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# PRESTO! HOSPITALITY INDUSTRY

Low cost, low effort ideas from around the world to get music really working for your business.

**OneMusic**  
NEW ZEALAND

**97%** of venues recognise their customers want to hear music<sup>1</sup>

**AND**

**Two out of three** of customers recognise music is important-very important when they go to a venue<sup>2</sup>

**BUT**

**Only 20%** of customers said in reality the music chosen by a venue actually created a nice atmosphere<sup>3</sup>

**BIG OPPORTUNITY  
FOR MUSIC IN SERVICE  
BUSINESSES**

**LOW COST & EFFORT**

Rhonda Hadi of Oxford University says businesses that provide an **experience** can reap the greatest rewards from a change to music.

“The service itself is so intangible,” she said, “that **people rely on any cues** they can to gauge the quality of the service that they’ve received.”<sup>4</sup>

“Music...is as important to a restaurant as its food, its service, its décor. Get it right and customers will sense that the **atmosphere feels right** in a way they may not even be able to articulate.”<sup>24</sup>

## IF YOU WANT TO

# ...SELL HIGHER MARGIN FOOD & BEV

### Play music from the country of origin<sup>5</sup>

“If there’s a cultural element – say with Indian or Brazilian influence – that can only make the association stronger.”<sup>5</sup>

“Music done right can also take on a tonne of the heavy lifting needed to transport you to a different universe entirely – or at least a different country”<sup>24</sup>

### What’s the right music?<sup>9</sup>

**87%** of people say they mean the right *volume* (restaurants)

**90%** said music in a restaurant or bar had previously made them leave or vow never to return.<sup>10</sup>

### French music playing in a bottle shop<sup>7</sup>



**40 bottles of French wine**



**12 bottles of German wine**

### German music playing in a bottle shop<sup>7</sup>



**8 bottles of French wine**



**22 bottles of German wine**



## Play it louder to sell sweets and fast food and play it softer to sell greens and health food<sup>8</sup>

Louder music can cause more stress, making consumers choose unhealthier or sweet food option.

### ...Or play it softer to stop them rushing off<sup>9</sup>

“There was a **9.1% increase** in overall sales when playing music that matched the brand, compared with playing randomly selected popular songs”<sup>13</sup>



**13 minutes longer**  
soft music makes them linger<sup>9</sup>



### Gourmet Traveller Magazine:

#### Record bars: allow customers and staff to engage with music in your business

“Bars and restaurants are treating music not as a mere aural wallpaper or simply a way to put customers at ease – but as a feature.”

“They’re also a great way to make customers’ and staffs’ tastes a central part of the creative process.”<sup>24</sup>

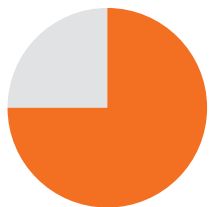
## IF YOU WANT TO

### ... LIFT VOLUME & SALES

Turn it up a notch<sup>10</sup>



Playing 'drinking songs' in a tavern makes customers drink more and stay longer.<sup>11</sup>



75% of hotel guests like to listen to background music in the lobbies, bars, restaurants and public areas.<sup>12</sup>

...But make sure the music matches your venue's identity<sup>13</sup>

Take a 4.3% dive in sales if the music seems out of whack with your venue's image/brand.

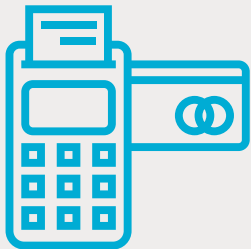


"On brand music" drives 15.6% more dessert sales<sup>13</sup>

What's the right music?<sup>13</sup>

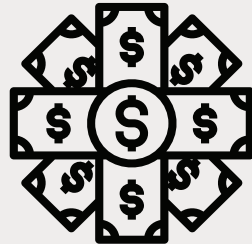
76% of restaurants that play music matching their menu seem more authentic than those that don't.

