

A Free Report from Hotel Internet Services:

Computer Services Hotel Guests Really Want



Hotel 
Internet
SERVICES
"Keeping People Connected."™

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In the current tough economic climate, with many companies and consumers cutting back on trips and purchases, competition for the hotel guest dollar is keener than ever. In such an environment it is more vital than ever for hotels to know what services guests really want, and then to make sure they are offering those services.

Hotel Internet Services recently conducted a survey of over 1,800 people who were guests in a hotel recently and who had used Internet services at the hotel during their stay.

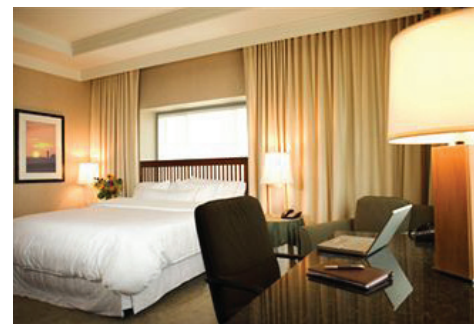
The survey showed a very strong need for in-room Wi-Fi services, and its availability affects this group's decision on where they choose to stay when they travel.

When asked how important it was for them to have guest room Internet services at the hotel where they stay, 89% said it was very important, and 10% said it was somewhat important.

When asked if having guest room Internet services available influences their decision to stay at a particular hotel, 66% said very much so, and 28% said somewhat so.

When asked if they prefer Wi-Fi or wired connectivity, 72% said they preferred Wi-Fi, 8% prefer a wired connection, and 19% have no preference. When asked what problems they had encountered in the past with guest room Internet services, 77% said poor signal coverage, 37% said the Internet was down, 28% said access points were down, 17% did not have a patch cable to plug the laptop into the wall and 12% said that the hotel did not provide call center support to help them get online.

So what does the survey tell us? For hotel administrators and IT staff, it tells us that a large percentage of travelers who bring a laptop with them on their trip, require Wi-Fi in their room, and






having this capability will influence their decision on where to stay. A smaller percentage prefers a wired connection. The Wi-Fi has to have good signal coverage, as this was the number one complaint about the services they had used in the past.

For detailed answers to each of the questions in the survey, see the subsequent pages in this report.




Hotel Internet Services, Inc. are leaders in hotel Internet services and are a full solution provider for Internet kiosks, unattended business centers, Convention Services, Wi-Fi installation, and 24x7 customer support services. HIS provides equipment and services to Hotels, Resorts, Timeshares, Condos, Conference Centers, RV Parks, and many other venues throughout the U.S.

If you'd like to add WiFi services, an unattended business center, an Internet kiosk, or 24x7 customer support services for your hotel, resort, or convention center, contact us today at **866-265-7575**.


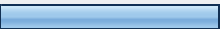

1. How important is having guest room Internet service available at the hotels where you stay?

	Response Percent	Response Count
Very Important 	89.6%	1,413
Somewhat Important 	10.2%	161
Not Important 	0.4%	7
answered question		1,577
skipped question		16

2. Does having guest room Internet available influence your decision on whether to stay at a hotel or not?

	Response Percent	Response Count
Very much so 	66.5%	1,039
Somewhat so 	28.8%	450
Not at all 	5.1%	80
Other (please specify)		38
answered question		1,562
skipped question		31



3. How important is it for you to have access in other areas of the hotel such as the lobby, pool, restaurants and bars?

	Response Percent	Response Count
Important 	30.6%	483
Somewhat Important 	36.6%	577
Not Important 	33.6%	530
Other (please specify)		23
answered question		1,578
skipped question		15




4. What percentage of the hotels you stay at offer paid vs. free Internet access?

	Response Average	Response Total	Response Count
Free	75.97	112,897	1,486
Paid	30.77	43,382	1,410
<i>answered question</i>			1,516
<i>skipped question</i>			77




