

# The art of connecting

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The keys to a successful WiFi project  
in outdoor hospitality

# 8

## Recommendations for a successful WiFi project

- #1** A fibre line connecting the campsite to the Internet
- #2** Fibre LAN to supply the pitches
- #3** High-end outdoor Wireless Access Points
- #4** WiFi open to third party services
- #5** Total flexibility on your your commercial policy
- #6** Reactive and proactive maintenance
- #7** Peak time management capability
- #8** Simple and comprehensive monitoring interface

# #1

## A fibre line connecting the campsite to the Internet

### FEEDBACK

If you are eligible, fibre is the only solution capable of guaranteeing a fluid connection experience in high season. With every passing season, holidaymakers' Internet use is more bandwidth-hungry, especially with the development of HD and now UHD streaming. Alternative solutions such as ADSL and satellite have shown their limits in terms of quality and scalability.

It is imperative to opt for a dedicated professional fibre leased line with guaranteed symmetrical bandwidth (rather than a domestic fibre, which is typically shared with other premises and therefore will not provide a consistent guaranteed speed).

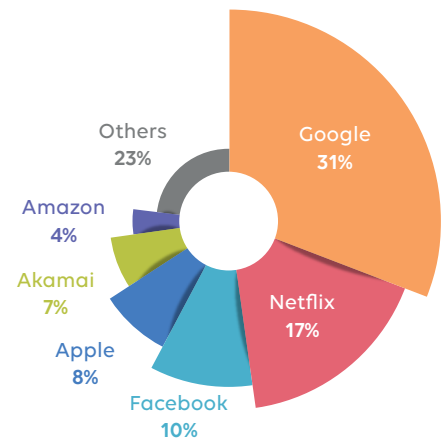
### A one-stop shop for WiFi and Fibre

A fibre Internet Service Provider (ISP) is essential for connecting large campsites (from 150 pitches). To avoid dilution of responsibilities and fruitless "ping-pong games" between fibre and WiFi providers, Wifirst is the sole supplier for both services.

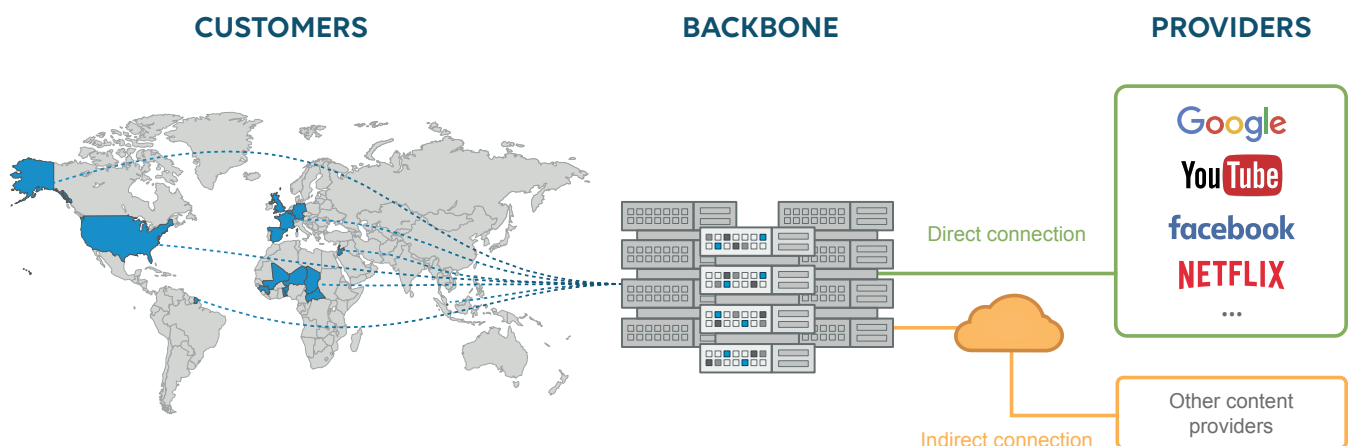
Wifirst is the only European operator specialised in outdoor hospitality to have its own core network both in the UK and throughout Europe, which enables the connection of campsites with its own dedicated fibre leased line with a guaranteed symmetrical speed.

Wifirst has set up direct interconnections (peerings) with the main content providers (Google, Facebook, Netflix, Apple, Microsoft, etc.) to optimise the speed of access to content for customers.

