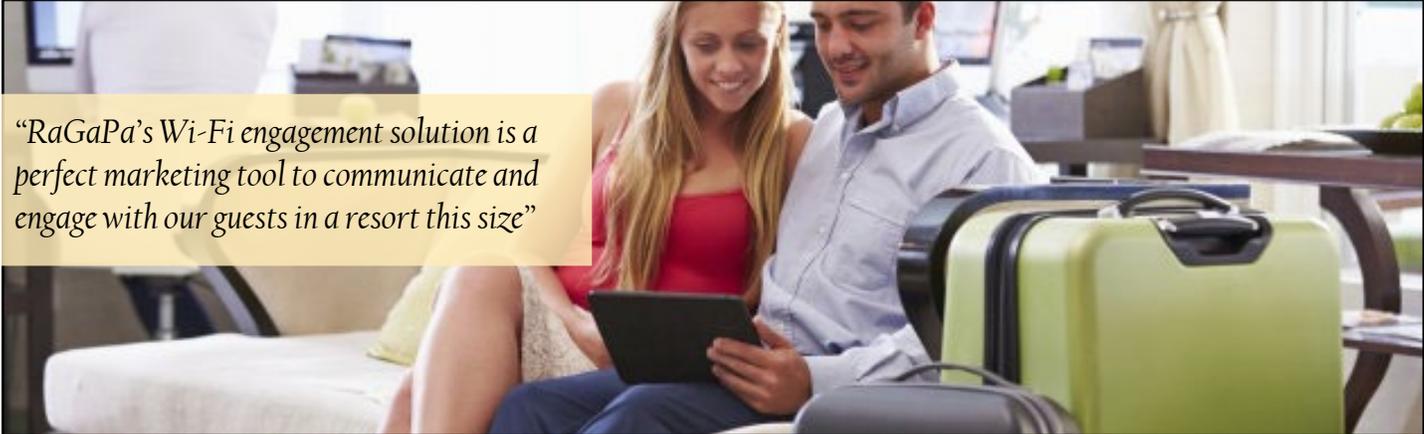


Gloria Hotels & Resorts Communicates on a New Level with RaGaPa Solution



“RaGaPa’s Wi-Fi engagement solution is a perfect marketing tool to communicate and engage with our guests in a resort this size”

For many travelers a visit to the exotic Turkish southern coast is the trip of a lifetime. The combination of white sand beaches, day long sunshine and extraordinary adventures makes a trip there a once-in-a-lifetime event. Travelers can choose from dozens of world class hotels with the kind of luxurious amenities one can expect at any premium location. One of the most popular destinations are the prestigious Gloria Hotels that provide all the services and amenities any vacationer could ask for.

All New System Promotes Services to Guests via Wi-Fi

With so many features and amenities to offer a challenge for hotel management was communicating what was available both in the hotel and around the region to guests during their stay. So the management chose to go beyond typical brochures and room advertising and launch something really unique to promote within the hotel grounds. This is when they connected with RaGaPa to install their Wi-Fi user engagement solution.

The hotel realized that roughly 80% or more of their guests were using the Wi-Fi service that was offered and by integrating the RaGaPa Solution they could use this amenity to communicate offers and services to their guests. The RaGaPa Solution integrates with the Wi-Fi system and inserts simple messages or advertising onto any user’s browser that is using the Gloria Hotel free Wi-Fi.

Infinite Message Flexibility

The hotel management can choose which messages are seen and when they show up. This includes accepting advertising from other local businesses that offer products or services the hotel guests may benefit from.

The RaGaPa Solution works seamlessly on all platforms, browsers and screen sizes without having to download anything on guests devices so it became a trouble free way to communicate. Not to mention the messaging could be updated daily so last minute offers and local events could be presented instantly.

In addition to standard messaging and advertising the hotel is using this service to engage with Wi-Fi users by inserting their social media and branding

links for Facebook, Twitter, YouTube and Instagram on users’ browsers. *“RaGaPa’s Wi-Fi engagement solution is the perfect marketing tool to communicate and engage with our customers in a large resort like ours”* said Adil Biskin, CIO of Ozaltin Holding (Parent company of Gloria Hotels).



RaGaPa

p2: case study

Biskin continued; *“We pushed the RaGaPa team for functions that would cater differently to paid versus unpaid users and they were able to deliver all our requests within the given timeline.”* The hotel complex estimates 3000 users go online with their free and paid Wi-Fi service every day.

“The RaGaPa Solution truly opens up many new options for us to satisfy our guests.”

A. Biskin, Gloria Hotels

Of major concern to the hotel was that installing the system would not slow down their Wi-Fi communications network or cause technical issues that would create headaches for the hotel management. Another challenge was that hotel management wanted to create different advertising experiences for hotel guests using the free Wi-Fi vs. those that were using a paid higher speed Wi-Fi. In both cases the RaGaPa team delivered a system that was both fast and offered the paid and non-paid options the hotel was asking for.



An Ideal Solution from RaGaPa

With the RaGaPa marketing tool in place the Gloria hotels were able to promote services from their spa, pool, restaurants and bars along with rental cars, outside shopping, tours and adventures nearby. *“The RaGaPa solution truly opens up many new options for us to satisfy our guests”*

Biskin remarked. The RaGaPa installation was done remotely and worked with no interruption of service at the hotel. Gagandeep Singh, CEO RaGaPa Inc. headed up the team that coordinated the installation for Gloria Hotels. Singh said: *“Installing the RaGaPa solution across one of the largest resorts in Europe was pretty challenging. In a few days of deployment we saw thousands of impressions and clicks from the property which proves RaGaPa user engagement solution as one of the best Wi-Fi marketing tools available in the market.”*

RaGaPa is pioneer in In-Browser Content Insertion Technology that enables venues to successfully insert venue specific promoted content/ advertisements on all the web pages (HTTP) a user visits using the venue Wi-Fi.



The RaGaPa Solution is used for both Wi-Fi Monetization/Branding as well as User Engagement using the users browser. The solution works seamlessly on all platforms, browsers, and screen sizes without having to download anything on the client devices. RaGaPa's cloud based Campaign Management Portal helps clients create marketing messages and publish instantly.

Gloria Hotels & Resorts are situated in Antalya-Belek. It is set in a resort area comprising 2,122,000 m². The Resorts have one of the biggest WIFI guest environments in all of Europe. It provides WIFI Internet solutions across 2200 acres of land with 1200 hundred rooms and up to 3000 guests.

For details contact RaGaPa: info@ragapa.com, or visit www.RaGaPa.com.