

SOLUTION OVERVIEW

HOSPITALITY

“How do I get on the Wi-Fi?” has become the first question guests ask during hotel check-in. Once offered as an additional perk, Wi-Fi has become a must-have amenity. For international travelers without data plans, business travelers needing to work while on the road, and guests that want to run gaming, movie and music streaming apps, fast and reliable Wi-Fi is essential. Hotels, casinos and resorts that want to maintain high ratings and encourage their mobile guests to rebook must deliver a high-speed Wi-Fi experience that’s smooth and intuitive.

Smartphone-carrying, do-it-yourself (DIY) travelers give hospitality venues an opportunity to engage guests and to provide them with an in-pocket concierge that they can use to access and find in-venue events and services. Location-based mobile app engagement together with Wi-Fi based engagement, help hotels, casinos and resorts boost the guest experience and encourage guests to stay, feast, and spend within the property.

MOBILE ENGAGEMENT FOR HOSPITALITY VENUES

The Aruba Networks mobile engagement solution brings together five-star Wi-Fi and location services to allow hospitality venues to engage customers over Wi-Fi or via their mobile app.

Wi-Fi and browser-based engagement:

- Provide secure and intuitive Wi-Fi network access for individuals and large conference groups.
- Customize and brand the captive portal experience.
- Create a new revenue stream with browser-based advertising.
- Promote in-house services, or related promotions such as happy hour specials.
- Gather traveler profiles, interests, and preferences for targeted ads.
- Encourage downloads of the venue’s mobile app.
- Remember repeat guests and automatically connect them to the network.

**Mobile app-based engagement:**

- Send loyalty-based push notifications that identify and target VIP players and guests.
- Promote in-venue events, restaurants, and entertainment with location-based push notifications that encourage guests to stay on the property and boost sales in key areas.
- Allow customers to search and navigate to points of interest and services, freeing up hotel and casino staff from answering basic search and navigation questions.
- Help conference attendees find events and meeting rooms within complex properties with turn-by-turn directions.

BROWSER-BASED ENGAGEMENT WITH ARUBA WI-FI + CLEARPASS GUEST

The Aruba mobile engagement solution begins with ultra-fast and highly scalable Wi-Fi to meet traveler demand and connect bandwidth-hungry devices to the Wi-Fi network while they roam the property. With the ability to connect thousands of devices and apps to it, ClearPass Guest complements Aruba Wi-Fi by securely connecting travelers to the hotel's network with an intuitive hotel-branded device onboarding portal. Hotels can use ClearPass Guest to offer targeted ads for in-house services like the spa or bistro, as well as encourage mobile app downloads.

MOBILE APP-BASED ENGAGEMENT WITH MERIDIAN

Hospitality venues are rapidly changing – from seasonal menu updates to rotating entertainers – and communicating these changes via physical signage can be time-consuming, expensive, and ineffective. The Meridian platform allows hospitality venues to build their own mobile app and update its content in real-time via an easy to use online content management system – effectively providing guests with all the latest information and wayfinding routes to various points of interests. For hospitality venues that already have an app, Meridian Software Development Kits allow them to add Meridian mapping and navigation features into their existing mobile app. That way, guests can spend less time figuring out how to get where they want to be, and more time enjoying hotel amenities.

LOCATION SERVICES POWERED BY ARUBA BEACONS

Large hospitality venues such as resorts or casinos can be loud and hectic, making it difficult for guests to navigate their way through the crowds and complex layouts. Hospitality venues can add Aruba Bluetooth Low Energy (BLE) Beacons that communicate with Meridian-powered apps to allow guests to see their location in real-time as a glowing blue dot on a venue's map, and lead them on a direct path to



their destination. Aruba Beacons can also be used to trigger proximity-based push notifications based on a guest's location in the venue. For example, a guest may see a message near the hotel restaurant, *"It's happy hour at the bistro! Enjoy half-off appetizers until 7pm."*

CONCLUSION

Hospitality venues are rated on a scale from one to five stars, and guest satisfaction weighs heavily into the rating. The Aruba mobile engagement solution combines high-speed Aruba Wi-Fi, ClearPass Guest for Wi-Fi access, and Meridian-powered mobile apps with Aruba Beacons so that hospitality venues can engage guests, encourage loyalty, and exceed guest expectations.