

World Cinema's Quality Product, Strong Services and Competitive Prices Win For Schulte Hospitality Group

Le MERIDIEN

Highlights

60%

Hotels using World Cinema

130+

Hotels

26

States

Schulte Hospitality Group

Joe Deffert knows..

You can have the nicest hotel in the market, complete with eye-popping design and all of the onsite amenities demanded by today's increasingly sophisticated travelers.

But if a hotel's television service isn't top notch, guests aren't going to walk away happy, no matter how beautiful the saltwater pool or how cutting edge the fitness center.

That's why the director of information technology at Schulte Hospitality Group has turned time and again to World Cinema for his hotels' in-room entertainment needs.

"Guests want their hotel rooms to be like their homes, and they have all of this technology connected with their televisions at home," he says. "So the better we can replicate that experience at the hotel, the more likely we are to see that guest again."

Schulte is a premier hotel management and development company that manages more than 130 hotels in 26 states. Its portfolio includes Hilton, Hyatt, IHG, Origin, Marriott and Starwood properties. Approximately 60 percent of Schulte's portfolio is currently using World Cinema, according to Deffert.

Schulte turns to World Cinema to deliver the over-the-top service (OTT) to fulfill the Marriott Guest Room Entertainment (GRE). OTT allows guests to access their personal streaming accounts – services like HBOGo, Hulu, Crackle, Netflix and YouTube – directly on their hotel room televisions. Schulte also uses World Cinema to deliver interactive program guides that allow guests to quickly find their favorite shows and to search by channel, topic and on-demand options.

His Thoughts

- Complete package. "In my role, I have to look at several things: quality, service and price. World Cinema delivers on all three. They have the best fit for the needs of hotels."
- There when you need them. "One of the biggest differentiators I see between World Cinema and the competition is the support service. They are there to help."
- Meeting a variety of needs. "One issue we always run into in hotels is we have the public areas. Sometimes we have a bar that requires a sports package or we have exercise equipment with TVs that need a standard definition signal instead of the high def signal that other TVs on the property use. World Cinema offers the flexibility that allows us to meet every one of those needs."
- An eye on the present and future. "Streaming and casting are the wave of the future, as is 4K ultra high definition TV. World Cinema has the tools that allow you to meet these needs now and in the coming years. Their future-proof equipment will be able to deliver the next generation of technology demands."

