

Sligo Park Hotel thrives with high-speed fibre broadband

High-speed fibre broadband from eir Business has transformed Sligo Park Hotel's guest WiFi facility, allowing the hotel to gain advantage in the competitive hotel industry.

Sligo Park Hotel opened its doors in 1976. Over the decades this family-owned hotel has doubled in size from 60 bedrooms to 136 bedrooms and has been renovated to include a leisure centre and large ballroom that can host 500 people. In the competitive hotel industry, this expansion and renovation are a key part of staying ahead. Also critical are the facilities on offer at the hotel, with free WiFi now proving a must-have.

"We were receiving regular complaints from guests at the hotel about the WiFi. People were unhappy with the speeds they were getting and the fact that they often couldn't connect to WiFi in their rooms at all. It's a competitive industry and you need to offer guests all the facilities they've come to expect, including reliable WiFi. It was becoming a concern for us that our broadband wasn't what it should be," said Geraldine Keavney, accounts director, Sligo Park Hotel.

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Located just outside Sligo town, the Sligo Park Hotel had experienced on-going issues with its broadband. Due to its distance from the local exchange, the broadband signal at the hotel was weak with typical download speeds of just 2Mbps. In addition, the signal was unreliable and regularly dropped off altogether. For a busy hotel catering to tourists, families, groups and the corporate market, the inadequate WiFi quickly became an issue.



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Geraldine Keavney, Accounts Director, Sligo Park Hotel

High-speed broadband a boon to business

In late 2013, eir Business rolled out eir Fibre to the Sligo area. The hotel was one of the first businesses to get high-speed fibre broadband from eir Business and has enjoyed its many benefits since. "Having the high-speed fibre broadband from eir Business has transformed our WiFi offering. We now have a reliable connection with download speeds of up to 70Mbps. This has proven very popular with our guests and it's become a major selling point for us. We regularly host corporate conferences and it's important that the broadband is reliable to support their needs. It's also important for guests wanting to check their email, stream movies, or make Skype calls. This is all possible now thanks to our high-speed connection."

What eir Business did for Sligo Park Hotel

- Delivered high-speed fibre broadband with download speeds of 70Mbps

Benefits for Sligo Park Hotel at a glance

- Reliable high-speed broadband a major selling point in a competitive industry
- Increased bandwidth enables hotel to deliver reliable broadband to hotel guests consistently, generating positive reviews
- Ability to cater for broadband needs of several large corporate events simultaneously a boon to business