



WORLD CINEMA PROVIDES TURN-KEY IN-ROOM GUEST ENTERTAINMENT SOLUTIONS FOR 196 INTOWN/UPTOWN SUITES LOCATIONS ACROSS 22 STATES

Highlights

InTown Suites

InTown Suites, America's largest wholly owned economy extended stay brand, began using World Cinema for its in-room guest entertainment services in 2010 through their secondary brand, Uptown Suites. One of InTown Suites' intentions in working with World Cinema was to bolster the consistency of such services across its 150+ properties and 22 states.

By engaging World Cinema, InTown Suites forged a true long-term business partnership that creates uniformity with its entertainment technology, improves processes for its hotel staff and provides guests with a best-in-class experience.

The user-friendly features of World Cinema's set-top box and the company's attentive customer service enable InTown Suites to provide digital entertainment services that meet and exceed guest expectations. The revolutionary, one-stop-shop technology solves the logistical challenges and inconsistencies of working with multiple local cable companies.

Business Objectives

1. Upgrade in-room entertainment services with consistent technology to enhance guest experience.
2. Negotiate unique contract terms and leverage pricing.
3. Ability to consolidate to one vendor.

The Results

1. World Cinema's 60 channel HD television channel lineup meets and exceeds guests' expectations of in-room TV service.
2. World Cinema's accommodations and flexibility enable custom-tailored contracts and preferred pricing.
3. A stable, long-term business partnership that provides exceptional customer service for InTown and Uptown employees and guests.

"With guests spending more time in their hotel suites this year, in-room entertainment is more important now than it's ever been," said Amir Ahmed, DISH SVP of sales. "World Cinema continues to be a leader in the industry, which is why DISH is proud to work with them to deliver a next-level experience to InTown Suites' guests across the country."

1989

Established

188

InTown Suites locations

8

Uptown Suites locations

In
Town
SUITES

The Challenges

Local cable companies just weren't providing the quality of service and support InTown Suites needed for in-room entertainment services across its properties. In many cases they were dealing with individual invoices for each location and trying to get replacements for remotes or set-top-boxes were a huge challenge in itself.

Digital entertainment is rapidly changing, as are guest expectations. InTown and Uptown Suites desperately needed an entertainment system that was consistent across our portfolio and met guest demand, as well as a company that could offer flexibility in terms of contract negotiations and product pricing.



The Solutions

Since majority of the guests staying at InTown and Uptown Suites can range from a month duration to a year, the goal was to make guests feel at home.

"InTown Suites has partnered with World Cinema for the past decade to provide best-in-class in-room entertainment for its extended stay guests. This year, we improved our in-room entertainment to best meet the needs of our extended stay guests who are spending even more time in their suites due to the COVID-19 pandemic. Entertainment upgrades include moving all 188 properties from standard definition to high definition programming, offering a best-in-class channel lineup with 60 new channels, and installing up to 49" HDTVs. In addition to advancing our in-room entertainment; InTown Suites recently unveiled its fully redesigned suites. Specifically designed with long-term stays in mind, these premium suites incorporate all the elements and comfort of a well-appointed apartment. The functional design of the suite creates space for everyday living, with a separate place to work, dine, and relax. These continual improvements help us create a unique guest experience that remains unmatched in the extended stay market," stated Ash Kapur, President & CEO at InTown Suites.



Ultimately, when it came time to decide on in-room entertainment, they choose World Cinema for pricing, channel lineup, the ability to consolidate to one vendor and prior experience being a customer.

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Additional Information

www.intownsuites.com

www.uptownsuites.com