



Hilton Houston North

Cost Savings for Announcement of an Exciting Renovation

Problem

- Houston Hilton North was seeking “poster type” boards to inform guests of upcoming renovations to the hotel.
- The hotel used FedEx foamboard prints for past projects. Management was seeking an alternative solution based on material, price, and delivery.

Solution

- eSigns collaborated with the Hilton to design 14 PVC boards (2'x3') highlighting the new hotel lobby layout, added services, and room updates.
- eSigns strategized a signage solution for the actual construction project, including “No Entry” signs and banners to block off certain areas during construction.
- eSigns also recommended a fun “Hard at Work” stand-up sign for guests to interact with the construction efforts.
- Signage was printed with eye-catching colors and design elements to capture specific details about new lobby features, guest room finishes, and furniture inspiration.

Results

- Hilton Houston North generated interest for their upcoming changes to encourage **repeat visits** from valued guests.
- eSigns delivered the PVC boards order for **two-thirds the price** of the comparable FedEx materials.
- The order was delivered **ahead of schedule** to begin informing guests of the upcoming changes.

“ We appreciated continuing our working relationship with eSigns to communicate exciting changes to our guests. The quality of the print work, the speed of delivery, and the cost savings for our hotel made this an exceptional decision to support the project. We look forward to even more positive results once we bring the stunning poster boards to life with an exceptionally modern experience for our guests.

- Myrta Lugo, Executive & Sales Assistant