

## Expanding hospitality with new services

**Benefits to Business**

Cost savings	
Streamlined processes	
Improved productivity	x
Increased sales	x
Reaching new customers	x
Product or process innovation	
Improved financial management	
Staff development	
Supply chain efficiencies	x
Recruitment	
Flexible working	
Improved customer service	x

The Crown Spa Hotel in Scarborough has installed a state of the art roaming wireless internet system, improving the guest experience and helping to attract business visitors to the hotel.

### About Crown Spa Hotel

The Crown Spa Hotel is the only four star hotel on the Yorkshire coast and is the oldest purpose-built hotel in the coastal resort of Scarborough. It is under an hour's journey from Leeds, Hull, York and Middlesbrough, making it a great base from which to discover Yorkshire.

With 116 bedrooms, the hotel also offers the Crown Spa Health Club and Spa, open to both business travellers, leisure guests and non-residents, a restaurant and a range of packages for conferences, meetings and events. These range from small business seminars through to conferences and weddings.



### Meeting demand

Internet access whilst staying over at a hotel has become something that guests take for granted. Whether for business or leisure, people expect to be able to get on line to check emails, watch video content and surf the internet when they choose.

Increasingly, guests are becoming less willing to pay for internet access during their stay. Measuring usage and charging for access is becoming less usual across the industry. Guests are beginning to expect flexible and free internet access.

David Frank, administration director at the Crown Spa Hotel comments, "If I stay at a hotel I question why I have to pay for internet access. Today, we see free wireless hotspots around all our cities. I don't think it is something that hotels, especially at the top end of the market, can still ask guests to pay for."

Crown Spa Hotel has offered internet access to guests for a number of years. It previously worked with a large international supplier, offering guests paid for broadband access over its network.

David Frank continues, “Last year we decided to look at our existing internet provision. It was becoming apparent that guests were not willing to pay for internet access and clients expected that a hotel of our stature would offer it as part of the service.

“Our main issue though was security. We wanted to ensure that the hotel’s systems could work on the same network and they would remain secure. We also wanted a system that was scalable, that we could enhance over time and that would support increased demand without requiring additional expensive equipment.”

## Addressing frustrations

David remembers, “We had begun to become frustrated with working with the larger international supplier. If anything went wrong and we needed to call for support, we were dealt with via a customer service line in another country, not an individual. It was sometimes a few days before the issues were dealt with, let alone resolved. It was not the best customer experience and equally it was then reflected onto our guests’ stay.”

The hotel brought in Save9, a local IT consultancy specialising in communication systems. They found that a locally based company could meet their needs and provide a more responsive service.



David Franks says, “Save9 was prepared to develop a bespoke solution to meet the hotel’s needs. We were able to deal with technically knowledgeable people, not purely sales people. We had indepth discussions on what the hotel needed now and into the future.

“We have built up a strong relationship working with the team at Save9 and they have a thorough understanding of our business.”

## The solution

The hotel now has a scalable and secure wireless network. As well as giving guests free access to the internet, the network has the capacity to securely support the hotel’s IT systems on a Virtual Private Network (VPN).

The hotel management can be safe in the knowledge that their systems remain secure whilst offering guests simple and fast access to the internet throughout the hotel.

Wireless access for the guests is managed via a ticketing system – offering instant wi-fi internet access receipts at the press of a button. The hotel has three ticketing machines situated in the public areas of the hotel, the reception and the café bar. Each guest is given a unique access code to use the internet anywhere within the hotel. The network has eight wireless access points situated around the hotel, ensuring guests can pass seamlessly between them, without losing access. The dual band wi-fi heads can handle up to 200 simultaneous users and 54 Mbps of internet traffic.

David comments, “Business guests need reliable internet access with the ability to download files and information quickly. We are aiming to provide guests with a 2Mbps fibre internet service both upstream and downstream enabling a strong user experience. A 2Mbps fibre link is incredibly fast, much quicker than a typical 8Mbps or 16Mbps broadband connection, simply because it is connected directly to the UK internet backbone without passing through shared BT exchange resources or over copper lines. Fibre also manages to avoid peak internet traffic congestion – this means our business guests get high-speed internet 24x7.”

“Business guests are now, more than ever, looking to use video conferencing and video streaming over the internet. Hotels need to provide the necessary IT infrastructure in order to compete. Our system has the ability to handle such traffic.”

The Crown Spa Hotel wireless network and fibre internet service has been designed by Save9 to be easily scalable and they have the ability to grow alongside the hotel; offering increased speed and capacity to meet demand.

Crown Spa Hotel  
Save9

[www.crownspahotel.com](http://www.crownspahotel.com)  
[www.save9.com](http://www.save9.com)

For more information, please visit  
[www.digital2020.org.uk](http://www.digital2020.org.uk)

