CASE STUDY

Hallmark Inns & Resorts delivers modern, personalized TV solution

Overview

- Hallmark Inns & Resorts wanted to offer in-room entertainment designed to give guests rich content and easy access to personal streaming apps.
- Connectivity at their hotel properties along the Pacific coast was frequently disrupted by weather issues.
- WiFi use and in-room internet activity require robust bandwidth, with the ability to scale when needed.

Outcomes

- Rooms now offer reliable video content with access to over 100 channels of live TV and streaming apps with ROOMNET.™
- The ability of guests to take video entertainment with them to the pool or beach is made possible with TV Streaming Access.
- Dynamic improvements to WiFi availability and in-room connectivity were realized with the installation of Dedicated Fiber Internet.

Why it matters

- Smoother TV performance and a more user-friendly interface mean fewer service calls and minimal guest frustration.
- Guests can pick up movies or series where it left off or check in on live sports events.
- The ability to offer streaming video entertainment allows guests to take video with them and simultaneously enjoy more hotel features.
- Improved bandwidth and faster speeds mean fewer WiFi headaches and improved guest satisfaction.

Creating optimal experiences in a challenging coastal location with faster connectivity, stronger WiFi

Set along Oregon's Pacific coastline are a collection of unique hotel properties where guests enjoy wide ocean vistas, gorgeous sunsets and some of the region's most iconic coastal scenery.

"Our critical need is reliable internet connectivity," explains Charles Holt, Director of Operations, Hallmark Inns & Resorts. "We need sufficient bandwidth to support our overall operations, scalability for future growth, strong uptime performance and the ability to connect to cloud-based applications."

In the past, heavy rains and high rocks played havoc with connectivity and TV service. Now a powerful fiber circuit as well as reliable in-room entertainment have boosted guest experience, thanks to a new technology partnership with Spectrum Business®.

"Before, we had a lot of outages," says Jeff Garcia, General Manager of Hallmark Resort & Spa Cannon Beach. "There was also trouble with our televisions and certain channels not coming through. Now everything's always working. Our guests are happy about that, and so are we."

In-room entertainment guests can also access from personal streaming devices

An important improvement to hotel operations came with upgrading TV and video entertainment options in each hotel room.



Hallmark Inns & Resorts look over some of the most dramatic panoramas of the Oregon coastline, as well as historic Haystack Rock, at above right.

Customer profile

HALLMARK INNS & RESORTS

Company
Hallmark Inns & Resorts

Industry
Hospitality

Services
ROOMNET
TV Streaming Access
Dedicated Fiber Internet

Company size
Six properties, including hotels, restaurant and spa set along Oregon's Pacific coast.

Spectrum BUSINESS®

Hallmark boosted both the number of channels (from 36 to 120) and the strength of their video signal when they switched to ROOMNET. This apps-based, easy-to-use platform creates a viewing experience akin to being at home, with a wide variety of available streaming and traditional TV content, all while relaxing in their hotel room.

"For our guests, it's like being at home," Garcia notes. "It's another comfort we can provide them."

ROOMNET also allows for unique personalization features to enrich the stay of every guest, including "Welcome" screens to introduce core Hallmark amenities. Using their TV screens, guests can view operating hours for the hotel spa, Elements by the Sea.

"It shapes guest comfort and convenience, and ultimately how they perceive the value we provide," Holt explains. "Much like our oceanfront rooms, fireplaces and landmark views, it goes beyond a simple amenity — it becomes a core part of the overall guest experience."

Video that can be enjoyed on the go

A second video service, TV Streaming Access, enables the ROOMNET experience to be taken outside the guest room to any Hallmark hotel pool, hot tub or beachfront property. It gives guests the ability to stream content on any TV or personal device anywhere on hotel grounds.

"The positive guest impact that ROOMNET has been having is exciting. It's a great feeling when you know the in-room entertainment is working the way it should and the guests are enjoying it."

Eric Seil, General Manager, Hallmark Resort Newport



At Hallmark Inns & Resorts, smooth video service is offered to complement relaxing indoor comfort and serene views of the Pacific Ocean.

"Today's hotel guests expect seamless connectivity and entertainment experiences wherever they travel," notes David Brown, Vice President of Sales, Spectrum Business. "We are proud to help Hallmark Inns & Resorts deliver reliable WiFi, personalized in-room entertainment through ROOMNET and the performance needed to create exceptional guest experiences. In this way, we're helping Hallmark strengthen guest satisfaction and elevate the overall guest experience while supporting the long-term success of its hospitality business."

Reviews of the new TV services have been positive, both from guests and from staff.

"We used to get ten to 20 calls a day with guests just having basic struggles, like turning the set on," Garcia notes. "Now it's down to one or two, sometimes no calls per day, because everything is very transparent and straightforward."

Fewer maintenance calls mean more opportunities for hotel staff to focus on other ways to improve the guest experience, he adds.

