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High-Speed Highway
To Guest Loyalty...”*

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proven business model
simply cannot be beat.”*

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Holiday Inn Express – LA/Silver Lake saves travelers time to enjoy LA with ConnectedHotel High Speed Internet Access

SOUTH LAKE, TEXAS / LOS ANGELES, CALIFORNIA (June 13, 2003) — Business guests now have more time to enjoy the sights of Los Angeles when they stay at the Holiday Inn Express Hotel & Suites – with the free in-room high speed internet access. The 65 room hotel that caters to many international travelers finds its guests can get their work done faster so they can spend more time enjoying the many attractions nearby.

“What used to take a guest over an hour to do with a dial-up connection they can now get done in less than half the time with the ConnectedHotel High Speed Internet Access we provide as a free amenity to all our guests,” said Anil Patel, General Manager of the Holiday Inn Express located at 205 Silver Lake Blvd in Los Angeles. “I get a lot of guests that really appreciate that they can get their work done quickly and use their precious time to get out to a restaurant or go for a beer.”

The hotel sees itself as a boutique style hotel that offers guests more than they expect and is rewarded by their loyalty and generous word-of-mouth referrals. With 20 suites featuring a full-size jacuzzi, a king bed, microwave and refrigerator, the hotel makes a real effort to go out of its way to make guests feel at home.

“About 75% of our rooms feature a view of the famous Hollywood sign, so our guests naturally expect an LA experience,” said Anil Patel, “And we work hard to provide the personalized service they expect, which is a boutique feature, as is our upscale High Speed Internet Access amenity which we have been offering free to our guests for about 3 months now, very successfully – our guest love the service.”

All 65 rooms and the meeting room are wired for ConnectedHotel High Speed Internet Access, and the lobby features wireless access. To encourage greater usage, especially with travelers who may want Internet access but don't have a PC with them, the Holiday Inn Express plans to offer a low cost notebook computer rental for in-room use. “We want to make it easy for our guests to get the information they need for work and for leisure activities,” said Anil Patel.

Guest appreciate the attention and the personalized service, because they keep coming back, a fact that really matters in today's soft economy and decreased travel environment. Customers don't always say they need high speed Internet access – but they do need it, and when it is available free of charge it increases their satisfaction with the hotel.

“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.”

Holiday Inn Express Hotel & Suites is located at 205 Silver Lake Blvd., Los Angeles, California, close to all the major attractions, theme parks and studios of the city. Featuring High-Speed Internet Access and a host of included amenities for both business and leisure travelers, the hotel and its friendly staff strives to provide the best in personalized service to all its valued guests. For more detailed information about the hotel, please visit <http://holidayinnexpresslosangeles.com> and contact Anil Patel, General Manager, at 213-387-5737 and by e-mail at info@holidayinnexpresslosangeles.com.

[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.

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