cozy. Checked in cocktails were so good and loved the music that was always playing downstairs. The room was nice as well.	loved the music that was always playing downstairs	The ambient music was to the guest's liking.	Customization and Guest Preferences
R74	<div>Expedia</div>	Crystalbrook Riley	<div>Oceania</div>	Australia	11/2024	<div>Couple</div>	Bar	We had a beautiful stay at crystalbrook from rose making our coffees each morning to the amazing pool area all starting friendly very clean we stay at night can be a bit loud and can be heard from the room. bar at night can be a bit loud and can be heard from the room.	the music from calypso bar at night can be a bit loud and can be heard from the room	The ambient music from other areas was too loud.	Volume Control and Acoustic Management
R75	<div>Expedia</div>	Hotel St Moritz, Queenstown - MGallery	<div>Oceania</div>	New Zealand	02/2022	<div>Not mentioned</div>	Restaurant	Superb views over Queenstown. Only drawback was loud 60s music always in the dining roombar. Drove me nuts and went elsewhere. Had staff to turn down music which was done just a little. I didn't dine in the restaurant to listen to loud music.	Only drawback was loud 60s music always in the dining roombar.	The ambient music was too loud.	Volume Control and Acoustic Management

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R76	TripAdvisor	The Oberoi Beach Resort - Bali	Asia	Indonesia	2024/05/01	Family	Bar	We had a wonderful stay at the Oberoi. The complex is unbeatably beautiful with its well-kept gardens and location right on the beach. The service is first-class and you feel extremely comfortable in hectic Bali. Despite the age of the complex, it is in excellent condition. If there is anything that could be improved, it could be that there is a little more lounge music in the bar in the evenings. It's been six years since my wife and I last traveled together, and this time, we opted for Kamo Residences based on a friend's recommendation. As an individual deeply entrenched in the world of trends and fashion, I found myself somewhat captivated by the hotel's design. As a designer, I profoundly appreciate the dedication evident in the design process. The room seamlessly melds modernity with high-tech amenities, featuring a spacious and ultra-modern bathroom with open-plan living and a bedroom that exudes sophisticatedness. The only minor quibble is the somewhat compact size of the bathroom, though this is amply compensated for by the luxurious and inviting bathtub. It's also worth noting the exemplary Butler service, which is both warm and meticulous. They were perpetually available to address any issues. The dining establishments they recommended for our three-night stay were unequivocally culinary delights. Each evening, after dining, my wife and I would ascend to the rooftop for drinks, immersed in music and the gentle evening breeze, while inhaling the scent of the burgeoning summer. Gazing at the quietly flowing Kamo River, we found ourselves surrounded by beauty. Moreover, the hotel's location is idyllic, nestled in the Kamogawa Delta, neighboring the enigmatic Shinogamo Shrine and the Imperial Palace. This setting allowed us to quickly immerse ourselves in a haven of tranquility, a welcome reprieve from the hustle and bustle, yet still conveniently accessible. Fantastic experience. Large room with bath. Great service. A lovely jazz playlist played through the in-room speaker with the option of hooking up your own device to play your music. Complimentary sweets, beer and bottled water. Minutes away from a bus stop. I would definitely stay here again. After visiting few resorts we zeroed in on Le Pondy beach resort for our Post Conference lunch meet. Mr Bipin, Asst Food & Beverage Manager was very courteous and did all possible arrangements to make our celebration. A memorable one. The entire team did a good job. Scenic view, good spread of food and music made our day. Thank you Team Le Pondy. Looking forward to have yet another get together. We booked the Superior Double Room with Acropolis View. The room is small but efficient. The shower is wonderful and large, but only 1 sink in the bathroom. Location to Plaka is perfect. Walking distance to many things. The balcony view of the Acropolis at night is spectacular. Breakfast on the rooftop had a variety and the view from up there are fantastic. It is a great location with a lot of things to see and do with hosts ahead of time. We had dinner there the first night and it was good but the views are what makes it great. I did think the dinner music was not great and that they should have been playing the music they played at breakfast. Dinner music was almost loud and not romantic. The outdoor pool is refreshing and the beds are comfortable. They do have bar service but we brought our bottle of wine that the hotel had given to us for our anniversary. Great way to end a day of touring before getting ready for dinner. Highly recommend. Fantastic hotel with a wonderful staff (everyone from front desk to the restaurants and bar). The rooms are very comfortable, great AC, and quiet. Public spaces are all very inviting and comfortable including great music played at the perfect volume. We also really enjoyed the food and beverage offerings. I've stayed at numerous hotels in Amsterdam, and,	If there is anything that could be improved, it could be that there is a little more lounge music in the bar in the evenings.	The guest requests further improvements.	Feedback and Improvement Requests
