

Campsite generating additional revenue with high-performance Wi-Fi infrastructure

The Arena Hospitality Group operates in Central and Eastern Europe, currently offering a hospitality portfolio of 26 owned, co-owned, and leased and managed properties. Arena Hospitality Group became the first Croatian company to own and operate hotels outside of Croatia, now offering more than 10,000 rooms and accommodation units in Croatia, Germany and Hungary. With the customer at the heart of everything Arena Hospitality does, ensuring guests have the connectivity they demand is crucial.



ARENA
HOSPITALITY GROUP

Customer

Arena Hospitality Group

Country

Croatia; Germany; Hungary

Needs

- Provide a stable and reliable Wi-Fi® system
- Cover a total of 1000 m2 of indoor and outdoor areas to service the different accommodation and living spaces across the Arena Grand Kažela Campsite, Croatia
- Maximise guest satisfaction by providing multiple streaming capabilities to multiple devices simultaneously on the entire campsite area. Provide the latest technological advancements to guests

- Create an optimised infrastructure for Wi-Fi, video surveillance, IoT, IPTV, Mobile Live TV, and data network for the benefit of guests and management
- Optimise network management to reduce costs and improve network performance

Solution

- Installation of 225 indoor wireless access points to provide coverage in mobile homes and across communal areas such as restaurants

- 75 outdoor wireless access points to cover outdoor, campsite and glamping areas
- SmartZone network controller

Benefits

- Cost savings: Optimised maintenance costs. No investments required into new devices as existing TV sets are used for guest app.
- Guest satisfaction: All-in-One App. Guests can use their own devices anywhere, anytime, e.g. watch TV on any device or book online a table in on-site restaurant



- Extra revenue: Promotion of campsite services through promotional channels, e.g. online gift shop
- Campsite employees: Dealing with less complaints from guests, freeing up time to work on further advancement of guest experience
- Future-proof network allows for a simple addition of new bandwidth-heavy services in the future

Introduction

Regardless of where people are in the world, more often than not they want to be able to access the internet. This requirement is taken extremely seriously by the hospitality industry. Not only are guest expectations on Wi-Fi performance increasing, but the number and variety of devices they bring with them is also on the up. According to a survey by Hotel Internet Services titled “Meeting Hotel Guest Wi-Fi Expectations in the Age of Hyper Connectivity and IoT” 98 percent of people now travel with a smartphone—while 76 percent of people want to connect multiple devices to their hotel’s internet service. With the enormous importance placed on connectivity, it is no surprise that problems accessing the internet are

normally reflected in guest feedback scores and will influence booking decisions.

Needs

The Arena Grand Kažela Campsite located near Pula on the peninsula Istria in Croatia offers an unrivalled number of facilities on one of the most spacious lots in the area. Accommodation ranges from modern camping accommodation and mobile homes to hotel rooms and self-catered apartments. Providing high-quality connectivity across the different environments on the campsite can be a challenge in itself. Each type of accommodation means a new wireless environment to contend with. Establishing a comprehensive network solution that was stable and reliable was a priority.

A key requirement for the new network was its ability to support multiple streaming capabilities in order to maximize guest satisfaction. With Mobile TV, guests can turn their devices into portable TVs that show all the live programs usually available through a fixed television. Moreover, it allows guests to freely access other streaming services, such as Netflix, without incurring costly mobile data charges.

“Given our experience with RUCKUS technology in the past, we knew that we could be confident in the fact that the new network would be able to offer our guests the connectivity they want, whilst also providing scope for additional services to be added in the future, to help us keep up with changing guest expectations.”

Slaven Perković
IT Director, Arena Hospitality Group

Being able to provide guests with access to this cutting-edge technology is crucial to improving the guest experience.

With the addition of new services, and multiple devices per guest relying on the network, simplifying management was crucial. As some 10,000 people are visiting the campsite at any one time during peak season, each with multiple devices, managing the demand placed on the network and making sure guests can always get online is most important. After all, any problem with the network that results in poor performance is guaranteed to result in guest complaints that distract staff from other tasks.

Solution

- Installation of 225 indoor wireless access points to provide coverage in mobile homes and across communal areas such as restaurants
- 75 outdoor wireless access points to cover outdoor, campsite and glamping areas
- SmartZone network controller

With the previous network solution incapable of supporting the additional guest experience technology Arena Hospitality Group wanted to install across the resort, the decision was made to install a new network across the resort. Thanks to a long-standing and successful relationship with the Arena Hospitality Group, Dvigrad Telekom was contracted to design and implement the network solution.

The RUCKUS® solution was chosen for a number of reasons. First and foremost, choosing RUCKUS technology meant the network was future-proofed and would not become obsolete in a matter of a

few years. Not only does the RUCKUS solution offer fast, reliable performance that is easy to use and manage, but the BeamFlex® technology integrated into the access point ensures every signal is transmitted automatically along the most powerful path. This reduces interference, increases performance, expands the range of the signals and cuts investment costs. Most importantly, the RUCKUS technology delivers the reliable connectivity that is key to managing a successful hotel business and delivering a great guest experience.

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Once the installation had been completed, the resort was equipped with one indoor access point in each of the mobile homes, 10 indoor access points to provide connectivity in communal spaces, and 75 outdoor access points to provide connectivity across the campsite area. With dual-band support (2.4 GHz/5 GHz), the access points ensure reliable, high-performance wireless networks. The network is managed from a SmartZone controller by the Arena Hospitality Group team.

All in all, the network has to cover an area of 1,000 m² once the indoor and outdoor spaces are accounted for. Since the network has been installed the resort has received positive reviews



across social channels and travel websites praising the improved Wi-Fi connectivity. It has also meant that staff have had to spend less time dealing with complaints from guests, freeing up their time and allowing them to spend it on much more productive tasks to further elevate the guest experience. Thanks to management of the network having been simplified, it costs less to maintain the network's performance. Finally, the Arena Hospitality Group has been able to market itself and its services in new ways as the reliable network enables them to offer new services to guests—helping Arena monetize the network and generate a return on their investment. This has been achieved through the creation of personalized TV channels

the group can use to promote on-site products and services, activities and experiences, local attractions and a shopping channel. As such, the network has become a revenue generator instead of simply being an overhead cost.

In working with Dvigrad Telekom and RUCKUS technology from CommScope, the Arena Hospitality Group has not only greatly increased guest satisfaction through the reliability of the network, but they have also freed up time for their staff from dealing with customer complaints and supported the implementation of the next generation of guest-facing technology.

About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

www.ruckusnetworks.com

Visit our website or contact your local RUCKUS representative for more information.

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