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proven business model
simply cannot be beat.”*

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Holiday Inn Express Hotel & Suites of Memphis, TN treats travelers right from the start with FREE ConnectedHotel High Speed Internet Access

MEMPHIS, TENN. (March 20, 2003) — Express has taken on a whole new meaning at this Holiday Inn Express in Memphis, Tenn., with the recent deployment of free-to-guest in-room High Speed Internet Access. Now guests can get on the Information Super Highway and quickly get wherever they need to go, be it work related or for relaxation, and do it hassle-free, fee-free.

Breakthrough High Speed Internet Access (HSIA) technology from *ConnectedHotel* makes it all possible. The Holiday Inn Express Hotel & Suites, located at 4225 American Way, decided to include HSIA as part of its standard amenity offering, recognizing that guests really appreciate the service and show their gratitude to the hotel through increased loyalty and word-of-mouth referrals.

“We had HSIA wired in each of our rooms right from day one when we opened,” said Betty Stauber, General Manager of the 110-room hotel. “Our guests really love it. I’ve gotten comments back many times that it is the easiest HSIA connection they have ever made.”

Guests are surprised that the service is free, and they reward the hotel by coming back to stay there again and again.

“HSIA is certainly a very important amenity. I know from personal experience that when deployed right, HSIA, can help a hotel draw guests,” Stauber said. “The payback period is relatively short, while the ROI is reaped for years.”

Jags Patel, *ConnectedHotel*’s Founder, President & CEO, said guests view HSIA as a “must have” amenity because they use the Internet for both work and leisure. Hotels that offer the amenity for free gain significant benefits in guest satisfaction, increased room occupancy rates, and increased referrals.

“We offer our guests a complete amenity bundle, and our guests expect HSIA from us,” Stauber said. “It’s hard to really impress them and surprise them, but with our free HSIA, we’ve managed to do both.”

Stauber said she views the combination of all of the amenities as the reason guests choose her facility over others in the area, but admits that free HSIA is a real eye-opener for even the jaded, seen-it-all business traveler.

“Free-to-guest HSIA isn’t close to enough if the technology isn’t extremely easy to use, and the *ConnectedHotel* HSIA is as easy as they come,” Patel said. “We’ve worked very hard to make this technology as transparent and as reliable as we could so guests don’t have to have an engineering degree in computers to make it work.”

The *ConnectedHotel* solution lets guests “plug in and surf away” without reconfiguring their notebook computers or adding any software, even if they use a proxy server, custom network settings, or need to VPN tunnel into a secure corporate network.

Stauber said she's "impressed with how user friendly [ConnectedHotel](#)'s technology is and how awesome the company's support people are."

Patel takes great pride in the support his organization offers its member properties and their guests. If an issue arises, no matter how small, guests and properties can simply call the [ConnectedHotel](#) toll-free support hotline 24/7/365 and receive immediate, knowledgeable assistance to resolve their problems on the spot.

"You won't have to suffer through laborious voice messaging and extended wait times, and be subjected to outsourced amateur techies if you ever need our technical support," said Patel, who is also a hotel owner/operator, hotel developer and member of several hotel associations. "When we built our HSIA solution, we did it right, working out all kinks in my hotels so when we offered it to the marketplace, our product and support people were rock-solid."

Guests really appreciate the high level of HSIA support, even though they almost never need to use it. Stauber said, noting it's one less headache she has to deal with on a daily basis. Industry sources bear out that having support available around-the-clock is a significant contributor to guest satisfaction, since over 92 percent of business travelers base their hotel choices on the availability of fast and easy to use Internet access. A reported 25 million travelers today are demanding HSIA in hotels, a jump of 15 times what it was just 5 years ago. Of these, however, less than 50 percent are willing to pay for HSIA. However, if provided free of charge, the amenity helps the hosting hotel win and keep business as well as get the free word-of-mouth referrals of business and leisure travelers.

"Our business model and our technology allows us to offer our connectivity solution to hotels at just 40 to 60 percent of the industry average of \$400 per connection, so hotels can afford to install HSIA and offer it as a free amenity to their guests," said Patel. "They quickly make up their investment through more satisfied guests and higher occupancy."

[ConnectedHotel](#) is supporting its member hotels who offer its HSIA through its www.connectedhotel.com website where it lists member hotels, helping guests with the need for free speed find properties that offer it. Jags Patel's "brand within a brand" is helping participating hotels maximize the benefits from increased guest loyalty that HSIA creates and helps promote higher overall occupancy.

Stauber said the Holiday Inn Express is very pleased with the bottom-line results [ConnectedHotel](#) HSIA delivers.

"During the week, about 80 percent of our guests are business travelers, and they are pretty much all traveling with a notebook PCs strapped to their backs," she said. "Our free-to-guest [ConnectedHotel](#) HSIA helps them get and stay connected, and get more done more quickly, so they have a little more time left to enjoy the other great amenities we have to offer at this property."

The Holiday Inn Express in Memphis, Tenn., is located just six miles to the Memphis International Airport at 4225 American Way. This new hotel opened April 2002 and offers 110 beautiful guestrooms, which includes 27 suites, in a three-floor interior corridor design with elevators. In addition to FREE High Speed Internet Access, all rooms have a microwave, a refrigerator, iron and ironing board, a hair dryer, and two-line phones with voice mail and data ports, among other amenities. Guests are treated right with free deluxe breakfast buffet each morning, heated indoor heated pool, hot tub, complete exercise facility, business center and meeting rooms. For detailed information, please visit <http://www.sixcontinentshotels.com/h/d/EX/hd/memam> or call (901-369-8005 for reservations.

[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.