

Boutique hotel chain delivers on smart tourism solutions with technology partner

How Arlo Hotels counts on Spectrum Business for connectivity-based expansion

As a rising star in the independent hospitality industry, Arlo Hotels seeks to implement only the best in current technology innovations, as is highlighted in their three Manhattan properties. For Darren DeSilva, Arlo Hotels Vice President of Information Technology, that mission began by calling on Spectrum Business.

“It’s easier to engage when you have one option that provides you with different functionality and different platforms that are all-inclusive, and gets me help when I need it,” DeSilva explains. “The fact Spectrum Business is embedded in New York and has a great reputation here counts for a lot. So does the way our relationship grew as Arlo Hotels went from one New York site to three.”

DeSilva has gotten to know many people at Spectrum Business: engineers and technicians, as well as senior leadership. At the heart of that Spectrum Business relationship

“It’s not just a provider thing. It’s engaging at a level where it’s a partnership. Whatever we try out, we want Spectrum Business to be a part of it.”

– Darren DeSilva, Vice President of Information Technology, Arlo Hotels.

is William Macari, Major Account Executive for Hospitality Sales.

“William’s customer-service levels are beyond anything,” DeSilva says with a laugh. “Weekends, nights, he’s always following up on every single item.”

Arlo Hotels became one of the first hotel chains to install the Spectrum Business Managed WiFi solution, a success that has spurred many other connectivity improvements. Always an innovator, DeSilva says he is eager for the next new thing in Arlo Hotels technology partnership with Spectrum Business.

Pushing the envelope

New York City is a destination like no other in the world; to succeed in the city’s demanding hospitality industry requires both fierce dedication and forward-thinking resourcefulness. Running three establishments in various parts of Manhattan, Arlo Hotels dedicated themselves to building a guest experience like no other.

“We want to push the envelope,” explains DeSilva. “That’s always the goal. I push it as much as I can.”

Arlo Hotels serves a highly active clientele who expect nothing less than to be able to operate multiple devices without worrying about untimely lag or dead spots.



At Arlo Hotels, the comforts of an attractively furnished and spacious lounge are enhanced by Spectrum Business ultra-high speed Dedicated Fiber Internet (DFI) to meet every guest’s communication needs.

Client profile

Arlo Hotels

Company
Arlo Hotels

Industry
Hospitality

Services
Dedicated Fiber Internet (DFI)
Fiber Connect Plus TV
Enterprise Trunking
Managed WiFi
Managed Router Service

Overview

- Arlo Hotels operates three New York City hotels catering to today's younger, tech-savvy travelers.
- The company caters to the same demographic in their two Miami locations, as well as in Chicago.
- Spectrum Business is their primary network partner, delivering an array of services including Dedicated Fiber Internet (DFI), Managed Router Service, Fiber Connect Plus TV, Enterprise Trunking and Managed WiFi.

Outcomes

- Amenities at Arlo Hotels now include mobile communications and app-based room service.
- The full range of connectivity services embedded at the 499-room Arlo Midtown location serve as a showcase for smart tourism options.
- The use of Fiber Connect Plus TV at all three Arlo Hotels in Manhattan lowered the expense of offering live television service to guests.

Why it matters

- Dependable technology is critical to keeping guests happy and more likely to check back in the next time they are in the Big Apple.
- As Arlo Hotels expands into other locations, they see their Spectrum Business partnership as a valuable foundation on which to build.



Each Arlo Hotel in Manhattan offers sightseeing experiences, even when the visitor is just sitting down. Meanwhile, Spectrum Business Managed WiFi offers fast, dependable connectivity.

To that end, Arlo Hotels counts on Spectrum Business as their technology partner, enabling them to offer specialized guest experiences like app-friendly amenities and casting to TV functionality accessible via mobile device.

To provide Arlo Hotels with scalable connectivity backed by full-on availability at all three Manhattan locations, Spectrum Business installed [Dedicated Fiber Internet \(DFI\)](#).

For in-room television service offering well over a hundred channels and limitless video content without the need for in-room equipment, Arlo Hotels opted for [Fiber Connect Plus TV](#). Better communications service with scalability features, connectivity options and Primary Rate Interface (PRI) is achieved with [Enterprise Trunking](#).

Finally, to ensure against possible signal issues at Arlo Midtown, [Managed WiFi](#) was installed, raising the level of access and mobility for guests and staff operations.

Being always on
Manhattan's legendary nightlife

and busy array of entertainment venues boil down to very high bandwidth demand from mobile device users. Arlo Hotels prides itself on accommodating a bustling kaleidoscope of city dwellers, workers and visitors to whom every second matters.

"Arlo Hotels are very popular places," Macari explains. "You'll see a lot of 20- and 30-year-olds in their lobbies, socializing with one another or working on their tablets or smartphones. The hotels have become popular destination places where people like to see and be seen."

