

VOYANT

THE ART & GRAVITY of PRESENCE™

WHITE PAPER | HOSPITALITY

Art That Earns Its Wall

A revenue-recovery model for hotels and hospitality properties, written for the designer who brings it to an owner, an operator or a tenant, and for the guest who meets it.

The short version. Voyant sells a hospitality property large-format photography and shares with the property what that art earns: **50% of app subscriptions and 30% of print sales** from guests the art reached. In a **model of a 182-key midscale hotel** with a six-piece package at **\$19,610**, the operator's app share alone is **\$4,785 / \$8,190 / \$16,661 a year** (low / base / high). That recovers the package in **19 to 70 months** on the app alone, and in **11 to 26 months** if guests also buy prints. If the property was already going to buy art, the outlay is lower. This is a model, not a promise: the guest rates in it are inputs, not measurements, which is why section 9 is a 30-day pilot.

Voyant is a wellness and self-reflection app. It is not a medical device and this paper makes no clinical claim. [V4]

1. The budget problem

Art is specified late and cut early. In the 2021 HVS Hotel Cost Estimating Guide, the installed package line for "Artwork, Mirrors and Accessories" is **\$228.72 per key** for midscale, about **\$41,600 across 182 keys**, against \$135.04 in economy and \$236.87 in extended stay. [X1, pp.14, 22, 34] It is one of the smaller FF&E lines, so it is one of the first trimmed when a project runs over.

Brands add a constraint. Property improvement plans are mandatory, recur every 7 to 12 years, and the brand approves FF&E submittals. [X2] Some prescribe the art: Hilton Garden Inn has required two lobby pieces from an approved set. [X3] Brands do approve art in a controlled way; Homewood Suites ran a program of brand-approved local art, reimbursing up to \$1,200 per hotel. [X4]

So the owner hears the same sentence every cycle: the art is lovely and there is no money for it. Voyant changes the second half. If the art earns, the question stops being **what does it cost** and becomes **how fast does it come back**, and the guest gets something to do with the wall.

2. The guest experience

Everything below is what a guest does today at a partner venue, from Voyant's own site. [V4]



PER 1,000 GUESTS EXPOSED TO THE ART (MODEL)

Low 126 scan and listen > 3.1 subscribe

Base 126 scan and listen > 4.4 subscribe

High 126 scan and listen > 6.3 subscribe

Engagement 12.6% from the placement mix;
subscribe rates 2.5 / 3.5 / 5.0%. Modeled, not measured.

Figure 1. A guest's path from the wall to a choice. Top row: Voyant FAQ [V4]. Per-1,000 strip: attach 12.6% from the placement mix and subscribe rates from the Hub midscale rows [V1][V3]; modeled, not measured.

- **Scan.** A code beside the work opens the session for that piece immediately. No account, no sign-in, nothing to pay: the venue arranges access for its guests, "in the same spirit as a gallery providing an audio guide." [V4]
- **Listen.** A session of three or five minutes, composed for that image; headphones on. [V4]
- **Choose.** The guest can leave, create an account and subscribe to take sessions with them, or ask about a print. The operator's share comes from the last two. [V1]
- **Privacy.** Scanning at a venue creates no account and links nothing to the guest's identity. [V4]

Plaque copy the designer can use (guest-facing). "Scan to hear this view. A short session composed for this photograph. Free for our guests; no account needed. Headphones recommended." Nothing on the plaque should describe health effects.

A reason to stay, and to come back

We found no published study showing that art in a hotel changes review scores, rate or repeat stays, and we do not claim one. What exists, with its limits:

WHAT THE SOURCE SAYS	LIMIT	SOURCE
A 1-point rise in a hotel's 100-point review index went with +0.89% ADR, +0.54% occupancy, +1.42% RevPAR (31,000+ monthly observations, midscale to luxury, 11 markets).	2012; about reviews in general, not art. Association, not proof that art moves reviews.	[X10]
Wellness trips were 7.8% of trips and 18.7% of trip spend (2023 Global Wellness Institute).	Whole-trip spend, not room rate; not about art.	[X11]
In an experiment, artwork images on a hotel website had a positive effect on booking intention (Zhou and Liu, 2019).	Website images, not in-property art; abstract only read; sample size not stated.	[X12]
In 7.4 million scans across 52 hotel brands, menu codes drew the most scans; Wi-Fi, loyalty and feedback codes drew modest engagement.	Vendor study (Scanova); counts scans per code, not share of guests.	[X13]

The design offers two reasons to return that are ours to test, not claims: each work has its own sessions, so a six-piece property holds six different ones [V4]; and a subscriber can take them home. The pilot asks guests directly.

