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

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

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## **Hilton Garden Inn in San Leandro, Calif. woos guests with free ConnectedHotel wired and wireless High Speed Internet Access**

**SOUTH LAKE, TEXAS / SAN LEANDRO, CALIF. (July 07, 2003)** — Studies have proven that it costs three to five times more to win a new customer than it costs to simply do what’s right to keep guests happy and coming back.

“Guests are as impressed with our new wired and wireless ConnectedHotel High Speed Internet Access (HSIA) as we are with the ROI it delivers on a daily basis in occupancy points through the repeat business valuable referrals of loyal customers,” said Burt Newson, General Manager of the 117-room Hilton Garden Inn in San Leandro, at 510 Lewelling Blvd. “ConnectedHotel free-to-guest in-room High Speed Internet access is an excellent selling point for business and leisure travelers and groups — especially in the technology hotbed we’re located in.”

Newson said the Hilton Garden Inn’s guests really appreciate ConnectedHotel’s T1-rated High Speed Internet Access delivering plug-and-play connections in their rooms and simple wireless connections in the lobby, restaurant, two meeting rooms and executive board room.

“It really is a 1-2-3 sign-on process so our guests just don’t have any issues,” Newson said. “ConnectedHotel takes care of any issues that do arise by providing a well-staffed toll-free number that lets our guests tap around-the-clock support — and it doesn’t take any of our time to administer this business-boosting amenity.”

The Hilton Garden Inn hosts a mix of guests, with about 75 percent representing Fortune 1000 business travelers and the rest leisure travelers in town to see the sights. With ConnectedHotel HSIA, guests take care of their work and email quicker and have more time to enjoy the many available attractions, Newson said.

“We are promoting our High Speed Internet Access with in-room signage and on our Web site, and we are seeing usage steadily increase,” Newson said. “Hilton corporate has really done their homework and they know Internet access is very important to meet the needs of business clients. Hilton was one of the first in hospitality to provide free Internet access because clients are asking for it.”

Recent studies have shown that free-to-guest High Speed Internet Access is an idea that is catching on explosively in hotels big and small, making it a sought-after amenity and a significant competitive differentiator for properties that have it today.

“The **ConnectedHotel** solution is making a real, significant difference for us and we are very satisfied with it,” Newson said. “Guests appreciate that we offer this amenity without trying to charge them extra for something they are coming to expect as a required amenity at the hotels they stay at.”

The bottom line for the Hilton Garden Inn is more-satisfied guests who show their appreciation by coming back again and again, and providing their invaluable word-of-mouth referrals to colleagues and friends.

“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.”

*Hilton Garden Inn Oakland/San Leandro is located minutes away from Oakland International Airport in the beautiful city of San Leandro. It can be found at 510 Lewelling Boulevard, just a 30-minute ride from downtown San Francisco and only ten minutes from downtown Oakland. In addition to offering wired and wireless High Speed Internet Access among it numerous other included amenities, the hotel is conveniently near business and leisure destinations. For more detailed information about the hotel, please visit <http://www.hiltongardeninn.com> and contact Burt Newson, General Manager, at (510) 346-5533.*

***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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