DeSilva first partnered with Spectrum Business at the Arlo NoMad, on East 31st Street just north of Madison Square Park. To accommodate the data needs of the property, which includes several vibrant bars and restaurants, Spectrum Business installed Dedicated Fiber Internet to boost bandwidth and reduce latency throughout the building. To improve the flow of data and communication throughout Arlo NoMad, [Managed Router](#) Service was installed.



Darren DeSilva, Vice President of Information Technology at Arlo Hotels, describes his guest rooms as cozy places to decompress while keeping travelers connected to what they need to get work done.

At the Arlo SoHo, in the landmark lower Manhattan neighborhood of SoHo on Hudson Street, Spectrum Business was brought in to update television and voice connectivity. For voice connectivity, reliability and ease of use was attained by choosing Enterprise Trunking. For guest television service, Fiber Connect Plus TV was selected at a significantly lower price point than a prior contract with another vendor. “There was a big cost benefit with that,” DeSilva says.

By the time Arlo Hotels was ready to build Arlo Midtown, in the heart of Manhattan’s vibrant theater district, DeSilva knew that he wanted to leverage Spectrum Business fully to deliver on his vision for a totally connected guest experience.

Why Spectrum Business is the one

DeSilva regards Spectrum Business as a leader both in connectivity technology and in its ability to drive client success by focusing on their unique individual needs.

“It’s the range of folks you have,” DeSilva says. “That in-person contact is pretty crucial. Also, that mindset, being proactive and not relaxing until

the client is satisfied. Someone with a New York mentality and that business mindset, I think that’s why we are so aligned.”

Arlo Midtown is at the center of DeSilva’s vision. There guests mingle with fellow visitors in hotel lounges, enjoying the coffee, free high-quality WiFi access and overall ambiance. DeSilva aims for a “boutique hotel” experience that delivers a uniquely Manhattan flavor at prices even non-New Yorkers might consider reasonable.

“Our overall formula is a lifestyle brand,” DeSilva says. “We’re not exclusive, we’re inclusive. That’s one of our brand pillars, and it’s a brand that caters to everyone.”

An account manager who never stops

Today, DeSilva is busy bringing the Arlo Hotels vision to new properties in Chicago and Washington DC, always looking to replicate that relationship he enjoys with Spectrum Business in Manhattan.

Connectivity, he says, is key.

“If we do not have this stabilized circuit, nothing works,” he says. “And if we lose that connectivity, we’re losing revenue. So, to have a partner that provides that level of reliability and service is crucial for our business. I think that’s one of the reasons our partnership is so heavy with Spectrum Business.”

He credits Macari specifically for his hands-on approach. “It’s not just a provider thing,” DeSilva says. “It’s a partnership.”

Macari says his work style comes naturally: “If one of my hoteliers is having a problem, I view it as my problem. We also have some great field technicians who have gotten to know them pretty well. At the Arlo Midtown, they had a funky WiFi configuration that was quite complex to manage. The technicians and the project manager really went the extra mile.”

“We need a partner like Spectrum Business to make sure all our systems are functioning. If we are going to launch a new check-in app where you can bypass the front desk and go straight to your room, if the circuits are offline and the app doesn’t work, that ruins the experience we are trying to deliver.”

– Darren DeSilva, Vice President of Information Technology, Arlo Hotels.



The inviting ambiance of an Arlo Hotel is complemented by technology that makes sure guests can access all they need with the touch of a smartphone.

DeSilva has noted significant improvements in guest services since Spectrum Business took an active role in his Manhattan hotels. But he is just as pleased about the reliability of the networks. “If there is one area where Spectrum Business has exceeded expectations, it’s the stabilization,” he says. “We did have vendors who provided certain circuits and there were a lot of outages before. That continued uptime we get with Spectrum Business has definitely helped our bottom line.”

Next steps

As Arlo Hotels seeks to replicate its experience in other urban locations, DeSilva enjoys the opportunity to build on his relationship with Spectrum Business in two ways: opening new hotels that incorporate connectivity lessons he’s learned, and exploring new service options at his existing hotels, like building out the Arlo Hotels app to allow for reservations. “We are at that level where we can always try something new out, and that’s what I love,” he notes. “Our relationship is growing still, and there is a lot to learn.”

No longer is a virtual, contact-free hotel experience seen as a novelty; today it has become an expected norm. Still, DeSilva emphasizes simplicity as a means to growth.

“We don’t want to overcomplicate a guest experience to the point where they need to use an app to open a curtain,” he says. “At the end of the day, what they want is a simple formula, like WiFi, TV, a good shower and a good bed. But at the same time, there are a lot of young folks that are clicking on phones and we need to think about what works for them, as well as all our other guests.”

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– Darren DeSilva, Vice President of Information Technology, Arlo Hotels

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