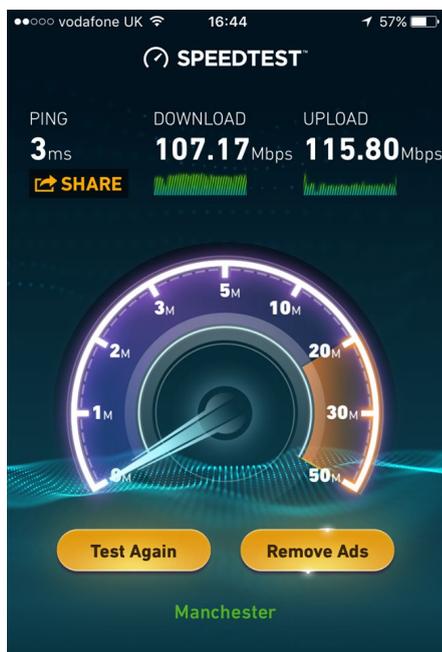


Fastest Hotel Broadband in the UK.

The Traddock Hotel in Austwick went live on B4RN in March 2017 thanks to the sterling work of the Austwick and other villages volunteers. Before B4RN we were very lucky to have a decent ADSL (5Mbps) broadband offering in the village and then in 2015 an upgrade to FTTC offering of 70Mbps.

Since joining B4RN we can now claim to have a "world class" Wi-Fi service, better than most hotels in the UK and as fast as any hotel in London can offer. Guests using newer phones or devices in a good location within the hotel can achieve speeds of over 100Mbps per device. To deliver this we installed a commercial Wi-Fi mesh network throughout the hotel using wired Meraki MR16 Access points with both 2.4GHz and 5Ghz radios. With 4 of these Meraki access points covering the whole hotel and paired with the B4RN connection we have yet to see our Wi-Fi service used above 12% of its capacity.



Decent Wi-Fi has grown to be a key service that guests now require and expect when visiting hotels. Being connected to work, family and friends is a key requirement to good guest satisfaction and repeat customers. Complaints come thick and fast when the service is down.

Just as importantly, as the internet's selling power increases our website and booking engine have quickly become the main resource used to deliver over 90% of our room bookings. Even when bookings occur over the phone, our website and its images, packages, rates and other information is a key selling and conversion tool. It allows a small little 12 bedroom hotel like ours to compete against the larger big budget brands and win. Keeping the information flowing in our systems, website, payments and bookings is a business critical service.

With plenty of capacity to grow into we feel reassured we will at least be offering a market leading Wi-Fi service for at least the next 10 years. We can also begin to seriously look at transitioning our computing, software and phone needs to the cheaper and more reliable hosted systems, helping us improve further our guests services and management of the business.

Thank you B4RN for removing the one negative aspect of our stunning location in the Yorkshire Dales National park, which was a poor internet connection.