Internet uses of the Wifirst HPA park



Internet access is used primarily for video streaming



# #2

## Fibre LAN to supply the pitches

### FEEDBACK

We recommend that you deploy a fibre Local Area Network (LAN) at your campsite to connect at least 15% of your wireless access points. Avoid cascades of radio bridges. Radio bridges are too often misaligned and inconsistent due to changing vegetation and are not adapted to the specific characteristics of campsites.

### Fibre to the furthest location

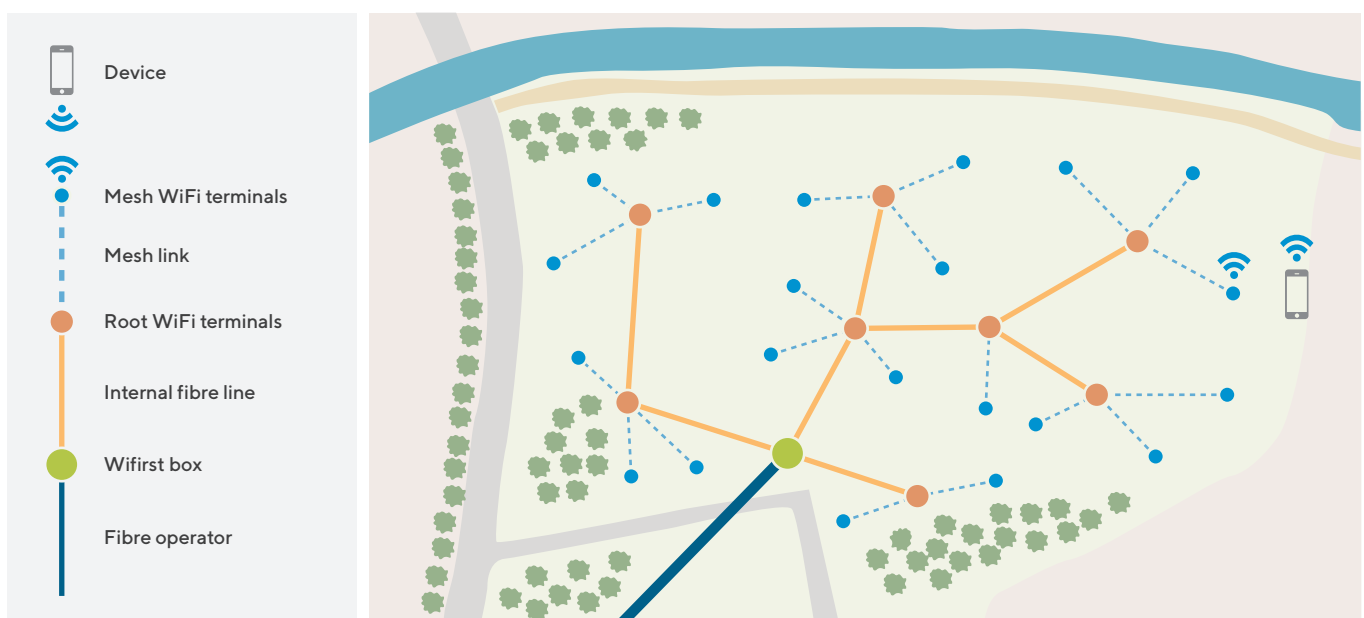
Campsites present a unique technical challenge for WiFi networks:

- **An open environment** that favours signal broadcasting but causes interference.
- **The presence of vegetation** which limits radio coverage and severely degrades the performance of extensive mesh architectures.
- **Weather constraints** requiring the use of equipment resistant to temperature variations and bad weather.
- **Sites with varied terrain**

**The "fibre backbone" is the only credible solution to guarantee a homogeneous connection quality over 100% of the campsite.**

► See illustration below

Wifirst has made the technical choice to limit the number of radio bridges. By connecting the "root" WiFi terminals to the network via an internal fibre line, Wifirst optimises the communication of the surrounding terminals in "mesh". The isolated pitches benefit from the same speed as the pitches at the entrance of the site.



Architecture of Wifirst network in outdoor hospitality

## FEEDBACK

We advise you to choose an operator who will install state-of-the-art WiFi hotspots that are discreet, remotely operable and resistant to weather and heat.

To optimise the user experience, opt for wireless access points capable of managing roaming, which avoids unwanted disconnections when moving around the campsite.

