

CASE STUDY



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Jeff Malbon
Owner/GM
Best Western Plus Beach Resort

COMPANY OVERVIEW

The Best Western Plus Fort Myers Beach Resort is a 75-room hotel located right on Florida’s beachfront. There was a need for in-room WiFi, as well as outdoor coverage for the swimming pool and grassy area.

REQUIREMENTS

- Needed guest WiFi that worked with the concrete construction
- Also needed outdoor coverage

SOLUTION

- Extreme Networks 802.11ac solution with in-room APs as well as 2 outdoor APs
- Radius Gateway RG-601h controller

BENEFITS

- Medallia scores have improved by 20 or more points
- Guests have fewer complaints and are much happier
- With a 1MB incoming connection and Hospitality WiFi, the hotel now has the fastest and most reliable connection on Fort Myers Beach

Resort Needed Better Guest WiFi to Get Closer to Paradise

The Best Western Plus Fort Myers Beach Resort, on a secluded private beach at the north end of Estero Island overlooking the Gulf of Mexico, offers much for the beachfront vacationer. The resort has won multiple awards, including a Booking.com Guest Review Award (2016), Best Western’s M. K. Guertin Award for four years running, and the TripAdvisor Certificate of Excellence for five consecutive years. It’s a little slice of paradise – except for the WiFi, which until recently had resulted in low scores, gaps in coverage in certain spots, and unhappy guests.



Jeff Malbon, the owner/GM of the resort, solicited multiple bids for updating the WiFi solution. When it comes to the competition, he says, “We just want to be the best at everything. I did my research, and although Hospitality WiFi’s proposed solution was a little more costly than the rest, it seemed like it would be a great solution for our property.”

A five-story hotel with hurricane-resistant concrete block walls and concrete floors isn’t the easiest location for installing WiFi that will offer a reliable signal for guests. Rather than installing access points in hallways, Hospitality WiFi proposed the Extreme Networks 802.11ac in-room AP solution to provide guests with a strong, reliable signal in each room. Extreme Networks 802.11ac access points were also chosen for two outdoor locations, to cover the pool and the grassy area.

The Extreme in-room WiFi solution utilizes the existing CAT3 analog phone wiring, thus avoiding the need for core-drilling through concrete walls and floors for CAT6 cable. It also eliminates the need for additional equipment rooms as well as expensive wire molding or cover boxes to conceal access point wiring in hallways.

The installation went smoothly, with minimal disruption to hotel operations, and Malbon couldn’t be happier with the results. “Hospitality WiFi has offered great results and service, and most of all our guests are pleased.” He notes that Medallia scores have been increasing (from as low as the 40s to the high 70s-80s) since the new solution was installed, and guest complaints have decreased.

And now that the solution has been in place for several months, the choice of Hospitality WiFi and Extreme despite the higher cost seems to have been justified; Malbon would advise other hoteliers to make the same choice. “With a beachfront hurricane-proof concrete block building, Hospitality WiFi’s solution may be the only solution. I’d definitely recommend it!”

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