

Why is fast broadband
so important for
hospitality businesses?



solwaycomms.com

Your guests will demand it



Business guests

It's a given that business guests staying in Cumbria will need fast and reliable Wi-Fi. A skills shortage in the county has seen many recruiting people into the area, people who stay locally through the week, and will see good Wi-Fi as a major selling point.



Tourists

Tourists visiting our region love to share their stunning images, vibrant videos, and amazing experiences online rather than sending postcards, but this can be difficult with patchy 4G signal - this is where good hotel Wi-Fi comes in.

All of your guests will probably want to catch up with their favourite series on Netflix or BBC iPlayer, rather than watching whatever happens to be on TV in the evening. The last thing you need is a queue of them asking why everything is buffering.

They'll also want to check out what's happening in the local area, and that's probably going to be online rather than a dusty old leaflet.



Stats

- **73%** of guests under the age of 35 would never return to a hotel/serviced accommodation with poor Wi-Fi
- Guests who are happy with the Wi-Fi will spend **50%** more money at the hotel than average

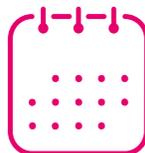


If the internet stops, the business does

Most hospitality businesses rely on a website, booking system, Skype, and digital marketing to stay afloat. All of these key elements need a strong broadband connection that isn't going to cut out.

You need the safety and security that if you did have a query, someone would be on hand to sort it within a few hours.

What relies on a fast and reliable connection?



Booking system

Many are cloud based, meaning a broadband connection is vital.



Digital marketing

Managing social media enquiries, uploading videos of your property, and sharing reviews, managing your website.



Communication

Skype calls with team members, VoIP calls, emails.



The importance of of Wi-Fi use in hotels

Holidaymakers and business people were asked to rank how important various aspects of hotel Wi-Fi usage was, from 0-7, 7 being very important.

RANKING	LEISURE TRAVEL ACTIVITIES	IMPORTANCE	BUSINESS TRAVEL ACTIVITIES	IMPORTANCE
1	Travel information searching	4.68	Business e-mail communication	5.11
2	Personal e-mail communication	3.71	Personal e-mail communication	4.15
3	Business e-mail communication	3.53	Travel information searching	3.56
4	General internet surfing	3.31	General internet surfing	3.22
5	Photo and/or video uploading	3.18	Online business transaction	3.16
6	Social networking	3.00	E-learning	2.61
7	Online business transaction	2.77	Photo and/or video uploading	2.60
8	E-learning	2.76	Social networking	2.54
9	Writing reviews and/or blog posting	2.67	Watching TV	2.33
10	Watching TV	2.37	Writing reviews and/or blog posting	2.31
11	Online shopping	2.33	Video streaming	2.16
12	Video streaming	2.30	Online shopping	2.03
13	Playing games	2.01	Playing games	1.95

So what do I need in my hospitality business?

You need a connection that is fast enough to allow guests to complete their tasks with ease.

Just 10 guest rooms all streaming Netflix continuously on a modern TV screen will need 100mb/s for good performance.

You need a connection that is reliable enough to keep your business afloat.

Having issues with capacity, sharing with other businesses and residents in the area, are not acceptable.

You need good customer service

If your wifi is down, or you have any questions or queries, you need this to be fixed in a matter of hours

You need fast uploads

Many businesses (and broadband providers) forget just how important it is to be able to upload videos, files, and make Skype calls - you need fast uploads for this.

Consistency is king

It's not just top "speed", though ours easily outpaces all others. It's the ability to cruise effortlessly and continuously at high speed. It's no good having the best possible internal Wi-Fi installation if you don't have a first class connection.



Why choose Solway Comms?

Solway Comms provides fast and reliable broadband connections to hospitality businesses like yours across Cumbria.

It's not some quirky, alternative provider, but a genuine option for your business, particularly those looking for responsive customer service and quick and easy installation.

- 1** A very resilient and reliable service, that is unlikely to be interrupted but will be fixed quickly if it is.
- 2** Upload speeds are identical to download speeds.
- 3** High speed connections of up to 1GB are available.
- 4** In-house customer service team – no waiting on hold to a call centre.
- 5** Fast and easy installation, in just a few days.
- 6** Service Level Agreement which ensures issues are resolved as quickly as 4 hours.
- 7** No data caps – download as much as you need.