R77	TripAdvisor	Kamo Residences by Reflections	Asia	Japan	05/2024	Couple	Restaurant	It's also worth noting the exemplary Butler service, which is both warm and meticulous. They were perpetually available to address any issues. The dining establishments they recommended for our three-night stay were unequivocally culinary delights. Each evening, after dining, my wife and I would ascend to the rooftop for drinks, immersed in music and the gentle evening breeze, while inhaling the scent of the burgeoning summer. Gazing at the quietly flowing Kamo River, we found ourselves surrounded by beauty. Moreover, the hotel's location is idyllic, nestled in the Kamogawa Delta, neighboring the enigmatic Shinogamo Shrine and the Imperial Palace. This setting allowed us to quickly immerse ourselves in a haven of tranquility, a welcome reprieve from the hustle and bustle, yet still conveniently accessible. Fantastic experience. Large room with bath. Great service. A lovely jazz playlist played through the in-room speaker with the option of hooking up your own device to play your music. Complimentary sweets, beer and bottled water. Minutes away from a bus stop. I would definitely stay here again. After visiting few resorts we zeroed in on Le Pondy beach resort for our Post Conference lunch meet. Mr Bipin, Asst Food & Beverage Manager was very courteous and did all possible arrangements to make our celebration. A memorable one. The entire team did a good job. Scenic view, good spread of food and music made our day. Thank you Team Le Pondy. Looking forward to have yet another get together. We booked the Superior Double Room with Acropolis View. The room is small but efficient. The shower is wonderful and large, but only 1 sink in the bathroom. Location to Plaka is perfect. Walking distance to many things. The balcony view of the Acropolis at night is spectacular. Breakfast on the rooftop had a variety and the view from up there are fantastic. It is a great location with a lot of things to see and do with hosts ahead of time. We had dinner there the first night and it was good but the views are what makes it great. I did think the dinner music was not great and that they should have been playing the music they played at breakfast. Dinner music was almost loud and not romantic. The outdoor pool is refreshing and the beds are comfortable. They do have bar service but we brought our bottle of wine that the hotel had given to us for our anniversary. Great way to end a day of touring before getting ready for dinner. Highly recommend. Fantastic hotel with a wonderful staff (everyone from front desk to the restaurants and bar). The rooms are very comfortable, great AC, and quiet. Public spaces are all very inviting and comfortable including great music played at the perfect volume. We also really enjoyed the food and beverage offerings. I've stayed at numerous hotels in Amsterdam, and,	Immersed in music and the gentle evening breeze	The ambient music had a relaxing effect on the guest.	Contribution to Guest Rest and Relaxation
R78	TripAdvisor	THE JUNEI HOTEL Kyoto Imperial Palace West	Asia	Japan	12/2024	Solo	Room	Fantastic experience. Large room with bath. Great service. A lovely jazz playlist played through the in-room speaker with the option of hooking up your own device to play your music. Complimentary sweets, beer and bottled water. Minutes away from a bus stop. I would definitely stay here again. After visiting few resorts we zeroed in on Le Pondy beach resort for our Post Conference lunch meet. Mr Bipin, Asst Food & Beverage Manager was very courteous and did all possible arrangements to make our celebration. A memorable one. The entire team did a good job. Scenic view, good spread of food and music made our day. Thank you Team Le Pondy. Looking forward to have yet another get together. We booked the Superior Double Room with Acropolis View. The room is small but efficient. The shower is wonderful and large, but only 1 sink in the bathroom. Location to Plaka is perfect. Walking distance to many things. The balcony view of the Acropolis at night is spectacular. Breakfast on the rooftop had a variety and the view from up there are fantastic. It is a great location with a lot of things to see and do with hosts ahead of time. We had dinner there the first night and it was good but the views are what makes it great. I did think the dinner music was not great and that they should have been playing the music they played at breakfast. Dinner music was almost loud and not romantic. The outdoor pool is refreshing and the beds are comfortable. They do have bar service but we brought our bottle of wine that the hotel had given to us for our anniversary. Great way to end a day of touring before getting ready for dinner. Highly recommend. Fantastic hotel with a wonderful staff (everyone from front desk to the restaurants and bar). The rooms are very comfortable, great AC, and quiet. Public spaces are all very inviting and comfortable including great music played at the perfect volume. We also really enjoyed the food and beverage offerings. I've stayed at numerous hotels in Amsterdam, and,	A lovely jazz playlist played through the in-room speaker with the option of hooking up your own device to play your music.	