3. The model in one picture

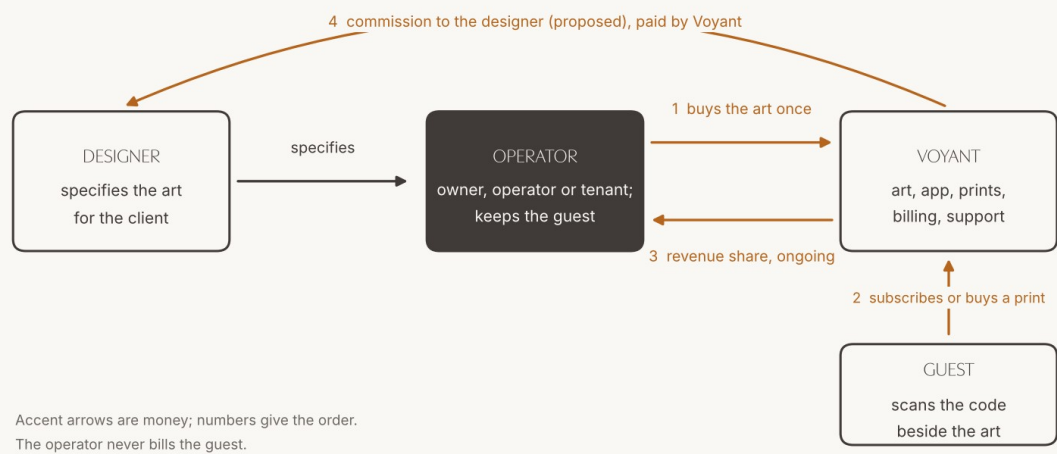


Figure 2. Who pays whom. The operator buys the art once; guests pay Voyant; Voyant returns a share to the operator and, under our proposal, a commission to the designer. Shares: Hub share ladder [V1]. Commission: proposal (section 5).

STREAM	WHO EARNS IT	OPERATOR SHARE	HOW WE TREAT IT
App subscriptions	Voyant bills the guest	50% at the first-property rung [V1]	Underwritten. The only stream behind the headline numbers.
Guest art sales	Voyant sells the print	30%, flat at every stage [V1]	Upside. Shown separately, never in a headline.
Room-rate premium	The property	100% the property's; Voyant takes 0% [V1]	Not modeled. We do not claim it.

4. A worked example

One property, modeled on the Hub: **182 keys, midscale, six installed pieces** (one 72×48 statement, one 48×36 framed anchor, two 48×36 panels, two 36×24 panels) in the lobby, the lounge and one suite type, at rate-card prices: \$6,720 + \$3,610 + 2 x \$2,995 + 2 x \$1,645 = **\$19,610**. [V5] Inputs are the Hub's own midscale scenarios, not a favorable property. [V3]

INPUT	LOW	BASE	HIGH	SOURCE
Occupancy	58%	65%	71%	[V3]
Length of stay, nights / guests per booking	2.5 / 1.5	2.5 / 1.5	2.5 / 1.6	[V3]
Guests who engage after exposure (placement mix)	12.6%	12.6%	12.6%	[V1]
Engaged guests who subscribe	2.5%	3.5%	5.0%	[V3]
12-month retention	40%	45%	55%	[V3]

INPUT	LOW	BASE	HIGH	SOURCE
App price, per year	\$79	\$79	\$79	[V3]
Art scenario: gross sales per piece, per year	\$8,000	\$8,000	\$8,000	scenario input
PER YEAR, STEADY STATE				
	LOW	BASE	HIGH	
Guests exposed to the art	23,118	25,908	30,186	
Guests who engage	2,907	3,258	3,796	
New subscribers / subscribers at steady state	73 / 121	114 / 207	190 / 422	
App revenue, gross	\$9,570	\$16,380	\$33,323	
Operator share, app only (50%)	\$4,785	\$8,190	\$16,661	
Art scenario: 6 pieces, gross (about 21 Collector prints at \$2,250)	\$48,000	\$48,000	\$48,000	
Operator share of art (30%), upside	\$14,400	\$14,400	\$14,400	

