

Checklist: public broadband access for hotels

This checklist is intended to help you evaluate the public Wi-Fi/wired broadband access (LAN) in your hotel (chain).

Evaluate the following properties in terms of their **importance for your guests or your hotel** today and in the future, and check your **current degree of performance**, either of your self-run Wi-Fi system or your current service provider.

Functions/properties	Importance today	Importance in future	Degree of performance today
<i>Assessment scale</i>	<i>very important/high.....unimportant/low fulfilled.....not fulfilled</i>		
Surrounding factors			
Policy/legislation			
Compliance with telecommunication laws (based on EU guideline 2006/24/EC for data retention et al.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Compliance with data protection laws	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Compliance with any other laws, e.g. copyright	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Ability to manage amendments	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Technology & market trends			
Wi-Fi innovations (e.g. Standard 802.11 n)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
New Wi-Fi enabled end devices (smart phones, portable media players, tablets, mobile entertainment devices etc.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
New IP-based applications	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Bandwidth requirement & management	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
3G/Wi-Fi bundle offers to the end customer	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Only for external Wi-Fi providers			
Strategic alignment			
Market position/size	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Industry expertise, focus on the hotel industry	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
International presence	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Flexible business models (revenue share, flat fee per month or connection (investment by hotel or provider), "hybrid" model)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Wi-Fi turnover / provisioning	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Roaming partnerships/interfaces/open platform (mobile internet providers such as iPass, mobile network operators)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Partnerships with end device manufacturers:	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Partnerships with application manufacturers:	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Other partnerships:	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①



Functions/properties	Importance today	Importance in future	Degree of performance today
<i>Assessment scale</i>	<i>very important/high.....unimportant/low fulfilled.....not fulfilled</i>		
Innovation	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Relationship with partners (e.g. no 'competition' for guests)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Processes/services			
Short decision processes, fast response times	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Hotel supervision/personal contact	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Information management (newsletter, customer portal, product information sheets etc.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Resources			
Finances			
Capital resources – for investments today as well as for future innovation cycles/upgrades	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Reaction / compensation ability on / for business risks (e.g. falling margins due to 3G substitution or 3G/Wi-Fi bundle tariffs)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Employees/expertise			
Degree of utilisation, resource availability	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Technical expertise for set-up, operation and maintenance, updates/upgrades	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Project coordination / management expertise	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Expertise in compliance with the law expertise (AAA, data storage, data deletion)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Specific training expertise (front desk, C&B, etc.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Guest support expertise	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Conference planning and handling expertise	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Technology/infrastructure			
Hotel connection to backbone (band width, SLA, MPLS)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Consideration for structural character (listed buildings, concrete)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Expertise in various technologies (CAT cabling, VDSL, PLC)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Wi-Fi hardware (quality, standardised)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Wi-Fi complete coverage	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
LAN in rooms	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
LAN in conference rooms	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
24/7 monitoring	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Troubleshooting / service level agreement	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Network security	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①



Functions/properties	Importance today	Importance in future	Degree of performance today
<i>Assessment scale</i>	<i>very important/high.....unimportant/low fulfilled.....not fulfilled</i>		
Bandwidth management (e.g. for applications such as email / VPN or free / paid services)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Hotel system interfaces (PMS, EPOS, VoIP, digital signals, building management)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Project planning/development			
Project coordination / management	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Site survey (illumination planning and safeguarding)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Delivery time	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Scheduling/information	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Installation phase (short, without interruption to hotel business)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Customer-related factors			
Wi-Fi enabled guest devices			
Notebook, Netbook	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Mobile phone, smart phone	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
PDA, handheld, pocket PC, tablets	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Portable media player, MP3 player	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Games player	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Other: ebook, digital camera,	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Registration procedures			
Landing page (set-up, clarity, loading time, functionalities)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Registration process (short, simple)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Optimisation for various end devices (notebook, smart phone etc.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
One-time registration for frequent users	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Authentication/payment type			
PMS interface for charging directly to room invoice (just as using the room telephone)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
via credit card	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
at reception (cash payment)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
via mobile phone operator, which is:	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
via own (company) internet usage contract, which is: iPass,	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Multi device access (numerous end devices via one account)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Automatic, seamless authentication for end devices (e.g. via MAC address activation or device & account management tool)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①



Functions/properties	Importance today	Importance in future	Degree of performance today
<i>Assessment scale</i>	<i>very important/high.....unimportant/low fulfilled.....not fulfilled</i>		
Access details/product variety			
Billing by the minute	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Time contingents, e.g. 30 minutes (apportionable, reusable multiple times)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Long-term access (one to numerous days, weeks, month for long term guests), price for 24 hours max.	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Group access (group discounts for parties or project teams)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Monthly flat rates	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Free access for guests, e.g. limited to 30 minutes and/or limited by bandwidth	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Inclusive rates, e.g. for executive rooms or reward guests	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Conference solutions			
Group access	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Dedicated bandwidth, e.g. 2-10 Mbit SDSL	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Conference products bookable in self-service/in real-time	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Authentication process (activated MAC addresses, fixed public IP addresses)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Loan equipment for video conferences or own conference networks (switches, notebooks)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Individual customer landing page, specially for conferences/events	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Technical and commercial support/advice for C&B team and conference planner	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
On-site support for conference technology/ guests	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Business centre			
State-of-the-art technology & design	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
User interface customisable to hotel needs and adjustable in different languages by user	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Common applications (MS Office, Adobe Acrobat Reader, Media Player, IP telephony, webcams, CD/DVD writers, memory card readers, USB interfaces, etc.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Security (firewall, virus scanner, legally compliant user data capture, complete resetting of the system after use)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Applications/services			
VPN	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
IPTV/Video on demand	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①



Functions/properties	Importance today	Importance in future	Degree of performance today
<i>Assessment scale</i>	<i>very important/high.....unimportant/low fulfilled.....not fulfilled</i>		
Radio/music	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Online gaming	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
IP telephony	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Other	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Service/support			
24/7 hotline for hotel guests (also free)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Periodic and specific trainings (e.g. for front desk, C&B department, etc.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Ethernet adapters for guests	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Marketing			
Individual customer landing page (hotel logo, link)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Landing page with media window (streaming and flash based services, e.g. for films, games, marketing opt-ins, e-mail campaigns)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Free content links, e.g. airline buttons, hotel booking portal, local event portals	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Advertising materials (information brochures, displays, key cards etc.)	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Sales promotions/loyalty programme	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Customer satisfaction/needs analyses, e.g. online guest surveys	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①
Marketing in hotspot search engines, apps for smart phones, POIs for navigational devices etc.	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①	⑤ ④ ③ ② ①

Evaluation

Deduct the degree of performance from the importance:

- Positive difference – **under achieved** (e.g. importance 5, performance 1: 5-1 = +4)
⇒ It is highly recommended to **improve** this point; for 'importance today' there may be an urgent need for improvement.
- Negative difference – **over achieved** (e.g. importance 1, performance 5: 1-5 = -4)
⇒ Here you can realise **cost cutting potential** if necessary.