## Play any kind of half-decent music in your pub, bar or diner!<sup>14</sup>



Pubs on a Friday/Saturday with music **48.2% more sales** than a pub with no music at all<sup>14</sup>

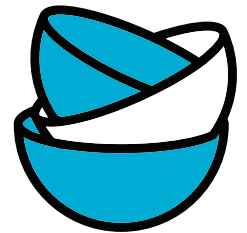
Weekdays in pub with music **21% more sales** than a pub with no music at all music<sup>14</sup>



## Bring in the groups and play music for atmosphere<sup>15</sup>

Those eating with others ate up to **48% more food** than solo diners

Children consumed **30% more food** when eating in a group of nine children than when eating in a group of three children.



### What's the right music?<sup>16</sup>

Jazz and lounge music can make customers spend bigger amounts of money than when other genres of music are playing.

## IF YOU WANT TO

### ...TURN TABLES QUICKLY

“Many hotels do not have capacity to seat all of their guests for breakfast, which means they want to turn tables quickly. In those cases, (provide) a brisk soundtrack, rather than the more sedate, leisurely sounds you might expect.”<sup>4</sup>

### ...GET THEM TALKING ABOUT YOU<sup>1</sup>

**57%** say they want to invite friends to join them when live music is played in a restaurant

**68%** said atmosphere created by music would influence their repeat business or recommendation

### ...BOOST THE TIPS JAR<sup>17</sup>

Tips are up **4%** when upbeat songs are played



### Play it slower<sup>18</sup>

Slow-music at dinner =  
**56 minutes** to eat and leave

Fast-music at dinner =  
**45 minutes** to eat and leave

Encourages customers to  
drink an average of **3.04  
drinks** more per customer

Tips leap even when sad songs are played, because it makes us feel compassion<sup>17</sup>

## IF YOU WANT TO

### ...PLEASE & MOTIVATE YOUR STAFF

#### Play up-tempo music<sup>17</sup>

Playing 140 beats per minute (bpm) music tempo increases the productivity of doing repetitive tasks to **30.7%**.

### ...LIFT YOUR BRAND

#### Jazz adds pizzazz

'Atmosphere (is) perceived differently (for each) musical style. Pop music (is) youthful, exciting and fashionable while lounge music (is) up-market and more sophisticated; Jazz music, (makes a) cafeteria feel restful, peaceful and fresh.'<sup>20</sup>



### ...MANAGE WAIT TIMES FOR TABLES

#### Slow tempo music helps ease wait times<sup>21</sup>

Get to know your customers – the music they like at the volume they like will ease wait times.<sup>22</sup>

Play more highly complex music (contains the most information and warps their sense of wait time in a good way).<sup>23</sup>

People will wait up to **26% longer** when music is played than when no music is played.<sup>19</sup>

## How to start booking live music

### Easy, impactful... and low risk.

#### Start with:

- Local acoustic performers – they don't take up much space
- Local solos, duos or small trios – same
- Consider local electronic music acts for an 'arty and youthful' vibe

These musicians have little to no tech requirements.

Make sure you pick a genre or style that is suited to the vibe of your business!

#### Find the musician

1. **Call a booking agent.** Type 'music booking agent' and your suburb or town into a google search. Usually for established musicians
2. **Collaborate** with a network of businesses.
3. Contact your local **council**
4. Contact your local **High School, Music Conservatorium or University** and see if they have any good music students willing to perform, paid



## Set a Budget

Consider the size of the band, their profile and how long you need them to perform (40-45 minutes a set is normal)

## Get it in Writing

Fill in a performance agreement or a booking agreement (even if the performance is free)

[nzmusic.org.nz](http://nzmusic.org.nz)



## Big Note Yourself!

Tell the world you are hosting live music!

1. Get some marketing support from your council
2. Social media (Facebook, Instagram) - ask your performer to give you a plug on social media and your staff if they're keen
3. Create posters and stick them up wherever it's legal
4. Book some ads on local radio, the local paper (even if it's now all online), arts and lifestyle magazines
5. Print and drop off some flyers to other businesses and to clients coming in ahead of your performance
6. The good ol' A-Frame sign out the front!

<sup>1</sup> SOCAN/Leger. Play On: Music is the Food of Business (company catalogue).

