

LODGING

12
WAYS

TO SECURE
YOUR PROPERTY,
GUESTS, AND
BUSINESS

CASH IN
ON TAX CREDITS

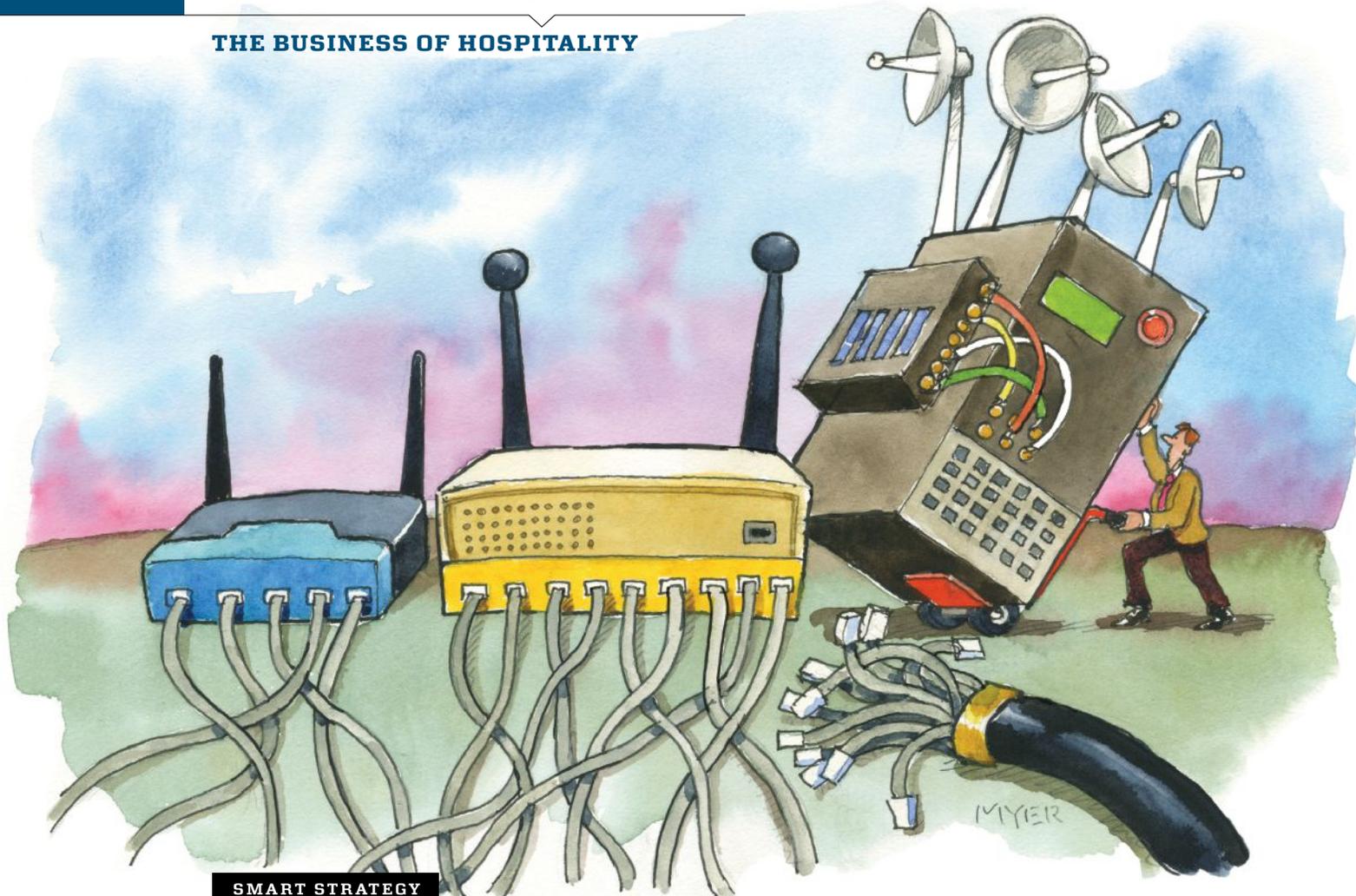
**YOUR GUESTS
WANT MORE
BANDWIDTH**
KEEP PACE WITHOUT
GOING BROKE

**MAKING
WASHINGTON
WORK FOR YOU**
[OR WORK AT ALL]

AH&LA'S KATHERINE LUGAR
LEADS THE WAY FORWARD

OWNER'S MANUAL

THE BUSINESS OF HOSPITALITY



SMART STRATEGY

» Boosting Bandwidth

THE INVESTMENT CYCLE FOR WIFI AND NETWORKS IS SHORT. CAN YOUR PROPERTY KEEP UP WITH CONSUMER DEMAND? **BY MIKE BEDERKA**

HOW MUCH INTERNET BANDWIDTH does your property need? William Murray has a simple answer: More than you currently have. His typical guest carries both a smartphone and a laptop computer or tablet, meaning that his hotels require four times more bandwidth than they did five years ago. “Everything is grabbing your WiFi the minute it comes in the door,” says Murray, the general manager of the 135-room Best Western Palm Beach Lakes and the 112-room Hawthorn Suites by Wyndham, both in West Palm Beach, Fla. He says properties must be ready to handle the demand. Guest satisfaction surveys show spotty service near the top of the list of customer

complaints, and “quick-as-lightning” Internet is no longer considered a luxury—it’s a necessity.

Murray had many business travelers come to the front desk in the past to voice their dissatisfaction. “They said, ‘We’re having a meeting. My function space can’t be down. I’m sorry, but I have to leave,’” says Murray, also the president of the Palm Beach County Hotel and Lodging Association. “It’s not just a complaint at that point. It’s a revenue loss. Fast Internet is that important.”

To rectify such issues and offer a better overall experience, he switched to another Internet provider →

