



*“Take the ConnectedHotel
High-Speed Highway
To Guest Loyalty...”*

*Our solutions, support &
proven business model
simply cannot be beat.”*

Contact: Jags Patel
ConnectedHotel
President & CEO
866-359-6268
817-287-6200
jags@connectedhotel.com
www.connectedhotel.com

Baymont Inn and Suites – Lewisville lands 792 room contract because of ConnectedHotel High Speed Internet Access

SOUTH LAKE, TEXAS / LEWISVILLE, TEXAS (June 13, 2003) — Baymont Inn and Suites – Lewisville knew ConnectedHotel High Speed Internet Access would pay for itself quickly, but even they were surprised how quickly the payback came about. They booked a 792 room night contract with a construction company building a nearby interstate highway. The company lives and dies by its Internet access. The hotel has the potential for 2500 room nights over a four year period, and they have only had the service up and running for a month and a half.

“Free in-room high speed Internet access is definitely a very lucrative profit feature for us,” said Gene Smith, General Manager of the 90 room upscale hotel located at 780 E. Vista Ridge Mall Drive in Lewisville, Texas. “Of the 188 Baymonts, only 12 currently offer this type of amenity – and we are getting profiled in the corporate newsletter because of our great success.”

Guests appreciate the ConnectedHotel High Speed Internet Access in each of the oversized, 425 sq. ft. rooms. “For sure it is big rooms, big breakfast offering and complimentary high speed Internet as the top 3 reasons guests come to us,” said Smith.

The Lewisville Baymont is ahead of the competition, as the only hotel in the area offering free in-room high speed Internet access. All 90 rooms, including 8 special Jacuzzi suites, provide the amenity. This Baymont prides itself on personalized service and the best, most comfortable rooms, including pillow-top mattresses.

“We are really promoting this amenity with signage at the front desk and an outdoor banner, because we know it really counts for our guests – and for meeting planners looking to book business in a hotel that meets their customer’s specifications,” said Smith.

With a 60/40 mix of corporate to leisure travelers, the busy hotel has a 90% + occupancy rate – thanks in no small part to the ConnectedHotel provided service. “Jags Patel, the president of ConnectedHotel, has personally been involved and on-site in helping make sure we succeed,” said Smith. “They are not a huge company, but they are huge on personal service and on delivering technology that works splendidly.”

Hotel staff is impressed with the support provided by ConnectedHotel, freeing them up to deal with their jobs and not act as technical support to guests on Internet access issues – even the few that do crop up now and then.

Wireless access in the lobby and breakfast room is also drawing users who find they are no longer tied just to their rooms to access the Internet, which makes for a flexible work and leisure environment. Smith notes the service offers information at the fingertips of whoever needs it, where ever in the hotel they happen to be.

“Our business model and our technology allows us to offer our connectivity solution to hotels at just 25 percent of the industry average of \$400+ per connection, so hotels can afford to install HSIA and even offer it as a free amenity to their guests if desired,” Jags Patel, president and founder of [ConnectedHotel](#) said. “Properties quickly recoup their investment through more satisfied guests bringing our clients back their business, along with that of their family, friends and co-workers. Our clients average occupancy gains of 10 to 25 percent within 12 to 18 months.”

[ConnectedHotel](#) promotes client properties through www.connectedhotel.com, which details member hotels through an interactive members map with links to individual property websites. Helping guests plan their stays and fill their “need for speed” in connectivity, [ConnectedHotel](#) essentially is “a high-speed brand within a brand,” Patel said.

Patel attributes the company’s string of installation successes to a winning business model tested and proven to benefit hotel operators and guests alike.

“From the beginning, we set our sights on delivering a unique value proposition to guests — knowing the ROI would quickly follow with improved guest experiences driving recognition, repeat business and referrals,” he said.

Over the past few decades, Patel has had a hand in the development of some 50 new hotels and he continues to hold stakes in nearly a dozen properties throughout the U.S. Patel said his owner/operator position has given [ConnectedHotel](#) and its customers a leg up on competitors regarding HSIA.

“Every HSIA solution, business model and technical and marketing support process we have in place today was rigorously tested and tweaked over the past two years at a few of the hotels I have stakes in,” Patel said. “Rather than join the others in the early HSIA land grab, we took our time to do it right — and we did it on the backs of my hotels so the learning curve couldn’t come back to bite us, our customers or their guests.”

Baymont Inn and Suites – Lewisville is part of the Baymont Inn & Suites chain, a division of the Marcus Corporation, a leader in providing comfort and convenience at an affordable price. It is located at 780 E. Vista Ridge Mall Drive, Lewisville, TX 75067. Featuring High-Speed Internet Access among many other included amenities, the hotel staff works hard to provide personal service for both business and leisure traveler. For more detailed information about the hotel, please visit <http://www.baymontinns.com/lewisville/> and contact Gene Smith, General Manager, at 972-459-8000..

[ConnectedHotel](#) is a subsidiary of Southlake, Texas-based NanuCom L.L.C., which also markets an array of telecom and e-commerce/Web development solutions to the hospitality industry, as well as develops, owns and operates lodging properties throughout the U.S. Dozens of properties of many types and brand flags have taken the [ConnectedHotel](#) High-Speed Highway to Guest Loyalty, effectively creating a High-Speed Brand Within a Brand. For more information on the company and its unique solutions, services and business model, please visit www.connectedhotel.com, or contact Jags Patel at 866-359-6268, 817-287-6200, or jags@connectedhotel.com.

###