

# How The Edelweiss Self-Playing Piano Increased Footfall To The Midland Hotel Bar By 25%



## About

The Midland Hotel is in the heart of Manchester. It has long been a beacon of great hospitality and has served travellers since 1903.

## Problem

The Midland Hotel Bar faced a noticeable decline in foot traffic. This traffic was from the after-work crowd, a key group. Competition among evening hangouts is fierce in the city. The bar sought a unique element to set them apart.

The hotel needed to enhance the customer experience and boost patronage during these crucial hours.

But people viewed the bar as exclusive and pretentious and would often avoid it. The hotel tried hiring local entertainers, but many never turned up. When they did, they were often over-intrusive to customers who just wanted to chat after work.

## Solution

The Midland team took a chance on the Edelweiss Self-Playing Piano. It looked like a marvel of modern technology but the timeless form of a traditional piano. This piece was not an instrument but a statement.

It blended beauty, musical skill, and new technology. And it was different from what any other local bars had on offer.

The piano is operated wirelessly and has a repertoire of over 1,000 songs. The piano offered a new and intriguing way to entertain.

It delivered a live music experience without the need for a live performer.



Johnathan Smith  
is the General  
Manager of The  
Midland Hotel

**The Edelweiss Self-Playing Piano was a game-changer. Its presence alone has turned our bar into a destination.**

**Patrons are coming for more than just the drinks. They come for the unique atmosphere that only live music can provide.**

**It's sophistication, entertainment, and innovation rolled into one.**



## Results

The piano's introduction at The Midland Hotel Bar caused a significant increase in visitors after work. The soothing and lively performances improved the bar's atmosphere.

The self-playing piano played the tunes. This drew customers to the charm and novelty and helped them unwind.

**A regular  
customer  
shared**



"The bar feels alive in a way it never did before. It's like our gathering spot has a heartbeat now.

It pulses with each note from that incredible piano. It's become the highlight of my after-work ritual."



Foot traffic increased by 25% in the first three months after installing the piano. Customer feedback was very positive.



Sales of signature cocktails rose by 30% in the same period.

The self-playing piano set The Midland Hotel Bar apart from its competitors. It also redefined the customer experience, bringing new life to Manchester's evening leisure.



**Sarah Collins, the Head of Marketing for The Midland Hotel, said:**



"We've seen a big change in our evening foot traffic. The Edelweiss Piano is more than just an instrument; it's a magnet. It has not just attracted more customers. It has also enriched our brand image. It shows us as innovators in hospitality."

They addressed their challenge with a novel solution. The bar at the Midland Hotel is buzzing now. It shows that hitting the right chord can make all the difference in business, just like in music.

Check Out The Edelweiss Self-Playing Piano at  
[edelweisspianos.com/self-play/](https://edelweisspianos.com/self-play/)