Enhancing Guest Stays at 5-Star Hotel in Korea with Smarter Connectivity

Overview

The comprehensive Zyxel Networks solution, implemented by LGU+ and Newnet Information Technology, established a reliable, robust, and high-performance network infrastructure for a five-star hotel in Myeongdong, Seoul. This solution effectively addressed the hotel's challenges in providing high-speed, seamless WiFi services and ensuring smooth streaming experiences in high-density environments. Through real-time monitoring, proactive fault resolution, and streamlined management processes, the network minimized the impact of network failures on hotel operations and services while enhancing network management efficiency. Ultimately, this not only significantly improved hotel service satisfaction by providing guests with an excellent connectivity experience but also solidified the hotel's reputation as a prime choice for international conferences and luxury accommodation.

Challenges

Hotel managers sought to provide high-speed WiFi in all rooms and uninterrupted access as guests moved throughout the property. High-density spaces like banquet halls hosting conferences and weddings required robust connectivity to support many simultaneous users. The hotel also faced diverse, high-volume traffic from browsing, streaming, and social media, with constantly changing numbers of connected devices. Guests frequently moved between rooms, restaurants, and lounges, making seamless roaming and reliable streaming services in common areas essential.

Solutions

To address these challenges, LGU+ and Newnet Information Technology deployed a comprehensive Zyxel Networks solution. In public areas like banquet halls, lounges, restaurants, and fitness centers, WAX610D WiFi 6 4x4 MU-MIMO APs were installed. With high processing power and fast data transfer speeds, they deliver an optimal wireless experience even in high-density environments with many simultaneously connected users. In guest rooms, WAX300H WiFi 6 2x2 MU-MIMO wall-mount APs provide dead-zone-free coverage. Easily mounted behind TVs, under desks, or on walls, they feature PoE and Gigabit LAN ports, enabling an integrated wireless and wired network for IP phones, IPTV, and other in-room devices.

Customer
Myeongdong 5-star hotel

Industry
Hospitality

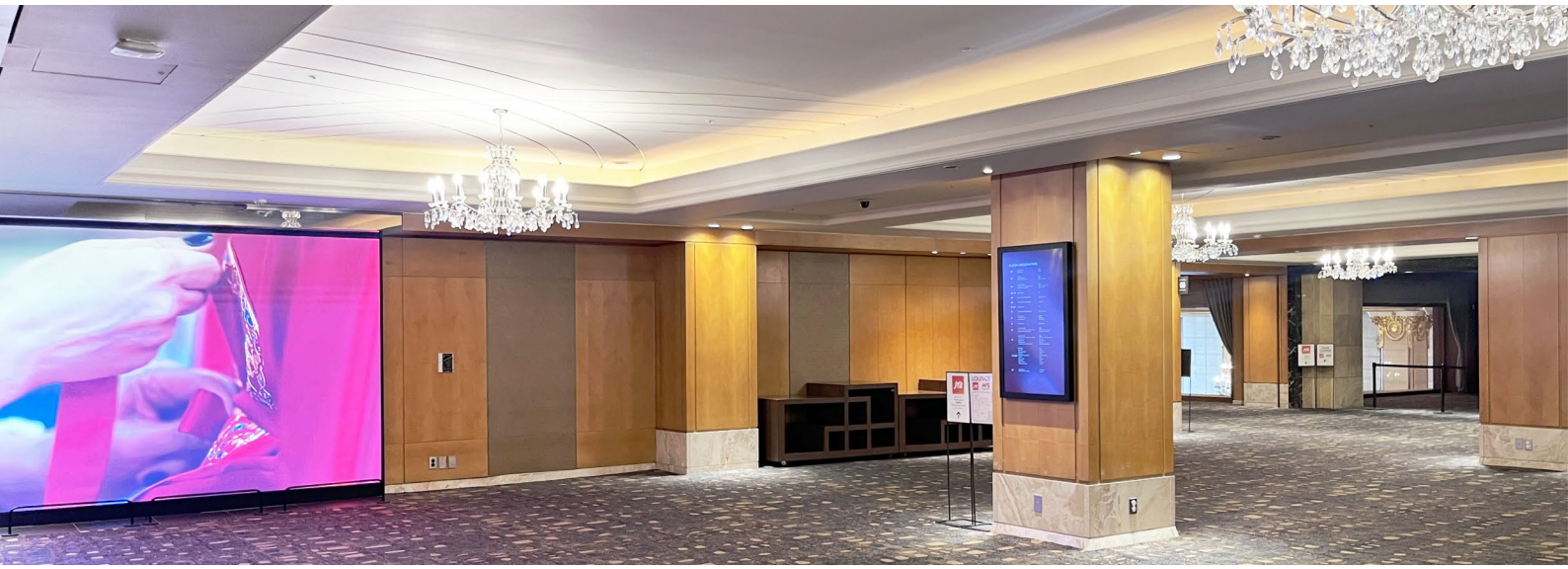
Location
Seoul, South Korea

Organization Size
38 floors above ground,
1,000 guest rooms

Partner
LGU+
Newnet Information Technology

Customer Background

This 5-star hotel, located in Euljiro, Seoul, is a representative five-star hotel with over 1,000 guest rooms and 38 floors. Positioned near major tourist attractions, it attracts domestic and international visitors for leisure and business. The hotel also features a 1,000-person banquet hall capable of hosting large-scale international conferences, including the IEC and G20 Conference.



Solutions

To ensure seamless connectivity for guests on the move, the hotel implemented unified WiFi names and roaming functions, allowing devices to automatically connect to the nearest AP and eliminating re-connection issues. Performance in high-density areas was further optimized with QoS, which limits traffic per device for fair usage, while separate business and customer networks provided tailored access. Load Balancing distributed users across APs, reducing speed drops and disconnections in crowded spaces like banquet halls and lounges.

The hotel adopted the Nebula cloud networking solution for real-time, centralized monitoring and management of over 1,000 APs. Administrators can check equipment and network status at a glance, and real-time notifications allow immediate recognition and remote resolution of issues, minimizing impact on hotel operations and guest services.

For enhanced customer management, guests can easily connect to WiFi by scanning a QR code, eliminating the need to manually enter passwords. Upon connection, the hotel's welcome page or important announcements automatically appear, providing a seamless experience and an effective marketing opportunity.

Product List

- WAX610D WiFi 6 Access Point
- WAX300H WiFi 6 Access Point

- XGS2220-54HP L3 Access PoE Switch
- GS1920-24v2/24HPv2 Smart Managed Switch

Results

The Zyxel Networks' solution successfully transformed the Myeongdong hotel's network, ensuring ultra-high-speed, seamless WiFi connectivity across all 1,000 rooms and public areas. Critical features like QoS and load balancing optimized performance for high-density usage, while the cloud platform enabled centralized, real-time management and rapid fault resolution, significantly enhancing guest satisfaction and operational efficiency.

- Cloud-managed platform keeps 1,000+ APs running smoothly, enabling consistent network performance across the 38-story hotel
- Unified WiFi names and roaming provide uninterrupted connectivity as guests move throughout the hotel
- QoS and network separation ensure fair usage, dedicated business and guest networks, and stable WiFi speeds in high-density areas
- Load Balancing maintains performance even during crowded events