

Radisson Salt Lake City Downtown



Introduction

Radisson Salt Lake City Downtown is nestled in the heart of Utah's vibrant capital where the hotel serves as a sophisticated retreat for business and leisure travelers. Featuring over 380 deluxe guestrooms, the 4-star property places a priority on providing guests with the latest conveniences. Available amenities include a modern fitness center, full service bar and restaurant, meeting and banquet spaces, as well as high-speed guest WiFi services previously deployed by HIS.

Challenge

Part of both Choice Hotels International and the Upscale by Choice portfolio, Radisson Salt Lake City recently completed an extensive renovation which included the HIS WiFi upgrade. Hotel leadership recognized that the company was a reliable and experienced source of technology expertise and could be counted on to achieve its goals of offering instantly personalized in-room entertainment.

GuestCast's adoption lived up to these expectations, thanks to its hotel-centric design that prioritizes easy integration for each guest, regardless of technology experience. With just a quick scan of a QR code, guests can pair their personal device with the guestroom TV for instant content casting abilities.

The selection of GuestCast also meets Radisson Salt Lake City's need to serve the entertainment interests of a diverse guest demographic traveling from around the world. Offering streaming service compatibility that goes beyond Netflix, Disney+ and Max to include thousands of mobile apps, GuestCast is capable of functioning with virtually any personal streaming account to ensure heightened guest satisfaction. The solution's enhanced security capabilities include device isolation, providing guests with the enhanced privacy they expect in order to enjoy their streaming session with complete peace of mind.

“ HIS has consistently impressed us with their professionalism and expertise, so it was no surprise when they exceeded our expectations for the updated entertainment service,” said John Green, general manager at Radisson Salt Lake City Downtown. “Guests have embraced GuestCast for its ease of use and adaptability. We’re excited to make it a central feature of our modern room experience, and the increase in guest satisfaction shows it was a worthwhile investment.”

GuestCast also comes equipped with an innovative performance analytics dashboard that monitors individual GuestCast device health in real-time. The dashboard not only prevents satisfaction-reducing streaming issues from going unnoticed, but can also provide a snapshot into the quality of WiFi service signals for each guestroom. Hoteliers can also leverage high-value data to gauge the success of their in-room entertainment and onscreen TV promo strategies.

Project Requirements

- Offer an in-room entertainment solution that lives up to property goals of providing a modern and enjoyable stay experience.
- Address guest demands for user-friendly and secure access to personal streaming accounts on guestroom TVs.
- Ensure service quality continues to reflect a high standard at all times.

Solution

- Adopt GuestCast as an effective method that allows guests to pair and cast content from personal devices as they do at home.
- Leverage GuestCast's QR code functionality for an effortless device-pairing process that safely offers instant access to thousands of streaming services.
- Equip staff with the GuestCast Analytics Dashboard for real-time insight into individual device performance.

