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Dec 29, 2009

Coming soon to a hotel near you: Classic rock and The Cure

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When I [chatted with EL Media CEO Joshua Katz](#), I got him to fill us in on what we can expect to hear rocking hotel lobbies in 2010. "Expect a mix of genres from new indie rock to lesser known reggae classics and obscure cuts from classic rock acts," Katz says, "Travelers want to be exposed to music that's fresh and new, but they like to hear something slightly familiar that might bring up great memories from their past." So don't be surprised if your elevator ride suddenly takes you back to the first time you heard that Cure track back in college or the U2 b-side that you thought everyone else had forgotten.

What won't you hear? The Buddha Bar lounge vibe. "It's as overplayed and uninspired of a choice as the Moby tracks that hotels always used to fall back on," Katz says.

His ideal hotel soundtrack would look a little something like this:

The Dynamics- Seven Nation Army
Amy Winehouse- Valerie
Mike Snow- Song for No One
Empire of the Sun- Standing on the Shore
Rilo Kiley- Silver Lining
Phoenix- Run, Run, Run
Tow Tei- Mind Wall feat. Miho Hatori
Air France- Beach Party
Recloose- Deeper Waters
Shawn Lee- Parisian Grand Slam

Readers: What do you think? Are you ready for hotels to upgrade their soundsystems and invest more in music selections? What would be on your ideal hotel playlist? --**Colleen Clark**

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[talkingbean](#) (0 friends, [send message](#)) wrote: 12/30/2009 9:57:28 AM

Huge cheers to this concept - certainly hope Katz is right. Couldn't agree more about Buddha Bar. And love this playlist. Thanks so much. Please keep 'em coming!!

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[jgabbie](#) (1 friends, [send message](#)) wrote: 12/29/2009 5:15:05 PM

Hilton Garden Inn already does this. A couple of months ago I thought I was hearing things when I walked into the lobby. It was the Cure! I didn't hear any Muzak the entire two weeks I was there.

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[colleen.clark](#) (0 friends, [send message](#)) wrote: 12/29/2009 3:47:37 PM

I definitely see where you're coming from, matrix80. from what i gather though, the most successful music playlists are the ones that do old tracks that that crowd would recognize mixed in with newer stuff that channels that vibe but with a new twist. people like amy winehouse can sit quite comfortably next to old Motown, and Rilo Kiley would flow nicely into some old Nancy Sinatra. It seems to me that the key is to draw people in with something familiar and then to keep their attention by introducing them to something new. Do you think that would appeal to your guests?

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[matrix80](#) (0 friends, [send message](#)) wrote: 12/29/2009 3:20:51 PM

With the age of my guests and their lack of retiring for the next generation to take their place this play list will go over their heads. Its bad enough my brand wants us to play a more up tempo/contemporary music selection for a bunch of boomers who dont know or like the music to begin with. This whole idea is fine if my generation (Very late X and mostly Y) are using the lobby but not for mid 50 somethings.

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[daveNaustin](#) (31 friends, [send message](#)) wrote: 12/29/2009 1:34:20 PM

A little mix of Hendrix, Lightnin' Hopkins. Hank Thompson, and maybe some Big Band swing.

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