

# Wilderness Resort boosts WiFi and bandwidth to enhance guest experience

## Ultra-High Speed Data and video service keeps vacationers and families connected

Since 1995, Wilderness Resort in the Wisconsin Dells has been drawing families and other vacationers from across the country. Whether seeking escape from the summer heat or frosty winter, they enjoy its four indoor and four outdoor waterparks, 18-hole golf course, swim-up bars, arcades and five on-premises restaurants.

With occupancy at the 1,100-room property often at or close to 100%, bandwidth demand has always been high, taxing connectivity. WiFi service proved especially challenging, as Wilderness Resort is not only spread out over 600 acres but presents abundant coverage challenges. These include harsh winter weather and many cabins well outside the central hotel area.

Accommodating large numbers of family vacationers also required a richer, more reliable television service. The resort wanted to minimize IT strain with centralized programming and installation options while also increasing program variety.

“It’s not just a cell phone when a family of four shows up,” says Joe Eck, Chief Operating Officer, Wilderness Resort. “It’s cell phones, tablets, laptops, gaming systems, social media chatting, movie streaming. It can quickly add up to a lot of people logging into our system.”

Eck launched a technology partnership with Spectrum Enterprise in 2021. Within three years, this collaboration has resulted in one of the largest Managed WiFi installations in the United States. It includes the installation of over 1,300 indoor and outdoor access points, miles of fiber and over 3,000 television sets in 1,100 guest rooms. Today a resort guest is able to walk through the entire 600-acre site while staying on the same WiFi network.

### Great hospitality starts with great WiFi

In just ten years, Wilderness Resort has seen a tripling of its peak WiFi activity, from 4,000 to 12,000 daily users. Today’s guests expect to use their devices from any resort location, whether at a pool, on a ride, in their room or dining out.

The resort needed a WiFi solution to give guests total coverage from any part of the resort. They also needed a technology partner who understands how to guide them and their guests through any challenge.

“We know how to provide customer service to our guests, but we’re also smart enough to know what we don’t know,” Eck explains. “We aren’t able to be your help desk when you are logging into WiFi. We’re not able to know if a router is down or if there is an issue.”



Wilderness Resort offers vacationers an abundance of water-based attractions, including wave pools, tube slides, body slides and raft rides. There are also spas, go-kart trails and a 7,414-yard golf course.

### Client profile



**Company**  
Wilderness Resort

**Industry**  
Hospitality

**Services**  
Managed WiFi  
Fiber Connect Plus TV  
Ethernet Services  
Dedicated Fiber Internet (DFI)

### Overview

- Wilderness Resort in the Wisconsin Dells needed to dramatically upgrade WiFi service to accommodate up to 12,000 daily users.
- A 600-acre site with four indoor and four outdoor waterparks frequently operating at full occupancy, the resort found its total bandwidth inadequate for guests and staff.
- Television service necessitated bulky in-room equipment while only allowing limited viewing options.

### Outcomes

- Guests enjoy a robust signal anywhere on site, whether at a waterpark cabana or in a private cabin, with the installation of Managed WiFi.
- Expanded bandwidth allows for more activity at all locations, delivering speeds of up to 10 Gbps using Dedicated Fiber Internet (DFI) with Ultra-High Speed Data.
- All guest rooms now have high-definition television with 120 channels and no individual equipment needs to be addressed, utilizing Fiber Connect Plus TV.

### Why it matters

- WiFi is central to delivering an optimal guest experience, allowing the resort to offer more services while expanding its roster of conferences and other events.
- 100% uptime is guaranteed for all fiber circuits on site with Spectrum Enterprise service level agreements (SLAs).
- Expanded connectivity enables Wilderness Resort to bolster its roster of technology-based services and improve overall guest experience.



Secluded cabins offer guests a private place from which to enjoy the natural splendor of Wilderness Resort. They also presented a WiFi coverage challenge. Spectrum Enterprise solved it with Managed WiFi and strategically locating over 1,300 access points around the 600-acre property.

To manage both the installation and upkeep of WiFi service robust enough to meet their guests' high expectations, Eck turned to Spectrum Enterprise.

Nicholas Moths, Technical Sales Consultant, Spectrum Enterprise, saw at once the need for a holistic, modernized WiFi strategy. "They had cabins that were big pain points, because of shaky signal strength," Moths recalls. "The size of the property demanded we provide a more dedicated solution."

To that end, Spectrum Enterprise set up a new WiFi system that includes 1,363 access points strategically located across the site.

**"We know from experience that strong customer service creates return customers. Having a technology partner who understands that as well is a definite advantage as we keep growing."**

- Joe Eck, Chief Operating Officer, Wilderness Resort

Each access point is managed and updated by Spectrum Enterprise with full 24/7/365 support as part of a [Managed WiFi](#) package. "Being able to provide our guests with five-star WiFi service is huge for us," Eck notes.

### More connectivity...where it counts

To power the new WiFi system, Wilderness Resort needed a major bandwidth boost. Eck describes it as "a little city," with multiple online activities which need to be supported simultaneously. Spectrum Enterprise addressed this by upgrading its main fiber circuit.