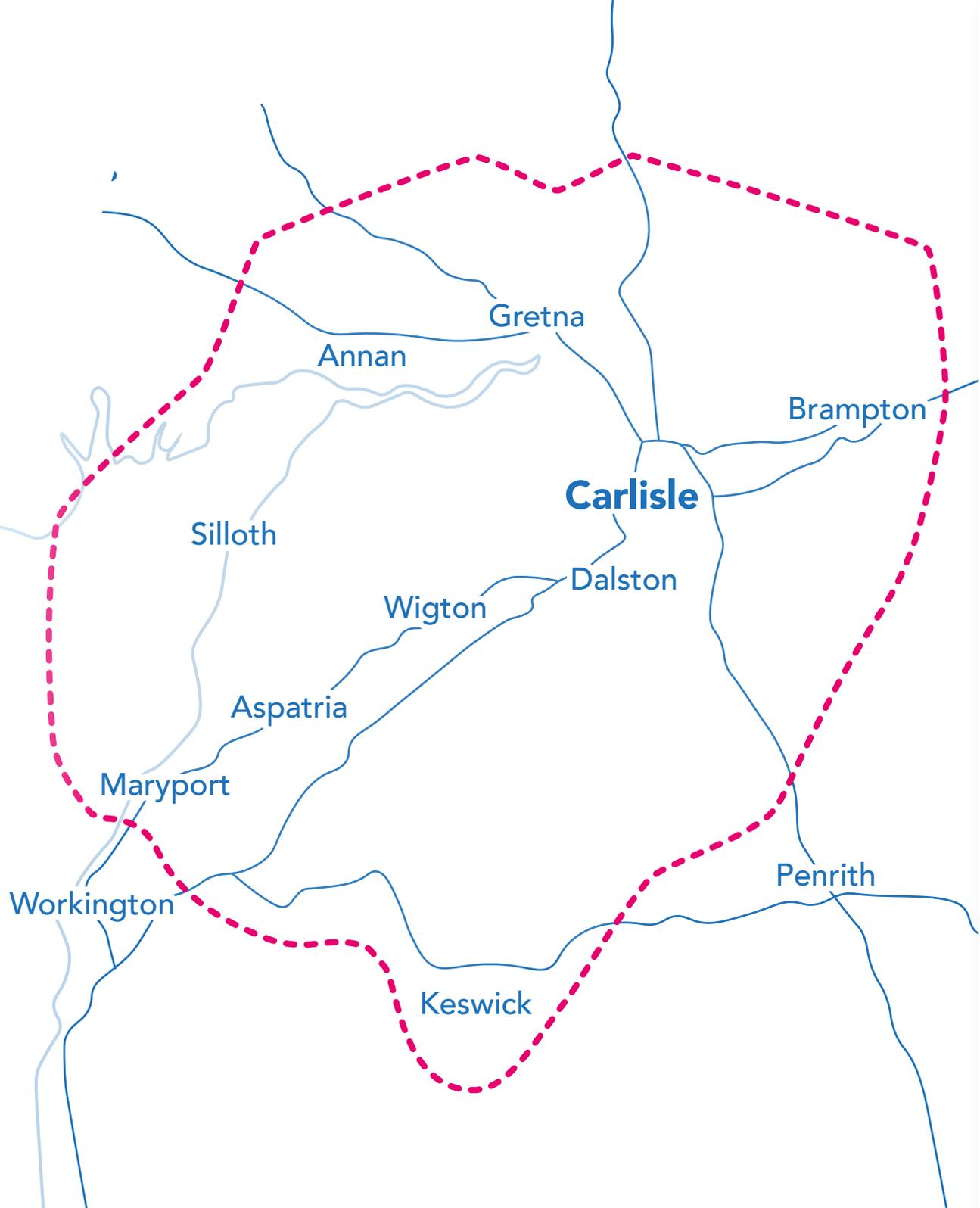


Our area

We can wirelessly beam internet to your business through our network – this is very reliable and easy to set up.