The customizable aspects of the ambient music enhanced guest satisfaction.	Customization and Guest Preferences
R79	TripAdvisor	Le Pondy Beach Resor	Asia	India	04/2022	Not mentioned	Not mentioned	Thank you Team Le Pondy. Looking forward to have yet another get together. We booked the Superior Double Room with Acropolis View. The room is small but efficient. The shower is wonderful and large, but only 1 sink in the bathroom. Location to Plaka is perfect. Walking distance to many things. The balcony view of the Acropolis at night is spectacular. Breakfast on the rooftop had a variety and the view from up there are fantastic. It is a great location with a lot of things to see and do with hosts ahead of time. We had dinner there the first night and it was good but the views are what makes it great. I did think the dinner music was not great and that they should have been playing the music they played at breakfast. Dinner music was almost loud and not romantic. The outdoor pool is refreshing and the beds are comfortable. They do have bar service but we brought our bottle of wine that the hotel had given to us for our anniversary. Great way to end a day of touring before getting ready for dinner. Highly recommend. Fantastic hotel with a wonderful staff (everyone from front desk to the restaurants and bar). The rooms are very comfortable, great AC, and quiet. Public spaces are all very inviting and comfortable including great music played at the perfect volume. We also really enjoyed the food and beverage offerings. I've stayed at numerous hotels in Amsterdam, and,	good spread of food and music made our day.	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R80	TripAdvisor	Electra Palace Athens	Europe	Greece	09/2023	Couple	Restaurant	Thank you Team Le Pondy. Looking forward to have yet another get together. We booked the Superior Double Room with Acropolis View. The room is small but efficient. The shower is wonderful and large, but only 1 sink in the bathroom. Location to Plaka is perfect. Walking distance to many things. The balcony view of the Acropolis at night is spectacular. Breakfast on the rooftop had a variety and the view from up there are fantastic. It is a great location with a lot of things to see and do with hosts ahead of time. We had dinner there the first night and it was good but the views are what makes it great. I did think the dinner music was not great and that they should have been playing the music they played at breakfast. Dinner music was almost loud and not romantic. The outdoor pool is refreshing and the beds are comfortable. They do have bar service but we brought our bottle of wine that the hotel had given to us for our anniversary. Great way to end a day of touring before getting ready for dinner. Highly recommend. Fantastic hotel with a wonderful staff (everyone from front desk to the restaurants and bar). The rooms are very comfortable, great AC, and quiet. Public spaces are all very inviting and comfortable including great music played at the perfect volume. We also really enjoyed the food and beverage offerings. I've stayed at numerous hotels in Amsterdam, and,	I did think the dinner music was not great and that they should have been playing the music they played at breakfast. Dinner music was almost loud and not romantic.	The ambient music didn't match the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R81	TripAdvisor	Andaz Amsterdam Prinsengracht	Europe	Netherlands	10/2024	Group	Lobby	Thank you Team Le Pondy. Looking forward to have yet another get together. We booked the Superior Double Room with Acropolis View. The room is small but efficient. The shower is wonderful and large, but only 1 sink in the bathroom. Location to Plaka is perfect. Walking distance to many things. The balcony view of the Acropolis at night is spectacular. Breakfast on the rooftop had a variety and the view from up there are fantastic. It is a great location with a lot of things to see and do with hosts ahead of time. We had dinner there the first night and it was good but the views are what makes it great. I did think the dinner music was not great and that they should have been playing the music they played at breakfast. Dinner music was almost loud and not romantic. The outdoor pool is refreshing and the beds are comfortable. They do have bar service but we brought our bottle of wine that the hotel had given to us for our anniversary. Great way to end a day of touring before getting ready for dinner. Highly recommend. Fantastic hotel with a wonderful staff (everyone from front desk to the restaurants and bar). The rooms are very comfortable, great AC, and quiet. Public spaces are all very inviting and comfortable including great music played at the perfect volume. We also really enjoyed the food and beverage offerings. I've stayed at numerous hotels in Amsterdam, and,	great music played at the perfect volume	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement

