

Bohemian Creative Lifestyle

By Lisa Hall

Hotel Murals

More than just paint, murals are a high-impact marketing asset that:

- **Strengthens the hotel brand & identity**
- **Enhances the guest experience**
- **Provides merchandize opportunities**

Let's chat



I am a world traveler, muralist and marketing specialist who loves to create connections between people and places through art.

My murals feature a colorful, illustrative style of art designed to strengthen your hotel's brand and enhance the guest experience.

The integration of a mural is a strategic approach to enhance branding & marketing efforts, and can include additional revenue opportunities through product sales.

Let's work together to create a vision for your walls to become storytelling marketing assets that guests will remember.

View mural examples



Lisa Hall

of Countries Visited: 54

Top Destination: Nice, France

Favorite Hotel Amenity: Pool

Will Splurge On: Room Service

Murals can leave a lasting impression:

Strengthens the hotel brand & identity

- Provides recognizable visual elements for consistent branding
- Creates striking visuals for marketing campaigns
- Generates user-created content
- Acts as a long-term marketing asset
- Design can be used throughout the hotel on menus, bar coasters, do not disturb signs, etc.

Enhances the guest experience

- Sets the tone for the stay (relaxing, playful, luxurious, etc)
- Creates a sense of place
- Insta-worthy photo opportunities



And increase revenue:

Provides merchandize opportunities

- Create products based off the mural with cohesive visuals
- Offers additional revenue opportunities to sell products



Process

Phase 1: Vision + Estimates (1-3 days)

- Initial video call to discuss your mural needs/goals
- Get to know my work, offerings & estimates

Phase 2: Design + Revisions (2-3 weeks)

- Discuss art direction for the design
- Up to 2 rounds of revisions
- Approve final design & project details

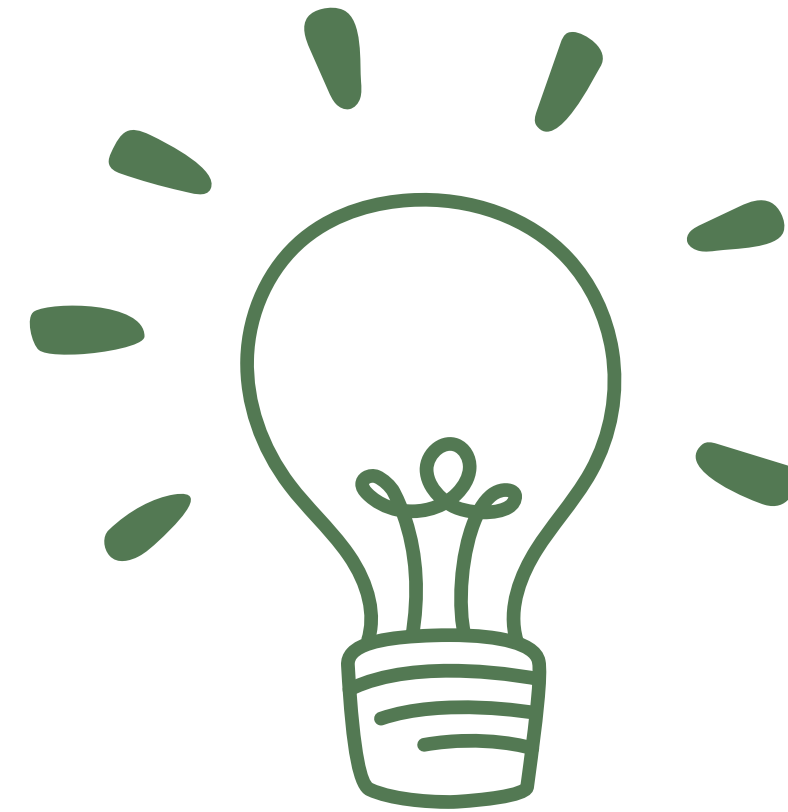
Phase 3: Painting + Marketing (1-2 weeks)

- Prep walls as needed and begin painting
- Incorporate marketing campaign (if requested)
- Celebrate mural completion

Pricing

Pricing depends on a number of factors such as wall size & material, level of engagement/marketing, timeline, materials needed, etc.

My starting base price is \$5,000 for a mural or starting from \$7,500 with a marketing campaign component.



Mural ideas:

- Lobby/front desk showcase piece
- Wayfinding designs
- Pool, spa, amenity space murals

& many more!

“Check-in” with me and let’s start your mural!

Lisa Hall



202-247-5187



Lisa@BohemianCreativeLifestyle.com



@bohemiancreativelifestyle



www.BohemianCreativeLifestyle.com

Your mural starts here

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