Formulas are the Hub's funnel: room nights, then bookings, then guests exposed, then engaged, then subscribers, with steady-state subscribers equal to new subscribers divided by one minus retention. [V1] We rebuilt them independently and matched the Hub workbook to within \$1 on a check case. Model basis: the package price, the revenue shares in section 5 and the Hub's overhead allowance; other commercial terms are set in the agreement and would change these figures. A print sold returns \$675 to the operator at the Collector price ($\$2,250 \times 30\%$). [V6][V1]

When it breaks even

The \$19,610 is charged against the operator share using the Hub's ramp (35 / 65 / 100% of steady state in years 1 to 3 for low, 50 / 80 / 100 base, 70 / 95 / 100 high) and its overhead allowance (15 / 10 / 5%). [V2] Payback is cumulative, interpolated within the year.

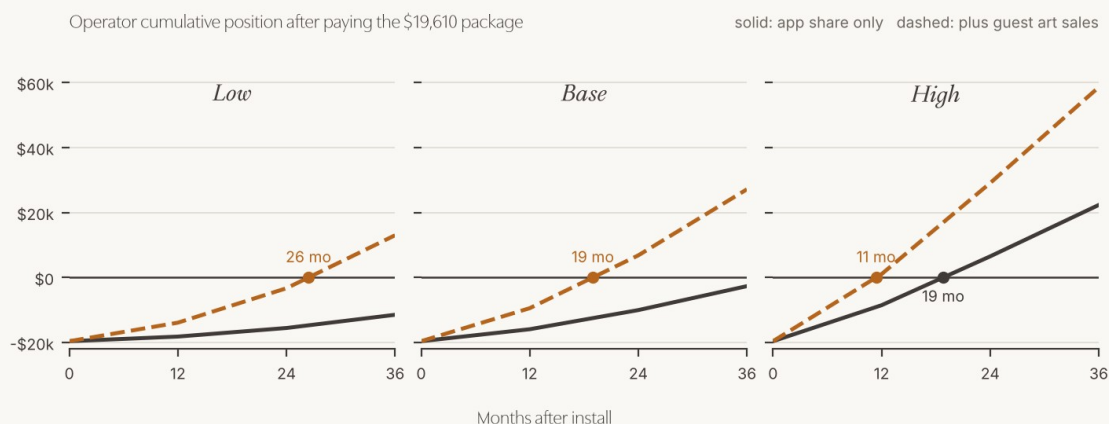


Figure 3. Operator cumulative position after paying the package. Where a line crosses \$0 is break-even; the label is months after install. In the Low and Base panels the solid line does not cross inside 36 months. Source: [V2] applied to [V1][V3]; computations in the working files.

MONTHS TO RECOVER \$19,610	LOW	BASE	HIGH
App share only, no art-budget offset	70	40	19
App share plus the art scenario	26	19	11
App share only, half the package replaces art already budgeted	41	24	11

MONTHS TO RECOVER \$19,610	LOW	BASE	HIGH
App share plus the art scenario, half offset	17	12	6
Collector prints sold in 24 months to break even, app share plus prints	28	17	0
36-month cumulative net, app only	\$8,135	\$16,953	\$41,945
36-month cumulative net, app plus art scenario	\$32,615	\$46,761	\$78,197

Prints row: Collector price \$2,250, 30% share, after the case’s overhead allowance, against the package less app share accumulated in 24 months; prints are not ramped. 28 prints over two years is roughly one a month in the low case; 17 in the base case. [V6][V1][V2]

Is the art free? Only if the budget moves. \$19,610 is 47% of the \$41,627 HVS midscale line for 182 keys. [X1] If the property already planned art spend, Voyant replaces it and the net outlay shrinks. If not, it is an addition, and on app share alone the low case takes almost six years. We will not call the art free in that case. **What you would have to believe for the art scenario:** about 21 Collector prints a year from roughly 25,900 guests exposed in the base case, about 1 in 1,200. No one has measured that at a hotel.

