In today’s competitive hospitality marketplace, guests expect cellular coverage to be seamless throughout their stay. The majority of guests are tech-savvy visitors who are comfortable using mobile devices for everything from mobile check-in and payment, to digital guest services, to technology-enabled business meetings. Because uninterrupted mobile coverage influences guest satisfaction and impacts where they choose to stay, hospitality venues are ramping up connectivity to offer guests a high quality and user-friendly cellular technology experience.

**BETTER DIGITAL EXPERIENCE FOR GUESTS & STAFF**

When vacationers, business travelers and convention planners make decisions on booking lodging and meeting facilities, the reliability of connections for mobile phones is a top priority. The cell phone is today’s core communication device for calls, text, secure banking and data transfer, as well as access to social media channels. Providing seamless voice and data service can enhance repeat customer revenues.

Large hospitality facilities are taking advantage of DAS-enabled IoT. Security, housekeeping, maintenance, guest services and others need to be reachable while they are on the move throughout facilities. In-building DAS provides both staff and the myriad of “connected” IoT devices with a seamless voice and data network, so both personal and automated guest services are provided efficiently. DAS can also integrate with existing Wi-Fi to provide seamless coverage and capacity offload.

In most hospitality settings, guests are “always-on,” connecting to home, offices, the web or hotel/convention center services. Because they are connecting via more than one carrier network, a neutral host Distributed Antenna System (DAS) is the preferred solution, as it can accommodate all major wireless carriers on a single system.

---

*The Internet of Things (IoT) is a network of interconnected devices able to collect and exchange data using embedded electronic sensors.
Increasing connectivity through DAS improves the marketability of your property. New hotel, lodging and convention/meeting spaces come equipped with DAS to ensure all guests have adequate mobile device coverage. Enhanced wireless coverage ensures you attract and retain guests who demand cutting-edge facilities and who often promote their positive experience on social media channels. Today, guests have many lodging options, making superior cellular coverage a necessity to stay competitive.

**BENEFIT :: DAS & SMALL CELLS**

Partnering with SBA Communications provides you with custom solutions:

**Convention Centers Scale and Complexity:** Convention center and meeting space operations present complex and large-scale challenges. DAS meets the higher level of voice and data demands required by the physical size and number of attendees at these venues. Large numbers of attendees and exhibitors congregating in convention center spaces, simultaneously interacting with smartphones, laptops and other mobile devices and media, require robust cellular coverage best accommodated by DAS.

**Improving Operational Efficiencies and Reducing Costs:** By integrating DAS into operations, the hospitality industry is finding new ways to increase efficiencies and better serve customers. For example, smart energy management systems automatically adjust room temperatures and reduce energy consumption for unoccupied rooms; predictive maintenance systems accurately alert hospitality staff of required maintenance and schedule it when rooms are not in use.

**Enhancing Security with Evolving Technology:** Hotels and convention centers require advanced communications systems to handle new frequencies as carriers license new spectrum and FirstNet public safety channels come online. Many facilities are required to have wireless systems to support first responders during public safety emergencies, and DAS better facilitates mobile broadband requirements for the 911 network.

**Future-Proofing Your Building:** Our networks are typically built with fiber and thus are future-proof. Once deployed, the network can be upgraded without further construction at the site.