

Parable Hospitality designs seamless guest experiences

Overview

- Parable Hospitality manages hotels across California and Hawaii, offering unique coastal views and community-oriented experiences.
- A critical brand pillar in their management philosophy is providing ample connectivity, so guests always enjoy reliable internet service and WiFi onsite.
- The hotel management company sought to satisfy guest desires for enhanced in-room entertainment.

Outcomes

- Spectrum Business® introduced high-speed internet connectivity, helping overcome challenging coastal locations, by installing [Dedicated Fiber Internet](#).
- Every guest of a Parable Hospitality location enjoys enough bandwidth to simultaneously run multiple devices, with back-up support by [Wireless Internet](#).
- Guests enjoy in-room entertainment, streaming capability and the ability to plan future viewing from an interactive menu using [Fiber Connect Plus TV](#).

Why it matters

- Parable Hospitality is committed to reliable, high-speed connectivity across the guest journey.
- High speed fiber connectivity also helps the hospitality company closely manage its maintenance, housekeeping and budgeting needs.
- Parable Hospitality plans future alignment opportunities in which their Spectrum Business technology partnership can be leveraged.

Deploying unlimited connectivity with support from Spectrum Business

Across the California coastline stands a unique collection of hotels offering premium accommodations in some of the most beautiful locales in the state.

Parable Hospitality, formerly Pacifica Hotels, manages an extensive portfolio of boutique, lifestyle and branded hotels. They comprise more than 30 hotels, each one defined by its unique culture, location and people. They stretch from San Francisco in the north down to Half Moon Bay, across the Central Coast to Newport Beach and finally San Diego in the south. Parable Hospitality also manages a beach resort on the Big Island of Hawaii.

Each site is selected for its charm, location and community connection, among other factors.

Scott Roby, President, Parable Hospitality, identifies technology as a critical enabler of the guest experience. "Our properties are designed around scenic beauty, relaxation and simply enjoying life," he says. "While they typically stay with us to get away from it all, our guests also expect internet connectivity, unlimited WiFi and premium TV access."

That can be a challenge in many of the coastal areas where Parable Hospitality owns and manages hotels. To help ensure the availability of seamless, reliable high-speed fiber service, with the ability to scale up as needed, they partner with Spectrum Business.



Parable Hospitality deploys seamless connectivity in many ways, including faster check-in services that get guests into their rooms right away.

Customer profile



Company

Parable Hospitality

Industry

Hospitality

Services

Dedicated Fiber Internet
Wireless Internet
Fiber Connect Plus TV
Enterprise Trunking

Company size

1,000-5,000 employees

From remote to connected

Because Parable Hospitality properties are often geographically isolated, supplying them with ample bandwidth requires both excellent service and careful engineering.

“Some of our Cambria locations are quite rustic, like an old English countryside right on the bluffs,” notes Alan Hurd, Director of Facilities & Capital Improvements, Parable Hospitality. “That became a challenge for us to get the bandwidth we need.”

Working with Johnny Tam, Major Account Manager, Spectrum Business, Parable Hospitality locations are set up with individual dedicated fiber circuits, supported by the trusted partnership he has built through his consultative account management approach. The circuits draw enough bandwidth to supply all WiFi and internet connectivity needs.

Wireless internet circuits are also set up in select hotels to provide backup connectivity when needed.

“We’ve got fiber deployed everywhere now,” Hurd explains. “Between the fiber and the Wireless Internet backups, we very rarely have any problems now.”

Each [Dedicated Fiber Internet](#) circuit comes with a service-level agreement guaranteeing 100% uptime, 24/7 support and the ability to scale up as needed. To guard against harsh weather conditions and power loss, [Wireless Internet](#) supports existing connectivity to some of the more remote hotels.

Seamless experiences in faraway settings

A critical component of ample connectivity is the fact that guests are more expectant of having it now than ever before. For Roby, having connectivity is “table stakes”; Parable Hospitality is invested in more than satisfying those expectations.

Connectivity matters not only for business travelers but family



Connectivity is critical to Parable Hospitality as it helps facilitate many needs of both staff and guests.

vacationers, too: “People are now traveling with three or four devices per person, which requires us to provide more capacity for those devices to work,” Hurd notes. “Having that additional capacity overcomes the challenges of slow delivery or hiccups when surfing the internet.”

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Alan Hurd, Director of Facilities & Capital Improvements, Parable Hospitality

Premium television service is another priority. Parable Hospitality offers guests in each of its rooms over 120 high-definition channels with an interactive TV directory and 24/7 support using [Fiber Connect Plus TV](#). “You not only know where your favorite channel is, but with the interactive guide you can plan what to watch in the future,” Hurd says.

Improving operational efficiencies across the chain

The fast, reliable flow of data over Spectrum Business fiber also helps Parable Hospitality proactively address guest needs. Hotel management is continually analyzing their operational data to better anticipate their desires. Personalized recommendations can even be delivered, like where to go to get the best burger in town.

Hurd describes this as especially helpful in tracking what services are most critical to guests.

“Being able to streamline communications between our guests and our team members so we have a record of all requests is very helpful, not only in the short-term, but as we plan our budget for the year ahead,” he notes.

Communications at each Parable Hospitality location are delivered over a private fiber network offering flexibility, ease of use and 24/7 proactive monitoring using [Enterprise Trunking](#). Where hotel maintenance staff once carried two-way radios to address



Whether traveling for business or pleasure, today's guests depend on WiFi service more than ever. This is one reason Parable Hospitality is committed to expanding coverage to all parts of their hotel properties.

issues, they now use handheld devices that are not only quieter but feed into an efficient, trackable ticketing system open to guest input.

Planning for a bright future

Hurd has a broad vision of how technology can continue to enrich guest experience at hotels managed by Parable Hospitality, including notifying guests via geotracking about the availability of appetizers and cocktails at a nearby poolside bar.

"Parable Hospitality is focused on providing operational excellence and special guest experiences at each hotel we manage," Hurd says. "In executing our vision, we see Spectrum Business as an integral technology partner. We look

forward to accomplishing even more with them in the years ahead."

For Spectrum Business, the collaboration has proven a gratifying showcase for hospitality innovation:

"It's inspiring to see Parable Hospitality's relentless commitment to exceptional guest experiences — delivering strong connectivity, seamless WiFi and premium TV across the many boutique properties they own and operate," says Mark Kornegay, General Vice President, Vertical Market Sales, Spectrum Business.

Adds David Brown, Vice President, Vertical Market Sales, Spectrum Business: "Our long-standing partnership with Parable Hospitality is built on collaboration and a shared commitment

to innovation. We're proud to help bring their technology vision to life and excited to support their continued growth in the years ahead."

Spectrum Business provides enterprise technology solutions to 96% of the top hotel brands in the US.

"Our properties are designed around scenic beauty, relaxation and simply enjoying life. But while they do want to get away from it all, our guests also expect internet connectivity, unlimited WiFi and premium TV access."

**Scott Roby, President,
Parable Hospitality**

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