### Wifirst chooses Ruckus technology

Since 2013, we have relied on the expertise of Ruckus, a pioneer in the WiFi hotspot market, which stands out for its innovation and high-performance products. All access points installed by Wifirst have the following features:

- Dual band **2.4GHz** and **5GHz** radio
- WiFi **802.11ax** (WiFi 6) (speeds up to 1.7Gbps)
- **BeamFlex technology**: an intelligent antenna array that continuously shapes and directs all packets to the best performing signal path. This increases the signal range and reduces data loss.
- **ChannelFly**: automatic channel selection to limit interference and ensure the best possible throughput.
- **Bandsteering**: the ability of access points to support the connection of equipment in the 5GHz frequency band.

All access points are centrally supervised and administered by the Wifirst NOC (Network Operation Center). Thanks to the strength of the technical partnership between Ruckus and Wifirst, the full range of access point functionality can be exploited.

The WiFi hotspots installed by Wifirst in campsites are identical to those installed by Wifirst in French army defence bases during overseas operations in Chad or Niger, for example.

**ZoneFlex T350**

Outdoor

**ZoneFlex R750**Seminar room  
(very high density)**ZoneFlex R350**

Indoor

# #4

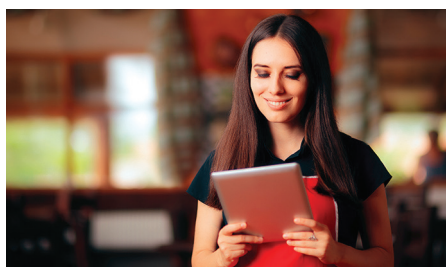
## WiFi open to third party services

### FEEDBACK

The requirements of campsites today go far beyond "simple" Internet access for holidaymakers: connecting administrative equipment, allowing teams to easily access business applications while on the move or creating dedicated networks for meetings.

We advise you to choose a service provider who positions itself above all as a network architect, who in addition to offering you a solid WiFi base, facilitates the integration of third-party services (business WiFi, WiFi for meetings, IPTV, VoIP, Chromecast, e-concierge, video surveillance, connected locks, etc.).

### Business WiFi



For business needs, Wifirst configures a dedicated network (VLAN) broadcast on a separate SSID with guaranteed speeds.

This network provides secure WiFi access to all authorised personnel: an immediate connection, permanent access to the Internet and to your intranet according to the perimeters of responsibility.

### Meeting Room



The business clientele is a real growth lever for the outdoor hospitality industry as it offers campsites the opportunity to extend the tourist season.

With its experience in the traditional hotel industry, Wifirst has developed a range of connected solutions to help campsites develop this activity.

### Additional Services



At Wifirst, we consider the WiFi network the technical foundation capable of supporting a multitude of digital services.

Wifirst has chosen to facilitate this type of integration - charged heavily by some WiFi operators - because it is a central issue in the digitalisation strategy of campsites.

