



Arinda Internet
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Case Study

Terrigal Sails serviced apartments

In-Room Wireless HotSpot System

Terrigal Sails
6 Maroomba Road
Terrigal NSW 2260



High-speed wireless internet delivered to every apartment, with an online credit card payment gateway, on a profit-share basis

Business profile

Terrigal Sails is a serviced apartment complex in close proximity to the beach in Terrigal on the New South Wales Central Coast, Australia. The building has 24 studio, one and two bedroom fully self-contained apartments, some with spas, and all recently refurbished.

Situation

Terrigal Sails is a four storey building, with an L-shaped layout, constructed of brick and concrete. All apartments face forwards towards the beach and the centre of Terrigal itself. This layout means that all rooms face towards the guest car-park and driveway below.

Solution

The on-site manager chose to have the internet system installed on a profit-share basis. Under this arrangement, Arinda installed all the equipment at no cost to Terrigal Sails.

Arinda installed two outdoor Surf Easy Wireless HotSpots in the guest car park area. They were installed at opposite ends of the car park to ensure maximum signal strength coverage of the entire building. The wireless hotspots were concealed on the edge of the car park in the garden, meaning that the hotspot units do not visually impact on the presentation of the building.

The two hotspots were individually cabled back to the hotels internet connection using standard Ethernet cable. This approach is preferred over a repeater setup because it ensures maximum redundancy and speed without risk of signal drop out.

Because the billing mode is “per device” and uses the credit card payment gateway, there are no passwords on the wireless signals, meaning that a guest can connect to any wireless network they can see. This provides greater redundancy, and allows guests to connect via the strongest signal available.

The end result is that users can access the internet on their own laptop from anywhere in their room. Guests simply connect to the wireless signal or data point in their apartment, choose their preferred plan, and then enter their credit card details to make the required payment. The credit card payment is made automatically over the internet in a secure portal managed by Arinda.

Arinda also provided the reception staff with access to the Arinda web portal so that they can also manually generate internet access accounts for their guests for payment via cash, or for free access bundled with accommodation rates. This method of selling the internet access has proven incredibly popular and profitable for both the site and for Arinda.

Benefits

There are numerous benefits of this internet system for Terrigal Sails:

- no capital outlay required because the system is provided by Arinda on a profit-share basis
- increased revenues from the commissions on the sale of internet access plans to holiday guests
- significantly increased booking and occupancy rates
- ability to market combined accommodation and internet packages to attract corporate guests
- greater customer satisfaction as the result of a higher level of service
- greater word-of-mouth referrals attracting even more guests into the business
- only minimal new cabling had to be run within the building, substantially reducing installation time and removing the need for building work approvals
- the credit card billing system means that customers can purchase time 24/7
- reception can generate user accounts on demand, allowing them to sell internet access to customers who do not have credit cards

Usage & Financial Analysis	
Number of rooms connected to the internet system	24 apartments
Percentage of the occupied rooms that purchase internet during their stay	40%
Typical number of simultaneous users at peak times	15
Annual gross revenue from wireless internet access sales	\$8,880 p.a.
Increase in number of room nights sold per year (2% increase in occupancy)	104 room nights / year
Average room rate (averaged over all room types over the entire year)	\$120 / night
Average profit margin per room per night	45%
Total additional accommodation revenue per year	\$5,616 p.a.
TOTAL NEW ANNUAL REVENUE CREATED BY THE INTERNET SYSTEM	\$14,496

Products and services used

The following Arinda products and services were used to deliver this solution:

- 2x Surf Easy Outdoor Extreme wireless hotspots with 15dBi antennas
- 1x Surf Easy Central Access Service (CAS) subscription
- 1x Surf Easy Hosted Merchant Service subscription (for credit card billing)
- Ethernet cabling and conduit from hotspots to the modem at reception
- Internet Content Filtering Service and on-call after-hours support supplied by Arinda
- Client portal account for reception access to the Arinda web site
- On-site installation and training