5. Who gets paid what

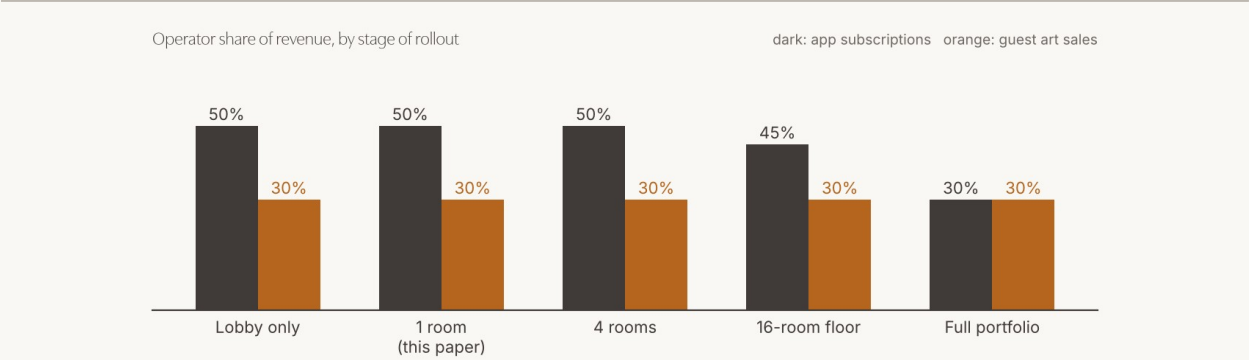


Figure 4. The operator share ladder. App share is highest early and normalizes at portfolio scale; art share is flat. Source: Hub deployment-model.ts, constants PILOT_RAMP_SHARES, PORTFOLIO_APP_SHARE, ART_SHARE_FLAT [V1].

PARTY	RECEIVES	PAYS OR PROVIDES
Operator (owner, operator or tenant)	50% of app revenue and 30% of art revenue from guests the art reached, at the first-property rung [V1]. Keeps 100% of any room-rate effect.	The package once (\$19,610 for six pieces; \$44,975 for fifteen [V5]). Wall access, plaque placement, hanging by its own facilities team, with a white-glove option [V5].
Designer (proposed)	10 to 15% of the package, paid by Voyant, not added to the client's price: \$1,961 to \$2,942 on \$19,610; \$4,498 to \$6,746 on \$44,975. A proposal, not current policy.	Specifies, places and introduces. Carries no inventory, billing or support.
Voyant	The remainder: 50% of app revenue and 70% of art revenue at this rung, before its own costs and the designer commission.	The art, the app, print fulfilment, billing and support.

Why 10 to 15%: published norms for designers on art run from 10 to 20% of retail [X5], consultants take 10 to 15% in direct-artist deals [X6], and one trade program gives 20% off, up to 30% [X7]. Voyant’s site has no trade tier today [V4], so there is no trade price to compare. Where the owner and a tenant are different parties, who takes the operator share is settled in the agreement; no lease or operator agreement has been drafted.

6. Library or bespoke for your property

The art comes from Voyant’s library of photography, and it can also be made for the property: an on-site shoot, built to the client’s need and location, that the designer can take part in. The designer gathers the requirements; the shoot answers them. **This section describes a possibility. The model in section 4 uses library pieces only and does not model bespoke work.**

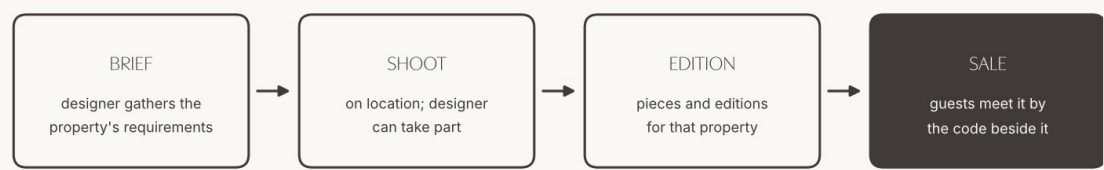


Figure 5. The bespoke path, from the designer’s brief to the guest.