# #5

## Full flexibility on your commercial policy

### FEEDBACK

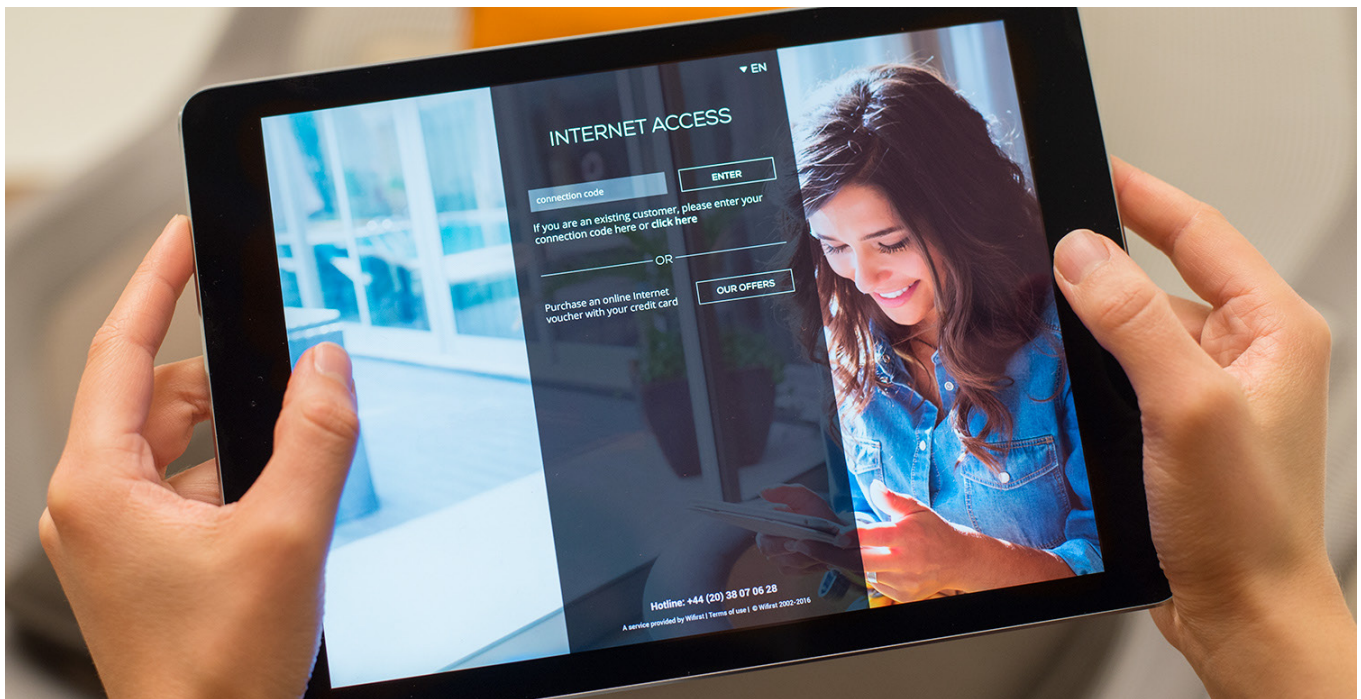
There is a clear trend in the high-end sector today: on the one hand, campsites want to have control over their commercial policy regarding WiFi access, and on the other hand, customers expect to have free access throughout the campsite.

We advise you to choose an operator that guarantees you total autonomy in the choice of your commercial policy: offer free WiFi throughout a selection of pitches, on a free zone or on the whole campsite and organise your catalogue of paying offers according to your wishes.

### Free WiFi? Paid WiFi? It's up to you!

Wifirst accompanies and advises you in your choices concerning the conditions of access to the service. We configure customised catalogues:

- Catalogue of paid upgrade offers (by credit card) via our portal
- Management of free or paid connection codes
- Variable connection durations
- Any number of simultaneous connections
- Free of charge for a limited period of time or limited to certain areas of the campsite
- PMS Interconnection



Custom portal



# #6

## Reactive and proactive maintenance

### FEEDBACK

During the peak months, any breakdown has a disastrous effect on customer satisfaction. We advise you to obtain strong guarantees on network maintenance and resources deployed during the season to avoid any malfunction.

### Proactive 24/7 supervision

All the equipment deployed by Wifirst is supervised remotely and allows us to send a multitude of technical and functional indicators to our control centre to anticipate and correct incidents in real time.

During the July-August period, we set up an outdoor hospitality support team made up of qualified technicians dedicated to the campsites we equip.

At the beginning and end of each season, Wifirst validates the proper functioning of the equipment on all the campsites. Throughout the year, our technicians intervene in less than 8 hours anywhere in the UK!



Remote equipment management interface



# #7

## The capacity to manage peak hours

### FEEDBACK

In campsites, as well as in student residences or hotels, we measure peaks of activity in certain time slots. We would advise you to check the ability of the solution to support the traffic load during peak hours so that the connection experience is smooth even during the peak hours (6pm-11pm). The quality and robustness of a WiFi network always comes into its own in these situations.

## The wibox, 20 years of technological innovation

The wibox was developed by Wifirst to meet the very specific needs of shared internet access with a high density of users. The wibox is a piece of network equipment in perpetual evolution which guarantees you the supply of an evolving service, in accordance with your needs and the internet use of your customers.