5. Do you watch movies and/or TV via Netflix, Hulu, etc. via the Internet?

	Response Percent	Response Count
Yes 	35.5%	558
No 	66.1%	1,039
<i>answered question</i>		1,571
<i>skipped question</i>		22



6. How likely are you to rent a movie on a large guestroom HDTV?

	Response Percent	Response Count
Very Likely 	11.7%	185
Somewhat Likely 	27.6%	435
Not Likely 	61.6%	971
<i>answered question</i>		1,577
<i>skipped question</i>		16



7. How important is having VPN connectivity available?

	Response Percent	Response Count
Very Important 	28.4%	430
Somewhat Important 	41.7%	631
Not Important 	30.2%	457
<i>answered question</i>		1,514
<i>skipped question</i>		79

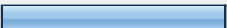


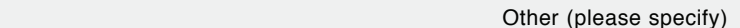
8. Does your occupation require you to use a wired connection and not WIFI?

	Response Percent	Response Count
Yes 	9.7%	150
No 	90.3%	1,391
<i>answered question</i>		1,540
<i>skipped question</i>		53





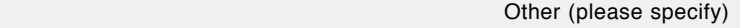
9. Do you have an Air Card?

	Response Percent	Response Count
Yes 	11.7%	181
No 	88.6%	1,366
<i>answered question</i>		1,542
<i>skipped question</i>		51




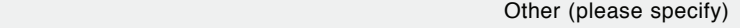
10. If so, what has been your experience using using an Air Card when staying at hotels? (Click all that apply)

	Response Percent	Response Count
They work well 	37.5%	108
The coverage is spotty 	35.1%	101
They don't provide the speed I need 	35.8%	103
Other (please specify) 		282
answered question		288
skipped question		1,305


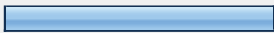

11. Do you use an ipad, iphone or other device instead of a laptop for Internet access?

	Response Percent	Response Count
iPad 	14.7%	99
iPhone 	41.5%	280
Blackberry 	40.8%	275
Android 	18.1%	122
Other (please specify) 		322
answered question		674
skipped question		919

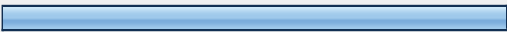

12. Do you prefer WIFI over wired guest room Internet connections?

	Response Percent	Response Count
Yes I prefer WIFI 	72.1%	1,101
No I prefer wired connectivity 	8.5%	130
I have no preference 	19.7%	300
Other (please specify) 		31
answered question		1,526
skipped question		67



13. Do you prefer to purchase your Internet service in your guestroom via: credit card, billed to room, purchase access code?

	Response Percent	Response Count
Credit Card 	52.8%	789
Billed to Room 	45.2%	676
Purchase Access Code 	6.5%	97
answered question		1,495
skipped question		98



14. When purchasing Internet access, do you or your company pay for the service?

	Response Percent	Response Count
You 	85.1%	1,296
Company 	19.6%	299
answered question		1,523
skipped question		70



15. Do you currently use a roaming WIFI service such as Boingo, i pass, AT&T, T-mobile, etc.?

	Response Percent	Response Count
Yes 	15.8%	241
No 	84.4%	1,286
If yes, which roaming plan?		139
answered question		1,523
skipped question		70





16. Would paying \$9.99 per month for a roaming WIFI plan that could be used at over 100,000 hotspots be useful for your Internet requirements?

	Response Percent	Response Count
Yes 	33.6%	513
No 	66.6%	1,018
<i>answered question</i>		1,529
<i>skipped question</i>		64




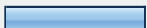




17. Would you pay a small added fee to your Internet purchase (\$1.00) for a secure encrypted WIFI connection?

	Response Percent	Response Count
Yes 	55.9%	854
No 	44.5%	680
<i>answered question</i>		1,529
<i>skipped question</i>		64



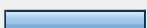


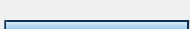
18. How old is your laptop?