OPTION	WHAT IT COULD BE	HOW IT CONNECTS TO THE REVENUE
Library	Pieces chosen from the existing series, as in the worked example.	This is what sections 3 to 5 model: 50% of app revenue and 30% of print sales to the operator. [V1]
Place-story piece	A local landmark or view shot for the property, offered to guests as a print.	Guest print sales would be the lever. Whether a local subject sells more than a library image is untested.
Signature lobby piece	One commissioned work built around the property’s attributes and the brief.	Sits in the lobby placement the model already counts; the model does not credit it with any extra.
Seasonal edition	A limited run tied to a season or event at the property.	A reason for guests to scan again; unmeasured. Edition structure is not set.

Terms for bespoke work, including how the revenue shares apply to it, are agreed with the property; the Hub’s rate card has a tier described as bespoke curation, edition control and on-site art direction, but no bespoke figure is used in this paper. [V5]

7. Brand standards and operations

TOPIC	STANDARD	SOURCE
Brand approval	Branded property: brand signs off the FF&E submittal before anything is ordered. Some brands prescribe lobby art.	[X2][X3][X4]
Housekeeping	One high-density microfiber cloth; distilled water or an anti-static cleaner such as Brilliance if needed. No chemicals. A kit ships with every Signature edition.	[V4]

TOPIC	STANDARD	SOURCE
Lighting	High-CRI LED at 3000K to 3500K, aimed 30 to 45 degrees from the ceiling. Do not hang opposite a large uncovered window.	[V4]
Placement	12 to 18 in of clear wall around the work; avoid thermostats and switches. Signature (40×60) sits best viewed from 4 to 6 ft; Collector (30×45) about 4 ft.	[V4]
Install and security	Signature: heavy-duty French cleat to studs or blocking; a 5-ft piece can exceed 40 to 50 lb. Collector: Z-bar or security mount. Rate-card hardware includes cleats or security mounts, D-rings and wire; pieces ship crated and the property's facilities team hangs them.	[V4][V5]
Lead time and delivery	Made to order, about 4 to 6 weeks. Crated, insured courier. Inspect on delivery and report damage within 48 hours.	[V4]
Final sale	All sales are final and cannot be cancelled once production begins. Defects are repaired or replaced.	[V4]
Guest data	A venue scan creates no account and links nothing to identity.	[V4]

8. Risks and what we do not know

RISK OR UNKNOWN	WHERE IT STANDS
No measured hotel funnel	Engagement, subscribe and retention rates are modeled inputs. The model starts from zero subscribers; none of the revenue shown has been earned yet. The pilot exists to replace inputs with counts.
Guests may not scan	Scan behavior varies widely by code type in the one large dataset we found, and it is a vendor's study. [X13] We assume nothing beyond the Low case.
Art sales have no precedent	We found no published hotel art revenue-share terms and no sales data in trade coverage. [X8][X9] The art scenario is a scenario.
Review and rate effects not shown	The review-to-revenue link is general [X10]; we have no evidence for art. We model none of it.
Brand-controlled art	Chains can prescribe art. [X2][X3] Brand sign-off comes before specifying.
Made to order, final sale	Pieces cannot be cancelled once production starts. [V4] Confirm placement and brand fit first.
Ownership and leases	Who owns the art and who takes the share when owner and tenant differ is not yet drafted.
Rates move	US full-year 2025 occupancy was 62.3% [X14]; the base case uses 65% for a midscale property. HVS figures are 2021 dollars. [X1]

9. A 30-day pilot

Thirty days cannot show payback; it can show whether the funnel is real. At base-case rates a 182-key property exposes about **2,129 guests** in 30 days, of whom about **268 engage** and about **9 subscribe** (low 6, high 16). [V1][V3] Subscribers are single digits, so the day-30 call rests mainly on scans and sessions per piece.

