

Hilton Garden Inn Nashville Airport Wins Over Guests With Free High-Speed Internet Access



ConnectedHotel

free in-room high-speed internet



Hilton Garden Inn Nashville Airport
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The six-story, 110 unit property is located in the Nashville International Airport area of Nashville, just minutes from Opryland, Downtown, and Vanderbilt University.

Hilton Hotels Corp. announced the opening of the 110-room Hilton Garden Inn Nashville Airport in the spring of 2001. This property is the first Hilton Garden Inn in the state.

Each of the 110 rooms is equipped with a spacious work desk with two phones (each with 2 lines), voicemail, dataport and free to guest high-speed Internet access.

A hospitality center in each room includes a microwave, refrigerator and coffee maker, and iron/ironing board and hair-dryer are standard. A long list of additional amenities are also included.

The hotel offers an indoor pool with whirlpool, meeting space for up to 200 people, an exercise room, and a business center that is complimentary to guests and accessible 24-hours a day, a lounge, the Pavilion Pantry restaurant serving breakfast, lunch and dinner, and complimentary airport transportation.

Elite Properties owns the hotel under a license agreement with Hilton Inns Inc., the franchise subsidiary of Beverly Hills-based Hilton Hotels Corporation. Prime Hospitality manages the hotel. Hans Brosbol serves as the hotel's General Manager.

“During the week, Monday through Thursday, we are just about all business travelers at this hotel — 95% of our guests are traveling with a notebook and they need Internet access,” according to Hans Brosbol, General Manager of the 110 room Hilton Garden Inn Nashville Airport property. “With our ConnectedHotel high-speed Internet access (HSIA), our guests are connected and in business, and happy.”

Brosbol is very happy with the HSIA solution from ConnectedHotel. He says it’s a critical service that the hotel has to have to stay competitive.

When the hotel first opened in Spring 2001, Brosbol didn’t have ConnectedHotel and he was in real trouble because Hilton Hotel Corp.’s preferred HSIA provider at the time, CAIS Internet, was going through “a business model change.”

“We were on a long list of properties expecting to receive CAIS’ HSIA equipment, installation services and support services free

of charge — for simply agreeing to turn over a majority of the related revenues,” said Brosbol. “Well, this dream was too good to be true for us and hundreds of others, and we

all came crashing down to reality when CAIS officials informed us that they needed more \$44,000 to provide our hotel with HSIA technology.”

Brosbol and the other officials at the Hilton Garden Inn were desperately searching for a solution for nearly a year until they found ConnectedHotel.

Back in May 2002, the Hilton Garden Inn went through the HSIA installation for a fraction of the cost — just 25 percent — that CAIS planned to charge the hotel for hardwired access.

“We were ecstatic to finally being able to deliver on HSIA — something our guests expected and had

been promised for more than a year,” said Brosbol. “With ConnectedHotel, not only did we save a lot of money, but we were able to provide our leisure guests and our business travelers with high-speed Internet for free — and that has turned out to be very important to us.”



The hotel looked at a number of other HSIA providers, but decided on ConnectedHotel because their low overhead and high volume purchasing power allowed them to install HSIA very inexpensively. Brosbol added that ConnectedHotel also had the proven track record for marketing and technical support clinched the deal.

“I know for a fact the power of HSIA. In the past, I tried to check in

“Now we keep our customers and get more from other competitors who don’t offer free in-room HSIA.”

guests who had reservations and they found out we didn’t have HSIA, they asked me to help them place reservations with our competitors nearby,” said Brosbol. “Now we keep our customers and get more from other competitors who don’t offer free in-room HSIA.”

At the Hilton Garden Inn Nashville Airport, every room is wired for HSIA, and wireless access is offered in the lobby and meeting rooms.



Feed The Need For *SPEED*

7 reasons **ConnectedHotel** is the smart solution for Internet access

- ▶ Internet access solutions for hotels from **ConnectedHotel** are just 40% to 60% the cost of other solutions.
- ▶ Hotels can afford to offer Internet access for FREE because their costs for the service are so low.
- ▶ Guests appreciate free high-speed Internet access, staying at hotels that offer it, and refer other guests.
- ▶ 50% of guests won't pay for Internet access but seek out where it is offered for free.
- ▶ 92% of the travelers who use laptops on the road base their hotel choice on the availability of fast and easy Internet access.
- ▶ **ConnectedHotel** member hotels typically realize occupancy gains of 10% to 25% and get ROI in just 12 to 18 months.
- ▶ The **ConnectedHotel** hotel network is marketed through www.connectedhotel.com, a high-speed brand within a brand, so hotels get more business.

"Today, you don't have a choice. If you want to be a business hotel, you have to offer HSIA," said Brosbel. "And you can't charge for it because the guest won't stand for it."

Jags Patel, President and Founder of **ConnectedHotel** agrees and is pleased with the success the Hilton Garden Inn in Nashville is having with his HSIA service. "Studies have shown that 50% of guests say they won't pay for in-room HSIA, but if offered free of charge, they will not only use it, but reward the hotel with increased loyalty and their repeat business, as well as their valuable word-of-mouth referrals."

"Before **ConnectedHotel** we lost a ton of business — before I experienced it I didn't believe it could have such a huge negative impact on business," said Brosbel. "We were losing people on check-in."



Business travelers aren't the only ones who have the need for fast Internet connections. At the Hilton Garden Inn, where they also cater to groups and leisure guests, they have found that the need for speed is a common need today.

Brosbel agrees and points out that during the week when they are almost always sold out at the 110 room hotel that "easily 40 percent of our hotel guests are on HSIA" at any one time.

"In an environment like that, having HSIA is a critical business success factor," said Patel. "We know that high-speed Internet access can be the difference between just surviving or thriving in this economic climate."



With the huge volume of HSIA users, it's also critical that the service work reliably and be easy to use, said Brosbel. "**ConnectedHotel** has very good technical support service, 24 hours a day."



"Their technical support is another reason **ConnectedHotel** has got my support," said Brosbel. In the event a guest has any problem, at any time day or night, they can call an 800 number and be helped by a knowledgeable, experienced technical support individual who knows how to solve the issues that arise.

"We designed our HSIA so that anyone can use it — all you have to do is plug in your computer and you are on the Internet," said Patel. "There are no settings you have to change on your computer, no additional software you have to install, and even if use a proxy server or custom network settings, or need to make a secure VPN connection into your corporate network, you can do it without having to be a computer guru."

"**ConnectedHotel** HSIA is very user friendly and accessible — it really works well for us and our guests," said Brosbel noting that because of this his hotel is seeing an increase of business of 5-10 guests a night just because of the HSIA service.

At the Hilton Garden Inn in Nashville, Internet access is critical part of daily life and a mandatory guest amenity. Though **ConnectedHotel's** HSIA, the hotel is meeting the business connectivity needs of its guests, and doing so profitably.

*ConnectedHotel is a subsidiary of Southlake, Texas-based NanuCom L.L.C., which also markets an array of telecom, Web development and e-commerce 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 made the choice to take the **ConnectedHotel** High-Speed Highway to Guest Loyalty, using "high-speed brand within a brand at www.connectedhotel.com.*



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For more information about:

ConnectedHotel's High-Speed Internet Access

and the **ConnectedHotel** network, the brand within a brand, please call Jags Patel, President & Founder, at 886-359-6268, or email jags@connectedhotel.com.