

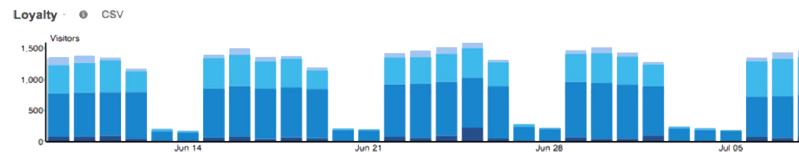
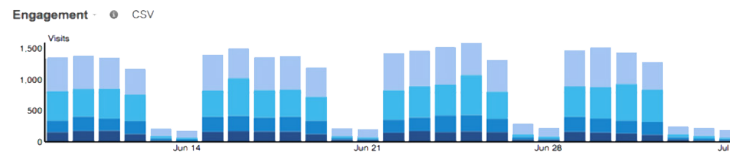
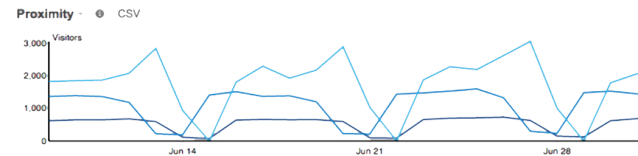


# Location Analytics for Hospitality

Actionable insights to deliver unique guest experiences

Built-in location analytics in every Cisco Meraki access point lets you easily gauge guest foot traffic, dwell time, and repeat visits across hotel properties or within specific areas inside buildings. Quickly answer questions like:

- How many guests use your fitness facilities on a daily basis? Are gyms more popular at certain hotel properties?
- How long did guests spend at the lobby bar this past week, and how many spent over an hour at the hotel restaurant last Thursday?
- How many guests return to the same property on a weekly basis and should be targeted for VIP offers or promotions?



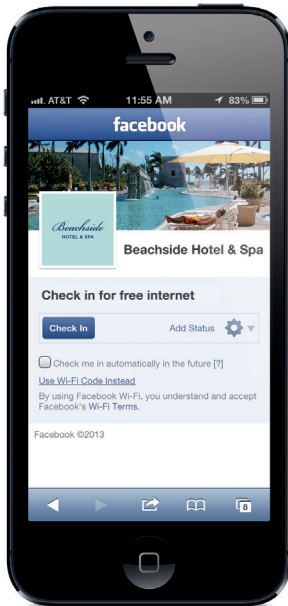
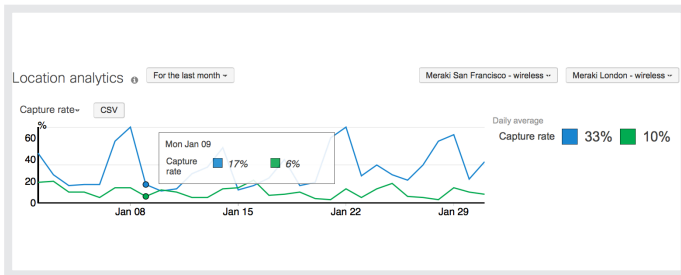
“Our customers depend on connectivity. WiFi allows our guests to conduct business, stay connected to loved ones, and of course for entertainment. With high-speed 802.11n in all of our properties, our guests can count on reliable performance.”

– Jim Amorosa, CEO of Motel 6 and Studio 6

# 1 Guest Insight

**Cisco Meraki uses location-based data to build powerful analysis tools, helping hoteliers learn about their guests**

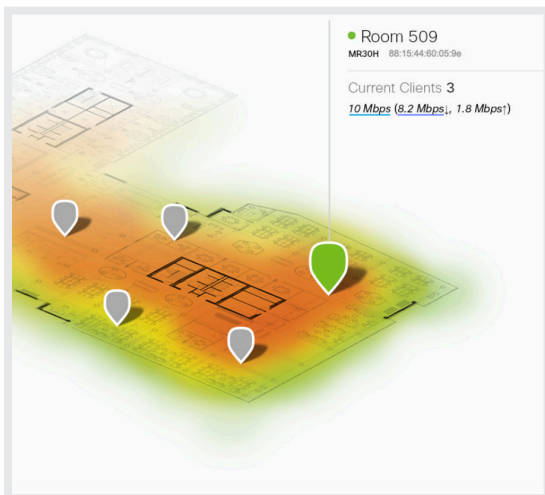
- Quantify site visits, how often guests return, and location dwell time to visualize trends in guest density over time, make more informed staffing decisions, or to deliver special promotions
- Discover aggregate and anonymous customer demographics (age, gender, language) via Meraki WiFi with Facebook Login
- Compare metrics across properties, hotels, or even within buildings via AP and network tagging



# 2 Engagement

**Enhance guest experience with secure, branded guest WiFi, Cisco Meraki WiFi with Facebook Login, and timely mobile offers**

- Customize guest experience with branded splash pages or use Meraki's WiFi with Facebook Login
- Increase Facebook impressions and brand awareness by seamlessly encouraging "likes" and check-ins
- Seamlessly integrate with 3rd-party apps providing location-aware services thanks to dedicated Bluetooth BLE radios in most APs



