

FINALLY, WI-FI WE CAN ALL AGREE ON

Welcome to a new wireless era

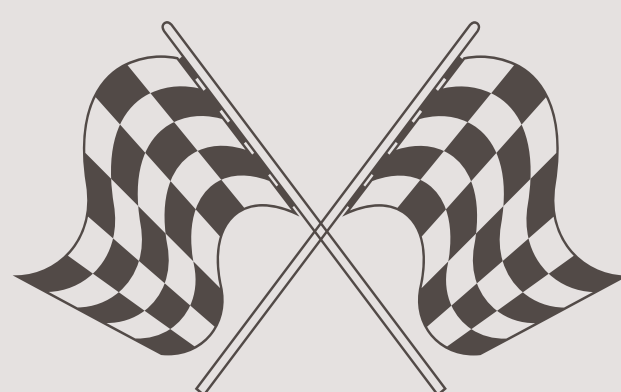
Free Wi-Fi is becoming an industry norm and guests are increasingly expecting it. However, this all access model comes at the cost of speed. To increase guest satisfaction, we are taking an innovative approach to our Internet offering: free basic Wi-Fi with an optional paid speed upgrade.

Guests want more speed

For a growing segment of travelers basic Wi-Fi isn't meeting their basic needs. In fact, a recent J.D. Power survey found that 31% of guests who experienced a problem during their stay had an issue with their Internet speed.



Stay ahead, or get left behind



Connectivity speeds at hotels are struggling to keep up in an age where smartphones are ubiquitous and guests expect to stream HD videos. Offering an optional upgrade alleviates frustration and keeps guests from seeking a more satisfactory experience elsewhere.



If you offer it, guests will pay

According to a recent Travel Pulse report, 25-30% of guests would pay for a speed upgrade if it were offered.

Everybody wins

Few things are more frustrating than a bad Internet connection. From live sports, to music, to movies we stream loads of content and expect a seamless experience. For business travelers a steady connection with reliable access to cloud services is even more crucial. Tiered Wi-Fi allows us to please our heavy-bandwidth guests while helping to offset the costs incurred by free basic connections.



The emerging model

More and more, the tiered Wi-Fi approach is gaining popularity. In the early days of Wi-Fi, guests were willing to pay a premium for access. Now with everything from subway stations to fast food restaurants offering it for free, customers no longer expect to be charged. With Wi-Fi tiers, we can make up a portion of that lost revenue without angering travelers.



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OUR APPROACH TO WIFI

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Public Spaces / Complimentary

A limited access option that provides 1Mbps of bandwidth, sufficient for checking email and casual web browsing on smartphones, tablets and notebooks.

Guest Rooms / Complimentary

Guests will enter their name and room number to connect and will receive up to 2Mbps of bandwidth. This limited access tier is sufficient for checking mail and web browsing, including small embedded videos popular on news sites.



HELLO
rewards

Hello Rewards Premium / Free for Members

Hello Rewards members are entitled to complimentary premium access throughout their stay.

Guest Rooms Premium / \$9.95 Per Day

Premium access provides guests 5Mbps of bandwidth, allowing for private VPN access as well as video streaming from providers such as Netflix, YouTube and Hulu.



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