### Quality of service management algorithms

- Fairness between users
- Dynamic prioritisation of traffic
- Bandwidth reservation for a particular VLAN (e.g. business network)
- Failover and service resilience

### User authentication and legal protection

- User identification and access rights management
- Traceability of connections in compliance with legal obligations

### Network and security

- Supervision of equipment
- DHCP server and DNS relay
- Security: Firewall & partitioning of the various local networks



# #8

## A simple and complete monitoring interface

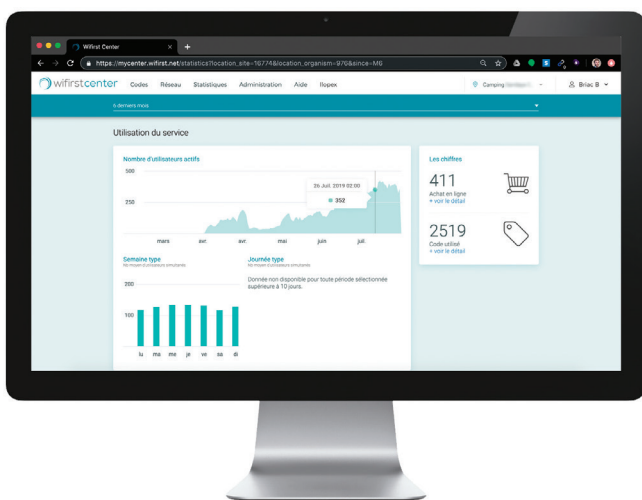
### FEEDBACK

WiFi service monitoring is the key to peace of mind. Access in real time all the information relating to the use of the service: number of users connected, percentage of bandwidth used, type of devices connected. Your network will no longer have any secrets.

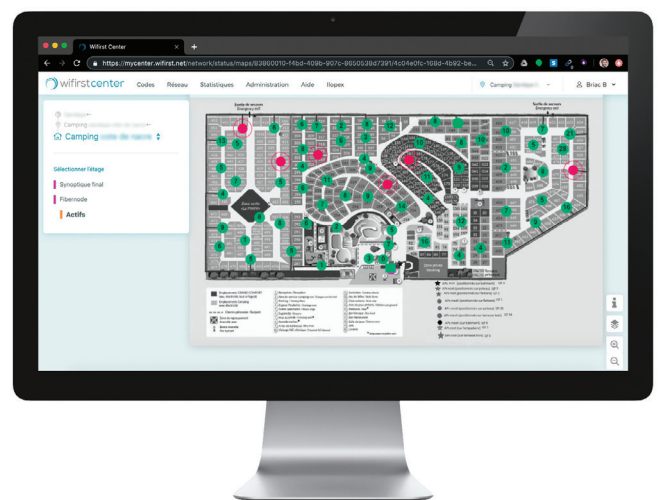
### The new generation Wifirst Center

The Wifirst Center is an interface for monitoring and managing WiFi services. Numerous features are regularly added to this tool:

- Real time network supervision
- Dynamic mapping of equipment
- Event tracking (e.g. incidents, scheduled interventions and works...)
- Monthly statistics (e.g. traffic, number of connected devices...)
- Publication of announcements
- User information (e.g. type of devices used...)
- Autonomy on the administration of Wifirst Center accounts
- Support service



User information overview



Overview of dynamic equipment mapping

# A rapid evolution of Internet use in the outdoor hospitality industry

## A few words about Wifirst

Founded in 2002, Wifirst is the leader in managed WiFi for professionals. The telecom operator expanded its network internationally by opening offices in the UK and Spain in 2016 and now covers 26 countries.

Wifirst has structured its activity around two major customer families: the Hospitality & Residences market (Crous, AccorHotels, Club Med...) and the Retail & Business market (La Poste, MAIF, Norauto...).

As a pioneer of the "WiFi As a Service" approach, Wifirst is committed to continuous innovation in order to offer a network capable of absorbing the spectacular increase in Internet usage, to offer high value-added services and to make WiFi the technical foundation of its customers' digital transformation.

For more information: [www.wifirst.co.uk](http://www.wifirst.co.uk)

## Our experience in outdoor hospitality

Wifirst started its outdoor hospitality activity in 2011 with the Chênes Blancs campsite (3 stars, 200 pitches in Saint-Saturnin-lès-Apt, France). The outdoor hospitality segment represents, today, an essential axis of development for Wifirst.

We have been able to capitalise on our technical expertise in indoor WiFi and adapt to the specific context of outdoor WiFi.

Every year, we measure the rapid evolution of its use in outdoor hospitality. The amount of equipment and connected objects is increasing considerably, the use of streaming services has exploded (Netflix, Youtube, BBC iPlayer...). This is why we will never deploy a campsite without being certain that the service can meet the users' requirements.

End-user satisfaction and manager peace of mind are the two pillars of our value proposition.

## Our references



