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proven business model  
simply cannot be beat.”*

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## **Best Western Club House Inn & Suites in Mineral Wells, Texas, Only Hotel in Town to Give Guests FREE ConnectedHotel High Speed Internet Access**

**MINERAL WELLS, TEXAS (FEB. 28, 2003)** — In the heart of Texas, everything seems to be done on a grander scale than elsewhere, or so it seems. Free High Speed Internet Access (HSIA) in your hotel room is a Texas-sized idea whose time has come, and it’s showing up in more hotels these days — in Texas and across the nation.

Take a look around the picturesque town of Mineral Wells, Texas, and you’ll find six hotels in town vying for the next guest. The Best Western Club House Inn & Suites – Mineral Wells is the only place in town where the fast lane of the wide-open Information Highway comes right into hotel rooms free to guests.

“Our guests are utterly impressed that we offer HSIA as a standard, no additional charge, amenity with their rooms,” said Kiran Patel, General Manager of the brand-new 50-room lodging property with “oversized Texas-sized rooms” and “more amenities than you can shake a stick at.”

When guests come in, they are greeted with tent cards at the front desk touting ConnectedHotel HSIA, and most are pleasantly surprised if they are first-time visitors to the property.

“‘Check it out: They have High Speed Internet Access — and it’s free!’ is the typical reaction,” according to Kiran Patel.

Since The Best Western Club House Inn & Suites – Mineral Wells, on average, derives 80 percent of its income from business travelers, HSIA has helped open the door to significant new corporate business, as well as repeat business and related valuable referrals.

Jags Patel, ConnectedHotel’s Founder, President & CEO, confirms that guests are regularly dazzled by the Internet connectivity technology and support provided.

“We worked out the technical details and implemented the technology in such a way that it is very cost effective for hotels to install, on average only 40 to 60 percent of the \$400 per room average cost of other solutions, and our system is easy to use. Hotels can afford to provide the service free to their guests because they quickly make up the up-front costs in sustained occupancy gains,” he said.

“We are filled almost every day. Business is great, and I’d be kidding myself if I didn’t tip a ten-gallon hat toward the ConnectedHotel HSIA network,” Kiran Patel said. “We don’t advertise too much, but travelers are inclined to stay with us when they find out everything we have to offer — and free HSIA has a big role in their decisions.”

This makes a lot of sense if you consider that recent studies have concluded that 25 million travelers today demand HSIA in hotels, a figure that is a mind-boggling 15 times greater than it was just five years ago, so they can stay connected to the Internet and access their e-mail and their corporate networks.

The **ConnectedHotel** technology helps “feed the need for speed” that these increasingly high-tech travelers have become accustomed to at work and at home, notes Jags Patel. With the widespread adoption of e-mail, and now the spread of digital photography and other high-tech, high-bandwidth consuming devices, having a High Speed Internet connection is becoming mandatory.

“Our expanding network of **ConnectedHotel** properties have made the commitment to provide HSIA for free to their guests — recognizing that travelers appreciate the amenity and will reward them with much greater repeat business, loyalty and priceless word-of-mouth referrals,” Jags Patel said. “It seems to be working minor miracles, because many member properties have reported occupancy increases of 10 to 25 percent or more in their first 12 months onboard.”

Most business travelers probably have their fair share of technology horror stories to tell, but **ConnectedHotel** HSIA users will have to look elsewhere for their stories, according to Kiran Patel, because “there are no gotcha’s” when it comes to hooking up to the Internet at **ConnectedHotel** property.

“If a guest does have a problem, and it happens rarely, we are ready 24 hours a day, 365 days a year, to figure it out and solve it quickly and professionally,” said Jags Patel, who is also a hotel developer and owns and operates a number of hotels. “We spent the last couple of years perfecting this technology on the backs of my own hotels, so **ConnectedHotel** member properties and their guests wouldn’t have to suffer in our HSIA learning curve.”

**ConnectedHotel** offers a technical support line staffed around-the-clock by humans who know the technology inside and out, who stand ready, able and willing to solve even the toughest technological snafu.

“We provide a plug-and-play solution so guests don’t need to change any settings on their notebook computers, don’t need to worry about proxy servers or VPN tunneling issues, and don’t need to install any new software. Connectivity issues are virtually eliminated,” Jags Patel said.

Guest really appreciate HSIA, but studies have shown that more than 50 percent of guests won’t pay for HSIA in their rooms. However, if it is provided free of charge they will use it and “talk up the hotel that offers it” with their circle of friends and co-workers.

“Guests’ referrals are worth their weight in gold to us,” said Kiran Patel. “Since an estimated 92 percent of business travelers make their hotel decisions based on fast and easy Internet access, HSIA delivers immediate, significant and sustained ROI.”

“We help promote our network of properties though [www.connectedhotel.com](http://www.connectedhotel.com), effectively creating a brand within a brand,” Jags Patel said. “It’s our way of helping travelers select a destination and quickly locate a nearby **ConnectedHotel** property offering FREE-to-guest HSIA, so that our growing base of satisfied guests can keep their business in the **ConnectedHotel** family.”

*The Best Western Club House Inn & Suites is a beautiful new modern hotel with a kind and friendly staff located at 4410 Highway 180 East in the peaceful town of Mineral Wells, Texas. The property is just minutes away from water sports, fishing, golfing, shopping, museums and much more. In addition to providing free High Speed Internet Access, all rooms are beautifully furnished with large king- or queen-size beds, a 25-inch remote control television with full cable and HBO®, two-line phone, microwave, refrigerator, hairdryer, iron and ironing board, coffee maker, and come with a wonderful breakfast. For more information on the hotel, please visit [http://www.bestwestern.com/prop\\_44508/](http://www.bestwestern.com/prop_44508/) and call 940-325-2270 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](http://www.connectedhotel.com), or contact Jags Patel at 866-359-6268, 817-287-6200, or [jags@connectedhotel.com](mailto:jags@connectedhotel.com).*