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R82	TripAdvisor	Hotel Calimala Florence	Europe	Italy	03/2023	Solo	Restaurant	Had a great stay at Hotel Calimala! The location can't be beat - walking distance to pretty much everything you could want to see. The staff was welcoming and accommodating. Lots of variety for breakfast. I had dinner at Angel Rooftop and the food was great (the music mix was a bit odd - could have done without the small amount of dance remix but otherwise highly recommended!!) So glad I stayed and I'll be back someday for sure!! The staff at this hotel are lovely - genuinely helpful and friendly. The location is fantastic - minutes away from all the galleries and restaurants. Peaceful. Very nice room. Very nice breakfast. One complaint - terrible music! We loved our stay in this hotel and would not hesitate to recommend it and I tend to be quite critical. The music on the rooftop was way too loud. You couldn't even enjoy the sunbeds because of the really noisy music. The playing kids in the school next to the hotel were also loud, and when you have the loud music and the kids that's too much. Maybe they could turn off the music during the day. And the sunshade doesn't even exist. There's only one umbrella and it's not even working. You have to improvise. And it doesn't even make enough shade..... Great location - within walking distance of Broadway and the heart of all the nightlife. Nice updated rooms. Floor to ceiling windows. Quiet. Very clean. We had breakfast in the hotel every morning. Food was delicious and good size portions. Our server, Lauren, was so delightful and helpful. Every day she gave us tips on where to go and what to see based on our interests - and her recommendations were spot on! She even remembered our orders from the day before. :-)	the music mix was a bit odd	The ambient music was not to the guest's liking.	Customization and Guest Preferences
R83	TripAdvisor	Golden Tower Hotel & Spa	Europe	Italy	03/2022	Family	Not mentioned	Very nice breakfast. One complaint - terrible music! We loved our stay in this hotel and would not hesitate to recommend it and I tend to be quite critical. The music on the rooftop was way too loud. You couldn't even enjoy the sunbeds because of the really noisy music. The playing kids in the school next to the hotel were also loud, and when you have the loud music and the kids that's too much. Maybe they could turn off the music during the day. And the sunshade doesn't even exist. There's only one umbrella and it's not even working. You have to improvise. And it doesn't even make enough shade..... Great location - within walking distance of Broadway and the heart of all the nightlife. Nice updated rooms. Floor to ceiling windows. Quiet. Very clean. We had breakfast in the hotel every morning. Food was delicious and good size portions. Our server, Lauren, was so delightful and helpful. Every day she gave us tips on where to go and what to see based on our interests - and her recommendations were spot on! She even remembered our orders from the day before. :-)	terrible music	The ambient music was not to the guest's liking.	Customization and Guest Preferences
R84	TripAdvisor	Yurban Passage Hotel & Spa	Europe	Spain	10/2022	Group	Pool	The music on the rooftop was way too loud. You couldn't even enjoy the sunbeds because of the really noisy music. The playing kids in the school next to the hotel were also loud, and when you have the loud music and the kids that's too much. Maybe they could turn off the music during the day. And the sunshade doesn't even exist. There's only one umbrella and it's not even working. You have to improvise. And it doesn't even make enough shade..... Great location - within walking distance of Broadway and the heart of all the nightlife. Nice updated rooms. Floor to ceiling windows. Quiet. Very clean. We had breakfast in the hotel every morning. Food was delicious and good size portions. Our server, Lauren, was so delightful and helpful. Every day she gave us tips on where to go and what to see based on our interests - and her recommendations were spot on! She even remembered our orders from the day before. :-)	You couldn't even enjoy the sunbeds because of the really noisy music.	The live music was too loud.	Volume Control and Acoustic Management
