

The \$500 Room Refresh: Budget-Friendly Updates That Look Like \$5,000

Are your guest rooms looking a little tired? Maybe the beige walls are feeling bland? Is that generic artwork isn't doing anyone any favors? You know they need an update, but a full renovation? That's not happening on this year's budget.

Here's what is happening: **\$500 can completely change how your rooms feel.** We're talking about simple swaps and smart updates that make guests think you spent way more than you did.

The Power of Perception






Here's the truth: Guests don't see the price tag—they see the polish. They're not evaluating how much you spent on fixtures or finishes. They're reacting to mood, comfort, and visual appeal.

And that's where your opportunity lies.

You don't need a full renovation to make a powerful impression. A few intentional, creative updates can instantly shift a guest's experience—from "just okay" to "wow, that was better than I expected."

High-Impact, Low-Cost Upgrades

Think of these as a menu of mix-and-match magic. Pick a few. Try one. Repeat what works. Every item here is under \$100—and together, they'll make your room look like a \$5,000 refresh.

Update	Why It Works	Est. Cost
 Paint an accent wall	Adds contrast and modern appeal	\$60
 Swap in a luxe-look bedspread	Instantly elevates comfort & style	\$90
 Update a lamp or fixture	Softens lighting, warms atmosphere	\$80
 Add local artwork or decals	Gives personality and a story	\$60
 Hang a stylish mirror	Reflects light, makes room feel bigger	\$100

Pro tip: Many hihotels vendors offer franchise-friendly discounts. Ask your brand team how to save even more on bulk orders.

Franchisee bonus: hihotels' [Refresh Your Guestroom for Less Than \\$2 a Day](#) program can help you tackle larger furniture and fixture updates—without needing a big upfront spend.

From Beige Blur to Boutique Bold

Encourage your team to capture the transformation! Even a simple before-and-after photo or

video can create a scroll-stopping moment on your social media—and give future guests a taste of what to expect

What Owners & Guests Are Saying

Small updates don't just look good—they work. Some owners have seen a measurable boost in:

- Guest satisfaction scores
- Room photo engagement online
- Positive comments about décor and comfort

Every dollar you spend on a refresh is an investment in perception—and perception drives bookings.

Start Small. Start Smart.

Choose one room. Make it your test case. Once you see the impact—on reviews, photos, and guest experience—you'll want to scale it across your property.

And with hihotels' *Refresh Your Guestroom for Less Than \$2 a Day* program, you can do exactly that—without breaking the bank. [Learn more.](#)