



**NATIONWIDE**  
Hotel Management Company, LLC

Nationwide Hotel Management Company, LLC  
Brings New Leadership, a Re-branding,  
and a Commitment to Reboot Technology in its Management of  
WoodSpring Suites Properties

*Working with technology partner Broadband Hospitality, a hotel technology transformation leads to renewed excitement in the WoodSpring Suites brand*

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**BROADBAND  
HOSPITALITY**

## Current Situation:

Broadband Hospitality (“BBH”) is a trusted technology party for Wichita, KS-based Nationwide Hotel Management Company, LLC (“Nationwide”). Nationwide currently manages 115 WoodSpring Suites properties and BBH is their support and installation vendor of choice, consolidating technology components across their portfolio, including TV, fiber, Wi-Fi, phone systems and CCTV.

“The great thing about BBH is that in times of challenges—when there is something we need—the service level has been extraordinary,” says Nathan Beck, SVP Property Operations. A recent example of Broadband Hospitality’s commitment to service is in a 122-room property, which opened December 10, 2018 in Reno, NV. “Wednesday morning before the hotel opened, we found out none of the TVs in the hotel worked. I shot an email to our account manager Curt Weingart, who immediately got the BBH team involved in finding a solution,” described Beck. “That same day, we had a local technician onsite to diagnose the problem, and by Thursday morning, a BBH technician was in Reno and resolved the problem.”

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The relationship with Broadband Hospitality and Nationwide Hotel Management Company, LLC has further evolved to meet changing demands as Nationwide oversees a change in leadership, a rebranding, and a re-investment in technology in its portfolio of WoodSpring Suites properties.

## How it All Started

Originally called Value Place Property Management, Nationwide Hotel Management Company, LLC manages the WoodSpring Suites properties for a variety of ownership groups. The WoodSpring brand was formerly Value Place, an extended stay hotel with corporate owned and franchised locations. What does all of this have to do with technology? As of just around nine years ago (2010), the technology available in Value Place hotels was considerably archaic and non-profitable, hampering staff productivity and the guest experience. Hotels were operating off of a single T1 line, with just 1.5MB of hard-wired Internet connectivity for guests.



Furthermore, if guests wanted to take advantage of this Internet connection, they had to pay cash at the front desk to gain access. This left guests to their own creative devices to gain Wi-Fi access... with no resulting Internet revenue going to Value Place! TV programming was also a challenge, posing a major frustration for hotel guests.

### **The Solution... Broadband Hospitality Enters the Scenario**



Broadband Hospitality was recommended by DIRECTV as a high-performing dealer who could provide other essential technology services—and the introduction was made. Fast-forward three years to 2013, where Broadband Hospitality not only addressed their DIRECTV challenges, but also introduced a proposal to install 50MB circuits with the capability of offering multiple levels of Wi-Fi access to guests—billable directly to their room folio. Starting with a modest 10 hotels, the model worked so well that in some cases the Internet revenue quadrupled from the amounts prior to Wi-Fi installation! Understandably, Value Place was eager to get more hotels onto Wi-Fi and asked Broadband Hospitality to install 40 more as fast as possible so that they could reap the benefits of this additional Wi-Fi-based revenue.

This technology overhaul came at a critical time. Value Place was in the midst of a rebranding of its properties in 2015 to WoodSpring Suites, reflecting a fresher, upscale image and thus broadening its market appeal. It was in 2016 that Nationwide Hotel Management Company, LLC took on the role of their management company and further invested in technology solutions from Broadband Hospitality to help fuel the brand's transformation.

## Today... Results!

With a “people-first” attitude at the forefront, Nationwide Hotel Management Company, LLC is looking forward to more growth by adding to its team of skilled employees, building infrastructure, and positioning itself to take on more hotel management contracts. Broadband Hospitality has continued to augment and expand its technology solutions offering to satisfy Nationwide's needs, and it is now upgrading sites to 100MB fiber to meet growing Internet usage demands. At the corporate level, Broadband Hospitality has been designated as the exclusive Wi-Fi provider for the WoodSpring Suites brand.

“We’re proud of the role we play in helping hotels leverage the latest technology to reinvigorate their brand and, consequently, their appeal, to today’s guests,” says Broadband Hospitality CEO Vince Lucci. “Nationwide’s investment in new technology solutions helped WoodSpring Suites re-establish itself as a highly-regarded brand and contributed to a renewed excitement in its properties among staff and guests. We’re very proud of our role in that process, and we look forward to working closely with Nationwide to ensure their technology needs are continually met.”

*Contact Broadband Hospitality today to learn how your hotel can utilize high quality, cost-effective technology solutions to increase efficiency and performance.*

[broadbandhospitality.com](http://broadbandhospitality.com)



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