R85	TripAdvisor	The Westin Nashville	North America	the US	08/2024	Couple	Pool	Only drawback to this hotel was the pool area. Because it's on the roof, the pool is extremely small and the area was often booked out for private parties. Many times we tried to go but couldn't get in. The days we were able to get into the pool area, there were not enough chairs for everyone and the club-like music was blaring so loud we couldn't stay for long. Definitely more of a party vibe than relaxing, but then again, that's Nashville overall. Me and my girlfriend stayed Bryant Park a few weeks ago. I can't express how much fun we had at Colton. Ambience music drinks that Gokan made for us was incredible. He is a very skillful manager and he stepped in behind the bar and created best drinks (Old Fashion) we ever had. His crew is very friendly and kind. We loved the place and definitely coming back next year. 10 out of 10. There really isn't anything bad that I can say about the Exchange. The stand out factors were the absolutely delightful and attentive staff, the amazing scents that greet you upon entering the lobby and my most favorite unique element - the music that welcomes you once you enter your room. I literally could not get enough of Aretha Franklin's call me. I loved that feature. Lastly, the hotel is literally on the center of everything and the restaurant is stellar! The room wasn't overly special and the entrance is "weird" and there is no main lounge or lobby area and the gym is shared with an attached office tenant, but these definitely are not deal breakers. I'd recommend and I stay at 2-3 hotels globally per month. I stayed here for only a night but really enjoyed my time here. The hotel itself is nice and the room was spacious. The decor around the hotel was really neat. The location is great, super close to public transportation and a quick walk to St. Lawrence Market. The only downside was that my room was right above the hotel's restaurant/bar, and they were playing very loud music well into the night. Overall, it was a great stay! The best hotel in town! Location, design, food and drinks, staff team, everything is perfect! I really loved this hotel. The size room is perfect! We had a great time! And the bar at night is awesome, drinks and music super nice! The breakfast was delicious!	the club-like music was blaring so loud we couldn't stay for long.	The ambient music was too loud.	Volume Control and Acoustic Management
R86	TripAdvisor	The Bryant Park Hotel	North America	the US	01/2024	Couple	Bar	Me and my girlfriend stayed Bryant Park a few weeks ago. I can't express how much fun we had at Colton. Ambience music drinks that Gokan made for us was incredible. He is a very skillful manager and he stepped in behind the bar and created best drinks (Old Fashion) we ever had. His crew is very friendly and kind. We loved the place and definitely coming back next year. 10 out of 10. There really isn't anything bad that I can say about the Exchange. The stand out factors were the absolutely delightful and attentive staff, the amazing scents that greet you upon entering the lobby and my most favorite unique element - the music that welcomes you once you enter your room. I literally could not get enough of Aretha Franklin's call me. I loved that feature. Lastly, the hotel is literally on the center of everything and the restaurant is stellar! The room wasn't overly special and the entrance is "weird" and there is no main lounge or lobby area and the gym is shared with an attached office tenant, but these definitely are not deal breakers. I'd recommend and I stay at 2-3 hotels globally per month. I stayed here for only a night but really enjoyed my time here. The hotel itself is nice and the room was spacious. The decor around the hotel was really neat. The location is great, super close to public transportation and a quick walk to St. Lawrence Market. The only downside was that my room was right above the hotel's restaurant/bar, and they were playing very loud music well into the night. Overall, it was a great stay! The best hotel in town! Location, design, food and drinks, staff team, everything is perfect! I really loved this hotel. The size room is perfect! We had a great time! And the bar at night is awesome, drinks and music super nice! The breakfast was delicious!	ambience music drinks that Gokan made for us was incredible.	