# 3 Actionable Results

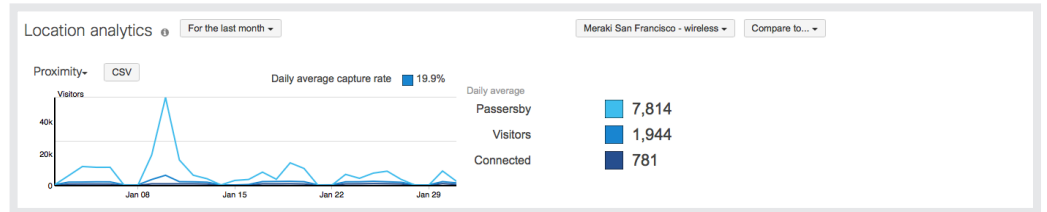
**Make data-driven decisions to drive onsite foot traffic, increase guest loyalty, and attract new customers**

- Use analytics data to replicate the most effective drivers of foot traffic across your locations
- Capitalize on repeat visits and longer dwell times to target and improve guest services, driving loyalty and revenues
- Generate new customers through relevant, event-driven interaction

# Location Analytics Metrics

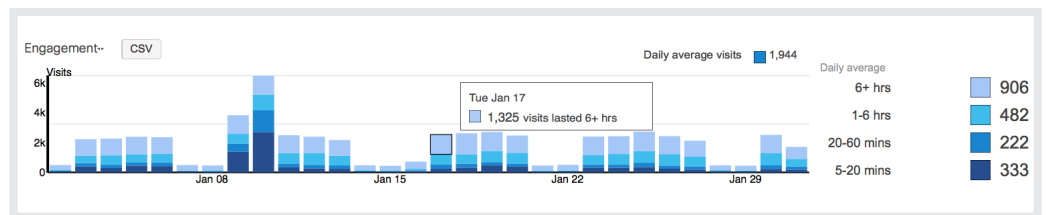
## Appeal

- Number of passersby vs. guests spending time at a specific location
- Determine peak business hours and identify what drives guests to your hotel



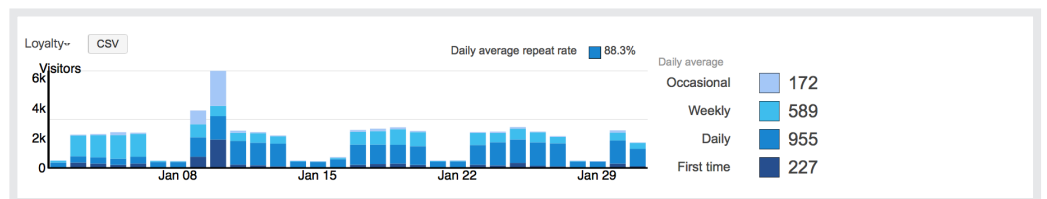
## Engagement

- Length of time guests spend within a given location
- Capitalize on guest dwell time to maximize guest services and sales



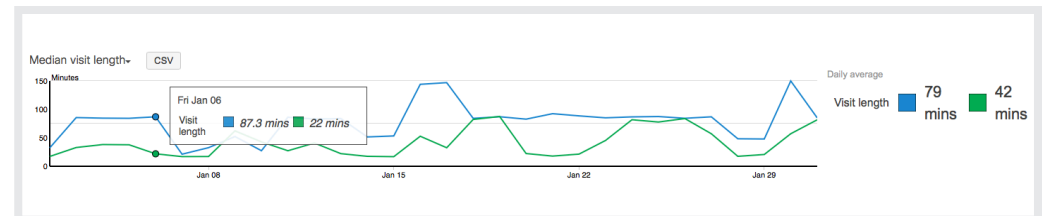
## Loyalty

- Number of first time guests vs. repeat guests
- Enhance customer experience for repeat guests through targeted offers



## Multi-Site

- Location analytics compared across multiple network locations
- Identify variations in guest behavior across different sites

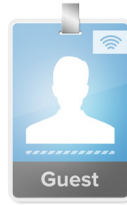


# Cisco Meraki provides a complete solution for hospitality



## Real-time location analytics

Integrated display of key metrics that measure the appeal, engagement, and loyalty of guests



## Guest WiFi

Guest WiFi solution enables secure, Internet-only access, Meraki WiFi with Facebook Login, and on-the-fly guest logins



## Centralized Management

Centralized visibility and control over all your networks from a single web-based dashboard

## Award Winning Cloud Management Architecture

- Network-wide visibility and control
- No on-site controller hardware
- Automatic monitoring and alerts
- Seamless over-the-web upgrades
- Scales to networks of all sizes



**M HKA**



CHICAGO  
**ARCHITECTURE**  
FOUNDATION

"No one provides this kind of traffic shaping and content filtering at such an affordable price."

—Cedric Sahuc, Manager,  
Hotel Agora

"The main difference with Meraki is that anybody can manage it, from anywhere, through the dashboard. This is a big advantage."

—Kristof Michiels, IT Manager  
and Developer at the Museum of  
Contemporary Art in Antwerp

"Meraki is good quality, good service, and good value."

—John Sands, COO and GM of  
Prospector Square Lodge

"The Meraki MX made a complex project very simple. The entire installation was a smooth and enjoyable experience. There was no need for training or certification like other vendors."

—Andrew Ruginis, Director of IT at  
the Chicago Architecture Foundation