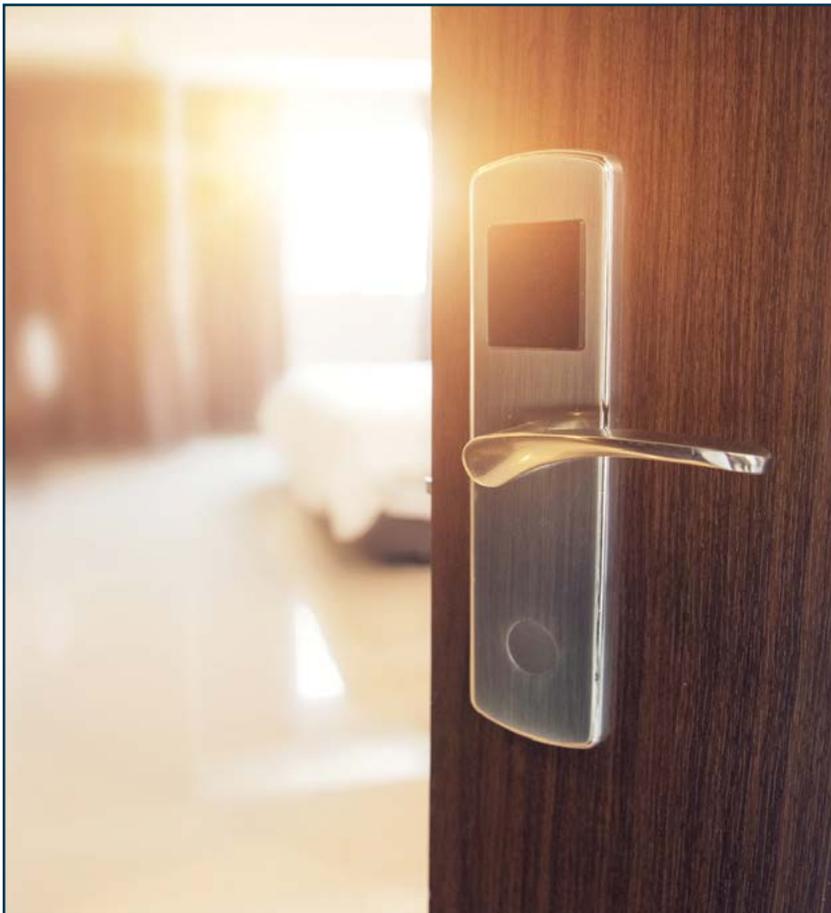


How a Strategic Network Architecture Drives an Enhanced Guest Experience

By Lisa Majdi

Building a superior network foundation can deliver traveler satisfaction with interactive, augmented and immersive experiences, all driven by smart, deliberate and strategic network blueprinting.



Modern travelers, both pleasure or business, expect to be entertained, comforted and connected while visiting a property. Indeed, hotels, resorts, convention centers and venues alike must attract and retain guests, focusing on satisfaction, business efficiency and innovative technology.

As organizations become more tech-savvy and understand the infrastructure needed to deliver a premium experience, they recognize the importance of precise planning, design and installation of high-bandwidth networks. Together these elements drive most of the customer experience and business functions guests expect.

Every attraction is different, and so too is every guest. Management must therefore be prepared to incorporate a personalized touch along with the appropriate network infrastructure and support to withstand tens of thousands of daily connections. In the end you will receive a wowed guest, satisfied customer and repeat business user.

The following is an exploration of how building a superior network foundation can deliver traveler satisfaction with interactive, augmented and immersive experiences, all driven by smart, deliberate and strategic network blueprinting.

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Ubiquitous Coverage Combined with Blazing Speed

Noting the importance of an individualized approach to network infrastructure, a venue like a convention center presents an intriguing opportunity. This is because it is expected to perform multiple functions for various audiences and lines of business. This includes advertising/promotion, environmental controls, facilities operations, among others.

Ideally redundant 10 Gig circuits ensure all events and exhibitors have access to fast, reliable bandwidth needed to power their exhibitions and customer displays. This type of on-site bandwidth capability allows for conventions, events and trade shows to grow without a venue having to worry about bringing in more bandwidth annually or with each event.

In large venues, cellular connectivity has always been a challenge. Even today, many airports, stadiums or arenas have spotty cell service. To accommodate for the increase in wireless traffic, many venues install a neutral host DAS (Distributed Antenna System). Such a connective array extends its functionality by fueling critical tasks across the property, as noted below.

Augmented Reality

Moreover, The Hub Hotel in the United Kingdom is equally utilizing their bandwidth backbone to drive traveler satisfaction.

Augmented reality is becoming more and more prevalent within the hospitality industry, because it allows hotels and other related businesses to virtualize their physical environments and enhance the experience of exploring the surrounding area.

The Hub Hotel in the United Kingdom recognized quickly the importance of the added value virtual and augmented reality could bring. It uses AR in conjunction with wall maps placed in its hotel rooms.

By pointing a smartphone at the map, guests can see additional information about local places of interest, enhancing the use of the map itself and potentially making their stay more convenient and enjoyable.

As noted, pre-planning is integral to developing and maintaining a comprehensive and reliable connected experience. Resorts, hospitality organizations and hotels should conduct an audit of their respective systems to determine if they have the necessary bandwidth to drive activities that wow guests. *



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