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proven business model  
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## **High Speed Internet Access boosts profitability, gives Hampton Inn and Suites in Grapevine, Texas the ConnectedHotel edge**

**SOUTH LAKE, TEXAS / GRAPEVINE, TEXAS (June 13, 2003)** — Before they installed ConnectedHotel High Speed Internet Access, the Hampton Inn and Suites in Grapevine, Texas knew they were losing a lot of business – to the tune of \$30,000 in just four months – because they didn’t offer the Internet access. The need was growing, and the hotel was losing business from groups that turned elsewhere.

“It was clear we needed this amenity because our guests were asking for it and we knew we were losing group business because we didn’t have it,” said Shafiq Hirani, President of the 94 room upscale and amenity rich property. “We have had the service in for a month now, and it has already paid itself back as far as I am concerned.”

Hirani sees free in-room High Speed Internet Access as a mandatory amenity that travelers can no longer live without. His hotel, located at 1750 State Highway 121 North, in Grapevine, Texas, and north of the DFW airport, has experienced first hand how great the need is. “Even if it didn’t increase the revenue stream, it required today just to maintain it,” he said.

This Hampton Inn & Suites provides a unique interior design with wood paneling and leather incorporated into the public spaces, with the design touches extended into the rooms as well. “We try to provide a nice, warm, comfortable setting, which is very much a Ralph Lauren type of design,” said Hirani.

“It has kept our guests coming back again and again – and now with the free Internet access they don’t have any reason to go elsewhere.” Hirani related that a guest told him that from now on he would always stay there because the hotel has high speed Internet access, but before he had to go elsewhere on days when he needed Internet access to get his work done.

Each of the rooms are wired for access, and wireless access is provided in the public areas and lobby. In the two meeting rooms both wireless and wired access is provided for up to 48 computers, making it possible to conduct meetings where participants are all connected.

“ConnectedHotel has been very good about providing 800 support and the guests who have had the need to call for support got their questions answered promptly and professionally – most guests can just plug in and go,” said Hirani. “We don’t have anything to complain about because our guests are extremely happy with the service.”

The bottom line benefits to the hotel and improvements in guest retention and satisfaction are directly attributable to the **ConnectedHotel** High Speed Internet Access service, according to Hirani.

“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](http://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.”

*Hampton Inn and Suites DFW – Grapevine is a unique, upscale hotel feature rich wood paneling and leather interior designs for a warm and comfortable atmosphere. Located at 1750 State Highway 121 North, in Grapevine, Texas, it provides the traveler with all the most sought after amenities, including free in-room High-Speed Internet Access, wireless access in public areas, and an indoor pool, among many others. Whether traveling for business or leisure, you will find that the Hampton Inn and Suites provides friendly service and many extra touches to make every stay more enjoyable. For more detailed information about the hotel, please visit <http://www.hamptoninn.com> and contact Shafiq Hirani, President, at 972-471-5000.*

***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](http://www.connectedhotel.com), or contact Jags Patel at 866-359-6268, 817-287-6200, or [jags@connectedhotel.com](mailto:jags@connectedhotel.com).*

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