	Response Percent	Response Count
Less then one year 	42.8%	638
2 years old 	36.6%	546
3 years old 	13.5%	202
4 or more years old 	8.1%	121
<i>answered question</i>		1,491
<i>skipped question</i>		102


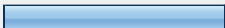
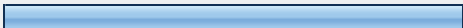













19. What operating system does your laptop have?

	Response Percent	Response Count
Microsoft Windows 9x/Me 	0.7%	10
Microsoft Windows 2000/2003 family 	1.1%	17
Microsoft Windows XP 	35.7%	531
Microsoft Vista 	23.2%	345
Microsoft Windows 7 	29.8%	444
Apple OS 9 	1.5%	22
Apple OS X 	11.8%	176
Other 	1.7%	25
Other (please specify)		26
answered question		1,488
skipped question		105




20. What is the minimum Internet speed you would be happy receiving?

	Response Percent	Response Count
256K 	4.5%	61
384K 	3.1%	42
512K 	23.2%	316
768K 	12.9%	176
1.0 mbps 	28.7%	392
1.5 mbps + 	30.4%	415
Other (please specify)		53
answered question		1,365
skipped question		228




21. What problems have you encountered in the past (whether the hotels system or your computer's problem)while trying to use the guest room Internet system at the hotels you have stayed at? (Please check all that apply)

	Response Percent	Response Count
Access points down 	28.6%	347
Internet down 	37.0%	449
Poor signal coverage 	77.3%	939
Call center support did not answer 	8.9%	108
Hotel did not provide call center support 	12.8%	156
Did not have wired jacks for connectivity 	18.5%	225
WIFI card was turned off 	3.0%	36
No patch cable to plug laptop to wall jack 	17.0%	206
Security settings on laptop preventing Internet access 	10.2%	124
Could not send email 	12.5%	152
Could not connect to VPN 	13.4%	163
Apple compatibility issues 	3.4%	41
Web Browser issues 	10.7%	130
Inroom equipment not working 	11.3%	137
Could not get gaming station to work 	1.1%	13
Could not get PDA to work 	1.9%	23
Other (please specify)		147
answered question		1,215
skipped question		378



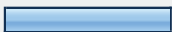

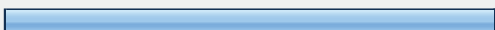

22. How important is it to you to have the ability to print boarding passes or other documents from your guest room laptop to an on-site printer?

		Response Percent	Response Count
Very Important		27.1%	403
Somewhat Important		42.3%	629
Not Important		31.1%	463
answered question			1,488
skipped question			105















23. Is a business center at the hotel where you are staying important to you?

		Response Percent	Response Count
Very important		17.9%	266
Somewhat Important		49.0%	726
Not important		33.5%	497
answered question			1,482
skipped question			111


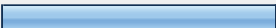

24. In a business center, what features are most needed?

		Response Percent	Response Count
Fax		35.4%	471
Copy		40.6%	540
Scanning		27.8%	370
Internet Access		65.9%	877
Printing		82.7%	1,101
Laptop Port		27.0%	360
answered question			1,331
skipped question			262

25. Which of the following in-room technology features and services are most important to you? (click those that apply)

	Response Percent	Response Count
Video on Demand 	15.2%	215
Voice Over IP 	5.8%	82
Music Downloads 	4.5%	64
Games for children 	9.4%	133
Large Flat Panel HDTV 	53.7%	757
In-Room Computer w/ Printer 	19.1%	270
Media Connectivity Panel for plugging your games, music, laptop, etc. into an HD TV 	19.1%	270
HD Quality Free Guest Channels 	41.1%	580
Battery Charger 	17.7%	249
More easily accessible electrical outlets 	60.6%	854
Biometric Safes 	4.6%	65
Safe 	35.2%	496
Coffee Maker 	53.5%	755
Express Check-out via the TV 	33.8%	477
Other (please specify)		55
answered question		1,410
skipped question		183

26. How necessary is having a 24x7 Internet call support center at your disposal should you need support?

	Response Percent	Response Count
Absolutely Necessary 	35.2%	519
Somewhat Necessary 	46.1%	679
Not Necessary 	18.9%	278
answered question		1,473
skipped question		120