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R87	TripAdvisor	Exchange Hotel Vancouver	North America	Canada	09/2024	Not mentioned	Room	There really isn't anything bad that I can say about the Exchange. The stand out factors were the absolutely delightful and attentive staff, the amazing scents that greet you upon entering the lobby and my most favorite unique element - the music that welcomes you once you enter your room. I literally could not get enough of Aretha Franklin's call me. I loved that feature. Lastly, the hotel is literally on the center of everything and the restaurant is stellar! The room wasn't overly special and the entrance is "weird" and there is no main lounge or lobby area and the gym is shared with an attached office tenant, but these definitely are not deal breakers. I'd recommend and I stay at 2-3 hotels globally per month. I stayed here for only a night but really enjoyed my time here. The hotel itself is nice and the room was spacious. The decor around the hotel was really neat. The location is great, super close to public transportation and a quick walk to St. Lawrence Market. The only downside was that my room was right above the hotel's restaurant/bar, and they were playing very loud music well into the night. Overall, it was a great stay! The best hotel in town! Location, design, food and drinks, staff team, everything is perfect! I really loved this hotel. The size room is perfect! We had a great time! And the bar at night is awesome, drinks and music super nice! The breakfast was delicious!	my most favorite unique element - the music that welcomes you once you enter your room.	The ambient music lifted the guest's mood.	Positive Emotional Enhancement
R88	TripAdvisor	Novotel Toronto Centre	North America	Canada	07/2024	Group	Room	The room wasn't overly special and the entrance is "weird" and there is no main lounge or lobby area and the gym is shared with an attached office tenant, but these definitely are not deal breakers. I'd recommend and I stay at 2-3 hotels globally per month. I stayed here for only a night but really enjoyed my time here. The hotel itself is nice and the room was spacious. The decor around the hotel was really neat. The location is great, super close to public transportation and a quick walk to St. Lawrence Market. The only downside was that my room was right above the hotel's restaurant/bar, and they were playing very loud music well into the night. Overall, it was a great stay! The best hotel in town! Location, design, food and drinks, staff team, everything is perfect! I really loved this hotel. The size room is perfect! We had a great time! And the bar at night is awesome, drinks and music super nice! The breakfast was delicious!	they were playing very loud music well into the night.	The live music from other areas was too loud.	Volume Control and Acoustic Management
R89	TripAdvisor	Hotel Casa Lucia	South America	Brazil	06/2024	Family	Bar	The room wasn't overly special and the entrance is "weird" and there is no main lounge or lobby area and the gym is shared with an attached office tenant, but these definitely are not deal breakers. I'd recommend and I stay at 2-3 hotels globally per month. I stayed here for only a night but really enjoyed my time here. The hotel itself is nice and the room was spacious. The decor around the hotel was really neat. The location is great, super close to public transportation and a quick walk to St. Lawrence Market. The only downside was that my room was right above the hotel's restaurant/bar, and they were playing very loud music well into the night. Overall, it was a great stay! The best hotel in town! Location, design, food and drinks, staff team, everything is perfect! I really loved this hotel. The size room is perfect! We had a great time! And the bar at night is awesome, drinks and music super nice! The breakfast was delicious!	drinks and music super nice!	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement

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R90	TripAdvisor	Palacio Duhaio - Park Hyatt Buenos Aires	South America	Brazil	07/2023	Family	Not mentioned	Excellent atmosphere, service and food. We had a great and unforgettable meal! The combination of architecture, decor, music, and even lighting, along with the exquisite tastes, textures, and color of the food creat an extrasensory experience unlike any other!	The combination of architecture, decor, music, and even lighting	The ambient music matched the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere
R91	TripAdvisor	Palmaroga Hotel Asuncion, Tapestry Collection By Hilton	South America	Paraguay	12/2022	Family	Restaurant	We had a great time during our 5-night stay at Palmaroga this month. The hotel is absolutely beautiful. They considered beauty at every angle. The first floor is gorgeous, with its galleries overlooking at the courtyard downstairs. Breakfast at the courtyard was my favorite. The smells, the background music, the great service. Edgar at the front desk was excellent! Our rooms were beautiful and elegant. The tall ceilings and chandeliers in our suite were gorgeous. Even though it was very hot outside most of the days, I enjoyed opening up our balcony and looking at the pretty Christmas lights down the street. But mostly, I enjoyed the view from it of the building's external architecture and the mix of materials that were well restored and preserved. The marble balcony ledges pulled it all together elegantly. The valet parking was very convenient given the hotel's busy location. They were very accommodating to us having friends and family stopping by for a drink or for a "merienda". Our girls loved the rooftop pool. Lastly, it was very helpful to us that the hotel stored all our luggage while we visited the Yguazú Falls. I gave this review a 4 only due to the noise at night from the neighbors. One night, to an extent, the staff levelled it right down to normal, but it was not a great experience. I would say that, due to its beauty, there is a lot of demand for events and photo sessions at Palmaroga, which we completely understood. We were sad to leave! Thank you to all the staff and for the great memories!	The smells, the background music, the great service.	The ambient music enhanced the guest's sense of satisfaction.	Positive Emotional Enhancement