Bandwidth that makes WiFi run better than ever

Improved connectivity makes a difference in many ways. WiFi service, which matters a great deal to hotel guests, relies on robust bandwidth and strong signal output everywhere on site.

"We need strong WiFi everywhere and having that really comes into play when we're at full capacity," Garcia notes. "When we have a full house and everybody's using WiFi, it was really slowing things down with our previous provider. Now it's working perfectly the whole time."

Since Spectrum Business installed Dedicated Fiber Internet at their Cannon Beach location, Holt has been impressed by the difference.

"With the steadier signal, we don't have as many drops," he says. "The speed has noticeably improved, too."

The same dramatic improvements are in evidence at Pacific Suites, a hotel property near Cannon Beach. Connectivity had been an issue there once, but not anymore.





Reliable, high-speed connectivity is as critical to the overall Hallmark Inns & Resorts experience as any other amenity. Having clear WiFi access from anywhere on hotel property is enabled with Dedicated Fiber Internet.

Delivering reliable, high-speed connectivity has become a critical differentiator in the guest experience. It requires not only the bandwidth to support robust WiFi, but the capacity to meet rising expectations for seamless, simultaneous use across multiple devices. For Hallmark, maintaining that level of performance is essential — guest satisfaction drives loyalty, and repeat visits are central to the business model.

"We're in it for the marathon, not the short sprint," explains Eric Seil, General Manager, Hallmark Resort Newport, another hotel property. "If things aren't a hundred percent the way that it needs to be for a guest, we will make it right. That is part of our culture across all our properties."

Service that keeps getting better

Hallmark Resort Newport has its own Dedicated Fiber Internet circuit. Seil was especially impressed with the efficient installation approach: "Spectrum Business proactively installed the fiber two months ahead of schedule so it would all be done by the time we were in peak season."

Hallmark Inns & Resorts have offered their guests unique experiences since they opened the Cannon Beach location in 1948. People have known them for their dog-friendly policy (complimentary treats included), for their nearby restaurant and spa designed to augment hotel stays, for their craggy cliffsides and the stark, surfside beauty of Haystack Rock, a hotel landmark which stands sentinel over the Pacific.

"From the beginning, our focus has been on understanding Hallmark's unique business needs and helping them deliver the experience their guests expect" explains AJ Duckett, Major Account Executive, Spectrum Business. "Whether it's reliable connectivity, modern in-room entertainment through ROOMNET or responsive support, we work side by side with their team to provide solutions that align with their goals. Seeing the positive impact on both guests and staff has made this a particularly rewarding partnership."

"TV Streaming Access is giving our guests the opportunity to actually stream entertainment in their rooms. Prior to this, they would have to bring their own streaming devices to stream their favorite shows. Now they just sign in. It's like being at home for them."

Jeff Garcia, General Manager, Hallmark Resort & Spa Cannon Beach

While sunny weather attracts many guests to their beaches, others who return year after year prefer to enjoy the dramatic skyline from the comfort of their rooms. Having powerful WiFi and enough connectivity to simultaneously power multiple devices makes this option more agreeable than ever.

"Spectrum Business has done a good job of understanding our business needs, providing solutions that really align with our goals," Holt explains. "We appreciate the clear communication they provide, and the proactive account management they do to make things smoother for us. We can't ask for a better partnership than that."



A warm, cozy ambiance has been part of the Hallmark Inns & Resorts experience since 1948. The additions of fiber connectivity and portable video entertainment are designed for people who want to relax, even if they aren't ready to unplug completely.

"I think what stands out most is the reliability of service and the responsiveness of the Spectrum Business team. We now have dependable connectivity that helps us maintain our day-to-day operations. We are free to focus our energies where we most like to, which is keeping our guests happy."

Charles Holt, Director of Operations, Hallmark Inns & Resorts

Solution summary

- **ROOMNET** — Provides a rich entertainment experience that balances familiar linear TV with easy access to personal streaming apps. Also personalizes stays with welcome messaging that highlights amenities such as an affiliated spa.
- **TV Streaming Access** — Guests can enjoy watching streaming ROOMNET content from their device anywhere on hotel property.
- **Dedicated Fiber Internet** — Having faster internet connectivity means more bandwidth and smoother WiFi access across hotel locations.

Spectrum Business: Enterprise-grade fiber

VERTICAL SYSTEMS GROUP

Fastest-growing among the top three U.S. providers of fiber-lit buildings over the past decade.[1]

Award-winning connectivity

FROST & SULLIVAN

Winner of the 2026 Frost & Sullivan North America Dedicated Internet Access Competitive Strategy Leadership Award.[2]

1. 2025 Vertical Systems Group U.S. Fiber Lit Buildings LEADERBOARD, Rick Malone, Principal, Vertical Systems Group www.verticalsystems.com.
2. 2026 Frost & Sullivan Competitive Strategy Leadership Recognition, The North American DIA Industry Excellence in Best Practices, Leandro Agion, Industry Director, Frost & Sullivan, June 2026.

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