

# NEWS RELEASE

Copenhagen, 19 October 2009

## **Strong performances by WAYPORT as hotels move to the network with reliability and good ideas.**

**WAYPORT** becomes the leading first choice for General Managers of Europe's leading hotels for the provision of guest internet services.

**WAYPORT**, the recession proof guest internet provider, puts its success down to system reliability, ease of use, branding and providing bespoke solutions. Or simply put: great customer service and good ideas. "With new hotels joining the **WAYPORT** network up by 20%, it goes to show that **WAYPORT** have the winning formula of success," says Daniel Lister, Marketing Director at WAYPORT EMEA.

"One size does not fit all," adds Mr. Lister. "We have seen a steady stream of hotels switching from the traditional service providers to our bespoke solutions because their current providers are simply not versatile enough to adapt to new technologies that guests are bringing with them." He continues: "A lot of our competitors are so tied into arrangements with other services that they can't give hotels the correct support or the freedom to add or remove services at the speed technology is moving. Ironic really, as they are supposed to be technology companies," Mr. Lister adds.

**WAYPORT** has seen a substantial growth over the last six months with the likes of Le Meurice, Plaza Athénée, Hotel Missoni, Hotel Marriott Warsaw, Diamond Resort International, Icelandair Hotels, Iberotel Fleesensee, all joining what **WAYPORT** refer to as "the Club".

"Branding and new portal technologies giving the hotel the opportunity to communicate directly with the guests have been real winners for us," comments Mr. Lister. "We have spent considerable time and resources developing new technologies/products and we have some very exciting ideas in the pipeline. Ideas are something we are not short of and our clients love them."

**WAYPORT** have developed a new platform for hotels to drive content and services directly to guest devices that is as easy to use as FACEBOOK.

Ib Drachmann-Hansen, President of WAYPORT EMEA, agrees clients seem to like WAYPORT's approach to bespoke converged networks, or as Mr. Drachmann-Hansen calls them "our Open Source Structures". He says: "We help hotels create, support and manage networks where applications can be added on quite independently. Ease of use has been a real driver for us. He continues: "We successfully support our clients from as far north as Greenland all the way down to South Africa and across to the far corners of Russia. It's an amazing operation in 37 countries there and reliable 24 hours a day, 7 days a week, all 365 days of the year."





The WAYPORT team will be at HTNG event in Lisbon between 19 October and 21 October 2009.

About **WAYPORT**

**WAYPORT** have become the leading provider of guest internet and wireless services globally; the choice of many leading hotel brands including Marriott, Hilton, Radisson Blu, Park Inn, Hotel Missoni, Regent and Four Seasons. WAYPORT have offices in the U.S., Europe, Middle East and Russia. **Wayport, an AT&T company.**

**WAYPORT** also have probably the best global support infrastructure and continue to have the leading industry call-to-connect rate.

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