R92	TripAdvisor	La Mision Hotel Boutique	South America	Paraguay	02/2021	Solo	Pool	I had an amazing 2 night stay at the beautiful La Mision Hotel Boutique. The staff was so friendly, extremely attentive, and very professional. Wilma server/bartender, Carlos Front desk Carlos sena, and Javier took great care of me, and made me feel like a VIP each day. The room was very spacious, with all amenities necessary for a great stay. The bathroom was very large, and also included a bidet. The bed was very comfortable, and so were the pillows. I had a mini fridge, as well as a safe in the closet. Breakfast was good, but nothing spectacular. Every room felt very authentic, and with such great architectural designs. But by far the most amazing feature, has to be the rooftop! The local music sets the atmosphere, and that pool, just spectacular at every corner, especially at sunset! I highly recommend staying there while in Asuncion, as the staff will go above and beyond at every turn. The rooms are great, and and properly well maintained and that drop, an absolute must do while staying there, and enjoy the peacefulness up there....	The local music sets the atmosphere	The ambient music matched the hotel's atmosphere.	Musical Alignment with Hotel Atmosphere

Review ID	Platform	Hotel Name	Hotel Location (Reason)	Hotel Location (Country)	Review Date 2020-2025	Reviewer Type	Hotel Space	Full Review Text [1]	In Vivo Code [2]	Values Code [3]	Theme [4]
R93	TripAdvisor	Kempinski Hotel Soma Bay	Africa	Morocco	03/2025	Family	Restaurant	The hotel is lovely, the rooms are nice and the beach was our favorite. We went snorkeling every day. There is a small reef right there so you can see a lot of fish.			
								The food was really good too, both breakfast and dinner. A pleasant surprise, since buffets can be a hit or miss. The selection is huge, everyone should be able to find something to be happy with. Most of the waiters were quite lovely.			
								Another thing I quite liked is that the hotel entrance hall, which looks stunning, smells of vanilla, mixed with mango. Our room smelled of roses and Mohammed, who attended to our room, always made sure we had all we needed. The kids loved it too. They were entertained enough that they didn't even try the kids club. We felt well taken care of and will definitely return. Room for improvement or to share the one thing I did not like - it was the louder music while having breakfast. I asked a lot if the music could please be turned down, preferably off... which was always accommodated. And I wish there was one machine where you could get a coffee yourself. In the morning I do not like to wait for my coffee. ;)	the one thing I did not like - it was the louder music while having breakfast.	The live music was too loud.	Volume Control and Acoustic Management
R94	TripAdvisor	Iberotel Costa Mares	Africa	Morocco	01/2025	Couple	Restaurant	This hotel is just perfect. I don't even know where to begin. The whole staff was great and kind and helpful. Food was just exquisite. I'm a foodie and I was always able to find something for myself (kudos to the head chef and all the cooks). Great coffee in all restaurants - I was able to get hot (really hot) cappuccino at the beach served in beautiful stoneware (!!!!). Rooms beautiful and clean. Internet great, even at the beach. I like peace and quiet and this is exactly what I got here - dinner music switched off at 10 pm (loved it!). Wonderful beach with turtles swimming nearby. The worst thing is that I have to leave soon and wait for another year before I can come back to this paradise. Thank you to the whole hotel staff for making my holidays so special!! After the first experience we had staying here, we had to come back again for the second year in a row. This hotel is amazing and we thoroughly enjoyed our stay as much as we did the first time. From arriving in reception being greeted by Beshoy with his warm and friendly approach, he made us feel most welcome. Before we went we also emailed the concierge team and requested the same room as we stayed in last year. It was a pretty quick response and we were in the same room and we were so grateful for that. Honestly Beshoy and Liza are the best concierge hosts/staff ever. They would book all our taxis and make our dinner reservations upon request and would always go out of there way to ask us if we are ok and is there anything we need. The food as always is was splendid and there is so much selection. Islam who was usually the waiter at breakfast was the most nice and pleasant person who could serve you and with his warm smile would make you feel special.	dinner music switched off at 10 pm (loved it!).	The timing of ambient music was carefully chosen with consideration for the guests.	Appropriate Timing and Placement of Music