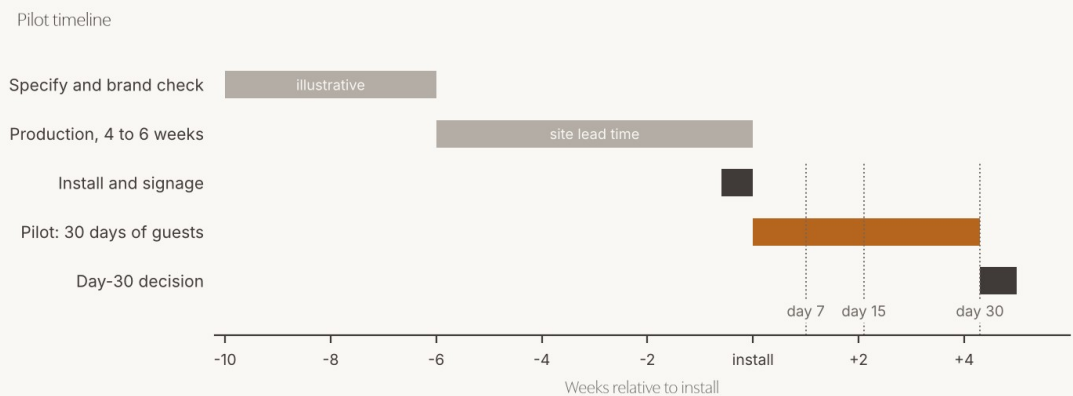


Figure 6. Pilot timeline in weeks from install. Production is Voyant’s stated 4 to 6 weeks [V4]; the specify-and-check window is illustrative and depends on the brand.

ITEM	PROPOSAL
Scope	One property: lobby, lounge and one suite type, six pieces (the package in section 4). Brand sign-off first if flagged.
Measure	Scans per piece; sessions started and finished; accounts created; print enquiries; a short optional guest question. The count method is agreed before install.
Day 30	Compare to the Low case (about 239 engaged guests in 30 days). At or above: extend to 90 days. Below: keep the art, review placement and signage, and re-test. Thresholds are set with the operator.
Designer	Chooses placement, reviews the day-7, day-15 and day-30 numbers with the client, and earns the commission in section 5 on the package.

10. Questions designers ask

Is the art really free?

No, unless it replaces budget the client already had. Then the net outlay shrinks and the app share starts paying it back. Section 4 shows both cases.

Why should the owner believe these numbers?

Not yet. They come from Voyant’s own model and we label every input. The pilot is built to replace them with counts.

Do guests have to pay or sign up?

At a partner venue, no. A scan opens the session with no account and nothing to pay. Subscribing and prints are optional. [V4]

Will it look like advertising?

The only addition is a small plaque with a code. The piece is a large-format photograph first.

What if the brand says no?

Then it does not go in. Brands approve FF&E submittals [X2]; get sign-off before specifying.

Who cleans it, and can it walk off the wall?

Housekeeping uses one microfiber cloth, no chemicals. Hanging uses cleats or security mounts into studs or blocking (section 7). [V4][V5]

Can I tell guests it improves their wellbeing?

No. Voyant is not a medical device and makes no clinical claims. Describe the experience, not an outcome. [V4]

We are the tenant, not the owner.

The landlord's consent and who owns the art at lease end are not drafted. Raise them first; we will write them into the agreement.

Can the client lose money?

Yes: if the package is an addition and guests do not engage. In the low case app share alone does not recover it inside five years.

What do I earn?

We propose 10 to 15% of the package, paid by Voyant. It is a proposal, not policy.

Sources

- [V1] Voyant Hospitality Hub, src/lib/deployment-model.ts: funnel, computeTier, share ladder, art share (read-only, 21 Oct 2026).
- [V2] Voyant Hospitality Hub, src/lib/underwriting.ts: ramp presets and overhead (via working notes); payback computed in the working files.
- [V3] Voyant Hospitality Hub database, deployment_model_assumptions, midscale rows; replica in the working files.
- [V4] voyantpresence.com FAQ, Fine Art Care, Shipping and Returns, Signature Editions and Presence Sanctuaries pages, as captured 21 Oct 2026.
- [V5] Voyant Hospitality Hub, src/lib/art-pricing.ts: rate card (6 pieces, \$19,610; 15 pieces, \$44,975) and hardware and install terms.
- [V6] Voyant Shopify store prices as recorded in the Voyant ad plan v1.4: Open \$1,450, Collector \$2,250.
- [X1] HVS Hotel Cost Estimating Guide 2021, pp.14, 22, 34, opened 21 Oct 2026. <https://www.hvs.com/WebContent/bookstore/HVS%20Hotel%20Cost%20Estimating%20Guide%202021.pdf>
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