"Spectrum Enterprise definitely stepped up to the plate to make sure we had what we needed," Eck recalls. "They were everywhere onsite and worked with us to schedule installations. Because of our high occupancy rate through the summer, and the difficulty of outdoor work in winter, we needed a strong service commitment. It was a team effort, and Spectrum Enterprise was part of our team. They understood we see every guest as a return customer and want their stay to be free of inconvenience."



Luxurious interiors come standard at guest lodgings at Wilderness Resort. So too does ample bandwidth to handle any active family's data needs. The resort counts on Dedicated Fiber Internet (DFI) with Ultra-High Speed Data support.



Business conferences are becoming a bigger part of business for Wilderness Resort. Having robust bandwidth available on site is critical to keep them coming back.

Bandwidth is a critical onsite resource, from guests playing games on their mobile devices to summer employees calling friends and families overseas. To ensure bandwidth is more than enough to handle all online activity, Eck selected a fiber solution capable of delivering speeds up to 10 Gbps: [Dedicated Fiber Internet \(DFI\)](#) with [Ultra-High Speed Data](#) support.

"I've been here 23 years, and have seen the resort grow from an 80-room hotel property with a small little water park to what we have today," Eck says. "People come here from across the Midwest and beyond throughout the year to get away from the weather for a few days. Spectrum Enterprise fiber helps us future-proof our business."

Two other onsite fiber circuits provide additional connectivity. One keeps staff connected to a property management system, coordinating room cleaning and maintenance. Another is for an onsite call center that handles guest reservations. Because this call center needs to be separate and secure from internet traffic, it uses a private [Ethernet Services](#) circuit.

#### How television makes a difference

While families can spend an entire day outside enjoying the eight waterparks and other amenities, eventually they do return to their room or cabin. When they do, Eck notes, they expect television service as good as what they have at home.

So many rooms with sets added up to many hours of labor, while channel options were limited. Eck wanted highly reliable video service that leverages the resort's

["Because of the nature of Wisconsin winters and the high occupancy rates we have over the summer, we needed a partner committed to making installations happen quickly and effectively across our 600 acres. Spectrum Enterprise really stepped up to the plate to deliver."](#)

- Joe Eck, Chief Operating Officer, Wilderness Resort

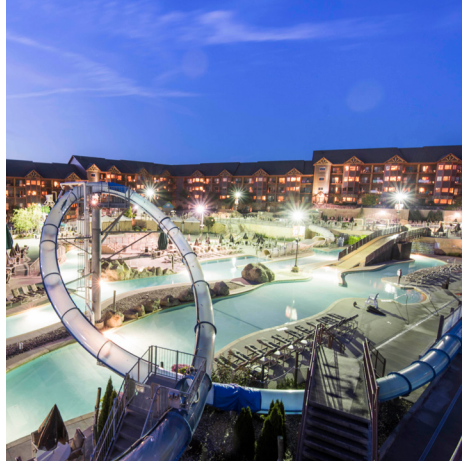
fiber connectivity, needs zero in-room equipment, minimizes costly maintenance and provides guests with 120 channels. He chose [Fiber Connect Plus TV](#).

"Having Fiber Connect Plus TV is a benefit in many ways," he notes. "There's so much we save on the labor side, plus obviously a lot more variety on the channel side. It gives us multiple forms of savings."

Providing optimal television service is another way Wilderness Resort ensures its guests enjoy a comfortable stay they want to experience multiple times.

#### Unlocking the ability to do more

With more onsite connectivity, Wilderness Resort can channel more opportunities to grow. For years they have hosted business conferences; additional capacity means they can now accommodate more such events, including weddings and large dances. "Having that fiber WiFi backbone on our property really helps us know there's a lot more we can do," Eck says.



Each of Wilderness Resort's eight waterparks has its own unique theme, its own slides, its own arcades and specialty restaurants. One feature they all share is plentiful WiFi. Fiber connectivity extends to their 18-hole golf course, Wild Rock Golf Club at the Wilderness, where golfers can track sports events from their mobile devices.

It also offers a more satisfying WiFi experience for more traditional guests. "We had certain rooms that picked up better coverage than other rooms, because our system before was hallway-based," Eck explains. "Now that we have WiFi in each individual room, our guests have what they need to stay connected to their busy lives."

**"Having Managed WiFi allows us to keep our guests connected from anywhere. Our outdoor waterparks, our indoor waterparks, our outdoor common area space all pick up great signal now."**

- Joe Eck, Chief Operating Officer, Wilderness Resort

Sarah Stockel-Bounyavong, Strategic Account Manager, Spectrum Enterprise, notes the centrality of Wilderness Resort to the region's hospitality industry. "Everyone in the Midwest knows Wilderness Resort," she says. "It's a beautiful property people enjoy coming to again and again. Helping them make an already fantastic experience be even better has been very satisfying."

With more bandwidth available than ever, Eck now has the flexibility to strategize around the latest innovations, such as remote check-in and room access. "The goal is ultimately about being more responsive to our customer," he says. "Any technology that helps us do that, by communicating more efficiently with our guests and amongst ourselves, makes us stronger as a business."



#### About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#); [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit [enterprise.spectrum.com](https://enterprise.spectrum.com).

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