R95	TripAdvisor	Royal Savoy Sharm El Sheikh	Africa	Egypt	07/2023	Couple	Pool	The staff around the private pools were absolutely fabulous. Sami, Mahmoud and Tarak showed great hospitality and took immense pride in their work to ensure all of our needs were met throughout the day. From food to snacks to cold compressed towel to save us from the sweltering heat, they would be there before you could ask with what you required. One small bit of constructive feedback we would like to make is that although it's advertised as an Adults Only part of the Savoy Hotel, there should be more activities and entertainment for adults and couples. Also the same music was on repeat most days in the pool areas and beach. To finish off all I would like to say is we love and miss you guys and we will 100% see you again in the future.	the same music was on repeat most days in the pool areas and beach.	The ambient music was monotonous and not engaging.	Feedback and Improvement Requests

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R96	TripAdvisor	Steigenberger Nile Palace	Africa	Egypt	01/2025	Family	Courtyard	I would like to recommend Steigenberger Nile Palace for all travelers at the world. People there ready and open for all nationalities. They have many room types and many restaurants with different cuisine. But the most valuable it's the staff behavior. They are always smiling and ready to help and assist with any issues. I like the cosy atmosphere of internal court yard with relaxing music. 10000% recommend	I like the cosy atmosphere of internal court yard with relaxing music.	The ambient music had a relaxing effect on the guest.	Contribution to Guest Rest and Relaxation
								Staff were lovely which really made my trip. I was given a balloon with chocolate on arrival as it was my birthday.			
R97	TripAdvisor	Dorsett Melbourne	Oceania	Australia	08/2024	Solo	Lobby	The hotel is absolutely beautiful, has nice background music upon arrival and the building even smells nice! There is a swimming pool (watch out, the kids splash haha) a spa and an air conditioned gym. It's a 5 star rating from me.	has nice background music	The ambient music was to the guest's liking.	Customization and Guest Preferences
R98	TripAdvisor	Little National Hotel Sydney	Oceania	Australia	01/2025	Not mentioned	Room	I enjoyed the whole stay. The room was clean and the interior was neat, and it was nice to be able to listen to music through the Bluetooth speaker connection in the room. Above all, being close to the station is the best advantage if I go on a trip next time. I will definitely stay at this hotel.	it was nice to be able to listen to music through the Bluetooth speaker connection in the room.	The customizable aspects of the ambient music enhanced guest satisfaction.	Customization and Guest Preferences
R99	TripAdvisor	Rydges Melbourne	Oceania	Australia	11/2024	Not mentioned	Restaurant	Terrible and extremely loud club dance music piped at breakfast. Asked for it to be turned down but it was full volume the next day. A shame because otherwise a good location. Good service. Rooms small and decor a bit tired but clean and acceptable.	extremely loud club dance music piped at breakfast.	The ambient music was too loud.	Volume Control and Acoustic Management
R100	TripAdvisor	Commodore Airport Hotel Christchurch	Oceania	New Zealand	02/2023	Couple	Corridor	This hotel is the hidden gem in the Christchurch airport area. Maybe not hidden when you see the list of dignitaries, celebrities, sport stars, scientist that have stayed at this facility. Less than a 4 minute shuttle from the Christchurch airport, the hotel provides it all. Large guest rooms (ours had a green oasis outside a double glass door to a waterfall and wonderful plantings). The corridors are quiet and wide with a hint of symphonic music. Very peaceful. Rooms are quiet and no feeling that you are near an airport. Activities such as swimming, sauna, gym, basketball all part of the visit. The restaurant is quiet, food is wonderful and choice of continental or buffet breakfast. Staff are very helpful.	The corridors are quiet and wide with a hint of symphonic music. Very peaceful.	The ambient music had a relaxing effect on the guest.	Contribution to Guest Rest and Relaxation
								The Commodore has a history affiliated with aviation and exploration. Many scientist and sport elites have stayed here. The walls are filled with memorabilia honouring these important guests. Step up and join the special people of the world and treat yourself to a stay at the Commodore. You will not regret your decision.			