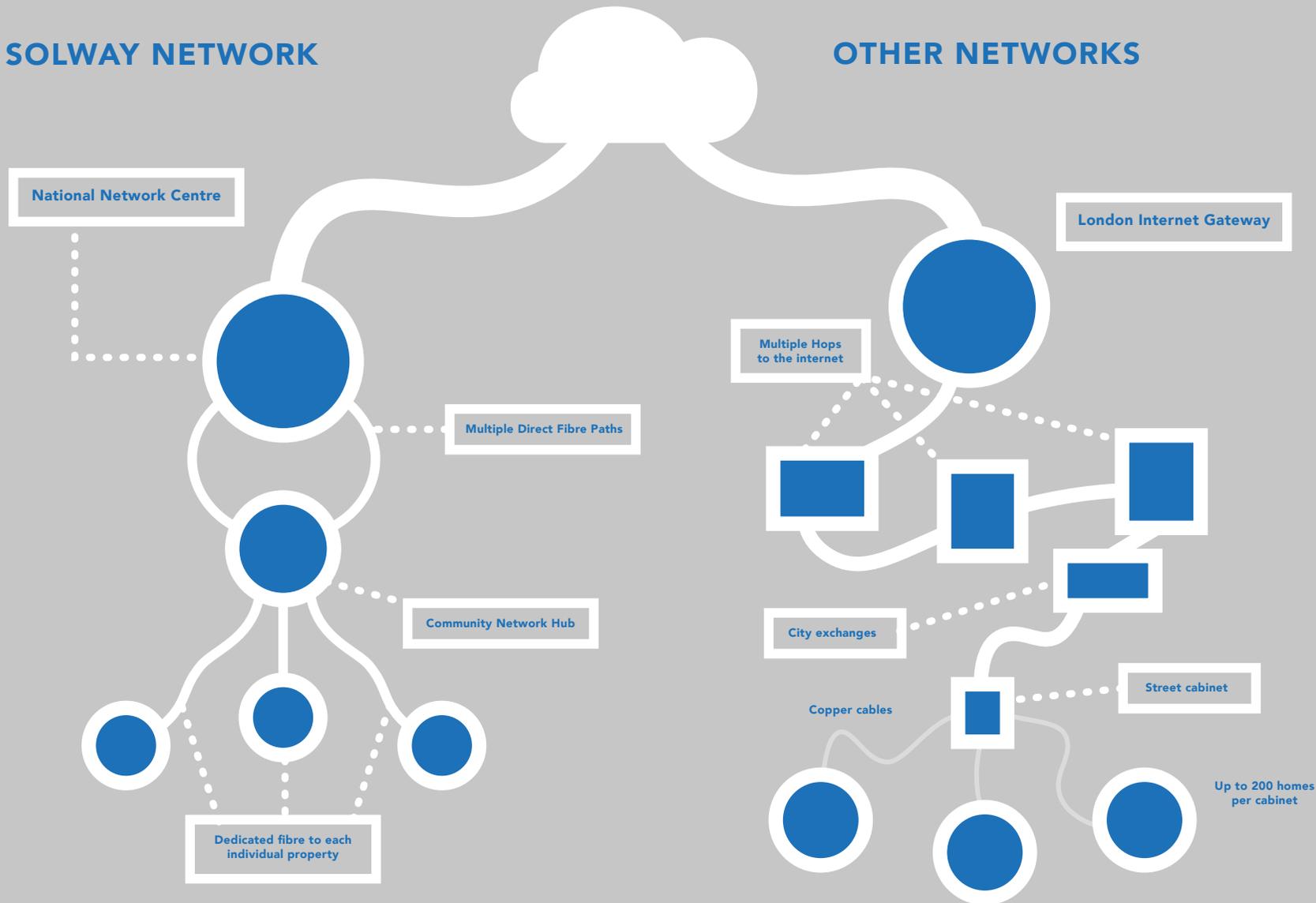
Learn more at solwaycomms.com



How does it work?

SOLWAY NETWORK

OTHER NETWORKS



“

Always quick and efficient to deal with, we are so much happier dealing with a local company

PHILLIP CARR, SKIDDAW VIEW, KESWICK

Current funding schemes available

Better Broadband Subsidy Scheme UK

Subsidised broadband installation for businesses that can't access an affordable broadband service with a speed of at least 2MB per second.

How much you can get?

Up to £350

Who is it for?

Businesses in the UK that can't access an affordable broadband service with a speed of at least 2MB per second.

Organiser

Broadband Delivery UK, part of the Department for Culture Media and Sport.

The Gigabit Broadband Voucher Scheme

The Government launched this scheme last year, giving businesses vouchers towards internet connections. The vouchers will allow businesses to access connections of at least 100 Mbps, and up to 1,000 Mbps.

How much can you get?

Up to £2500 towards speeds of upto 1000mbps.

Who is it for?

Businesses that want to upgrade broadband speeds to something fast enough to deal with the increasing volume of uploads and downloads.

Organiser

Broadband Delivery UK, part of the Department for Culture Media and Sport.

Rural Gigabit Connectivity Scheme

The Government's £200m Rural Gigabit Connectivity (RGC) programme, which was originally announced during the 2018 budget and has been launched this year to give rural homes and businesses an extra financial boost in getting faster broadband.

How much you can get?

Up to £3500

Who is it for?

Rural premises with broadband speeds of less than 30Mbps can use vouchers worth up to £3,500 for each small and medium-sized businesses (SMEs), and up to £1,500 per residential premise.

Organiser

Broadband Delivery UK, part of the Department for Culture Media and Sport.

Get in touch with us to arrange any of these funding schemes

[FIND OUT MORE ONLINE](#)





Get in touch

Call us on 01228 217171
or visit [solwaycomms.com](https://www.solwaycomms.com)



Installation

Our engineers will quickly
and efficiently install your
new connection



Connect

Your fast new connection
is ready to go

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