<sup>2</sup> Stim and SAMI 2011

<sup>3</sup> Stim and SAMI 2011

<sup>4</sup> Hulyer, Jake. Inside the booming business of background music (6 November 2018). *The Guardian*.

<sup>5</sup> (Wang, Dr quoted by) Charles Spence (2018). Crossmodal contributions to the perception of piquancy/spiciness. *Journal of Sensory Studies* Vol 24, Iss 1

<sup>6</sup> Werner, Barbara and Bernstein, Robert. (2017). A Mathematically-Based Technique of Matching Music to Food to Affect the Culinary Experience. *International Journal of Food Science and Technology*.

<sup>7</sup> North, A. C., Hargreaves, D. J., & McKendrick, J. (1999). The influence of in-store music on wine selections. *Journal of Applied Psychology*, 84(2), 271–276.

<sup>8</sup> Ferber, C & Cabanac, M. (1987). Influence of noise on gustatory affective ratings and preference for sweet or salt. *Appetite*, Volume 8, Issue 3, Pages 229-235

<sup>9</sup> The impact of pitch, volume and tempo on the atmospheric effects of music Article in *International Journal of Retail & Distribution Management* 30(6):323-330 · June 2002 - Malcolm Sullivan

<sup>10</sup> Guéguen N., Jacob, C., Le Guellec H., Morineau T. & Lourel, M. (2008). Sound Level of Environmental Music and Drinking Behavior: A Field Experiment With Beer Drinkers. *Alcoholism Clinic and Experimental Research* Volume 32, Issue 10.

<sup>11</sup> Jacob, C. (2006). Styles of background music and consumption in a bar: an empirical evaluation. Center of Research of Economics and Management.

<sup>12</sup> MusicWorks and Mindlab.

<sup>13</sup> Soundtrack Your Brand (Spotify)/Swedish Retail Institute. (2017) and SOCAN.

<sup>14</sup> Stim and SAMI (2017) and Dzhandzhugazova, E.A., Blianova, E.A., Orlova, L.N., and Romanova M.M. (2016). The value of music in pubs. *Innovations in Hospitality Industry*. Summary of PRS for Music research conducted by CGA. (2011)

<sup>15</sup> Lumeng J.C., and Hillman, K.H. (2007). Eating in larger groups increases food consumption. *Science Daily*.

<sup>16</sup> Mandila, M., and Gerogiannis, V. (2012). The Effects of Music on Customer Behaviour and Satisfaction in the Region of Larissa - The Cases of Two Coffee Bars.

<sup>17</sup> Beer, A and Greitemeyer, T. (2018). The effects of background music on tipping behaviour in a restaurant: A field study. *Psychology of Music*, Vol 47 (3) 444-450

<sup>18</sup> Milliman, R.E. (1986) The Influence of Background Music on the Behavior of Restaurant Patrons. *Journal of Consumer Research*, Vol. 13, No. 2. pp. 286-289.

<sup>19</sup> Mouaid D. Al-Quds College Dept. of Management and Business Administration. (2016). How Music Tempo Affects Productivity of People Doing Repetitive Tasks  
Vol. 3 Issue 1.

<sup>20</sup> Vitera, T. and Keresztes, B.R., Stenden Hotel Management School The Netherlands. (2013). Music as an environmental factor in hospitality: what is the impact of background music on perceived atmosphere and sales in a school cafeteria?

<sup>21</sup> Droit-Volet, S., Ramos, D., Bueno, J. and Bigand, E. (2013). Music, emotion, and time perception: the influence of subjective emotional valence and arousal? *Frontiers in Psychology*.

<sup>22</sup> Baker, J. and Cameron, M. (1996). The Effects of the Service Environment on Affect and Consumer Perception of Waiting Time: An Integrative Review and Research Proposal. *Journal of the Academy of Marketing Science* 24(4): 338-349

<sup>23</sup> North, A. C. and Hargreaves, D. J. (1999). Can music move people? The effects of musical complexity and silence on waiting time. *Environment and Behaviour*, 31,136-149.

<sup>24</sup> AGT: Carlton, A. (2022) Plate That Funky Music. *Australian Gourmet Traveller*, May 2022 edition, pp. 84-87