



THE HOSPITALITY REVOLUTION

Powered by Wi-Fi

Find out more



The sky's the limit for the most innovative hospitality providers, with a win-win situation emerging for both them and their guests. Armed with better insights into customer preferences, hoteliers are able to serve patrons with more of the things they love best, while increasing the dollar return of every room. While restaurants, café chains and franchises can increase market share through smart engagement strategies that boost visitation times, giving them greater control over where patrons spend their money.

How the hospitality is changing

- Hotel staff can use mobile Wi-Fi devices to securely access reservation and administration tools from many locations of the facility, ensuring high levels of service.
- Wireless point-of-sale systems can free staff to take food and drink orders from many locations, from the lobby to the poolside.
- Free Wi-Fi in high-spend areas of hotels – such as restaurants and bars – can encourage longer visitation and increased spend.
- Guests can use Wi-Fi to stream rich digital pay-per-view content to their own high definition audio and video devices, such as tablets. Or choose movies online to watch later on their hotel room screens.
- Guests connected via Wi-Fi can be offered access to a hotel app, able to track their movements around the premises and serve up location-specific offers.
- Tracking guest movements can deliver valuable analytics on what's popular and when, as well as helping optimise traffic flow.
- By co-branding with local sights, events, retailers and operators, providers can profit by delivering time-based offers via Wi-Fi to increase activity during lulls.
- By connecting to their wireless local area network, hospitality and administration staff can work smarter and faster as they freely move throughout the premises, updating records centrally as they go.

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IT'S HOW
WE CONNECT

