The Rushmore Hotel & Suites: Sharing Lifetime Memories in Real Time

"We have not received a single Wi-Fi related support call since deploying Cambium Networks cnPilot™ in July 2017."

- ED GODSELL, OWNER, ISUITE NETWORKS

BUILT IN 1980 - UNDERWENT A COMPLETE RENOVATION IN 2012

177 DOUBLE OCCUPANCY ROOMS SPANNING 9 FLOORS

MAY THROUGH OCTOBER THE HOTEL IS CONSISTENTLY AT MAXIMUM GUEST CAPACITY

REPLACED THEIR LEGACY ZYXEL WI-FI

CAMBIUM NETWORKS CNPILOT WI-FI AND CNMAESTRO CLOUD CENTRAL MANAGEMENT SYSTEM

37 INDOOR CNPILOT ACCESS POINTS COVERING ENTIRE HOTEL - EXTENDS TO PARKING LOT

ZERO WI-FI SUPPORT CALLS SINCE JULY 2017 WHEN CNPILOT WAS FULLY DEPLOYED

PREFERRED HOTEL FOR TOP CONSUMER BRANDS, GOVERNMENT OFFICIALS AND SELECTIVE GUESTS

With cnPilot

0	SUPPORT CALLS
4.0	TRIP ADVISOR RATING
4.0	YELP RATING
98%	AVERAGE OCCUPANCY
37	INDOOR APs
41	IP SECURITY CAMERAS

Overview

KARIM MERALI HAS OWNED THE RUSHMORE SINCE 1996, operating the property as a franchise. In 2012, he decided to transform the hotel into a Rapid City, South Dakota boutique rest and recreation destination. Now world renowned, The Rushmore Hotel & Suites plays host to well over one hundred thousand plus visitors each year. It averages 98% occupancy, and high ratings on Yelp and Trip Advisor.

2017 saw the the hotel undergo a complete aesthetic and innovative refresh. Beyond the updated interior design and amenities, each room now features free access to high-speed Cambium Networks cnPilot™ Enterprise Wi-Fi.

Challenge

WITH 177 DOUBLE-OCCUPANCY ROOMS SPANNING NINE FLOORS, the Rushmore has on average 300+ guests with high expectations of on-premises Internet access. Since the network upgrade in July 2017, Ed Godsell with iSuite Networks, Rushmore's partnering Wi-Fi managed services provider, went from receiving 8-10 Wi-Fi support calls per day to zero.

> "Our guests are making lifetime memories and expect to share their experiences in real- time - no delays, which is exactly what we are able to deliver thanks to Cambium Networks and iSuite Networks."

— KARIM MERALI, OWNER, THE RUSHMORE HOTEL & SUITES

THE RUSHMORE 'FAST FACTS"

- 9 Floors Spanning 2,340 SQ FT

- 177 Double Occupancy Rooms

- 7 Buses Per Day May through October

- Radisson Franchise from 1996 to 2012

- 2012 Became a Destination Resort

- 100% Occupancy During Sturgis

- 70% Avg. Occupancy Rest of Year

- Custom Mt. Rushmore Marble Floor

- World Renown Executive Chef

- FEMA Certified | A+ Rating

- Preferred by Top Organizations

greenleaders
SILVER
The Rushmore Hotel & Suites
tripadvisor

U.S. DEPARTMENT OF HOMELAND SECURITY
FEMA
APPROVED FEMA ID: SD0031

A+
BBB Rating System Overview
The Rushmore Hotel & Suites
BBB ACCREDITED SINCE 03/2017

FUN FACT

The Rushmore Owner, Karim Merali is one of the Top 5 entrepreneurs signed on to design structures on the Earth's moon, should we ever decide to colonize there.

Solution

THE RUSHMORE REPLACED ITS LEGACY INFRASTRUCTURE with a Cambium Networks solution comprised of 37 cnPilot 802.11ac Enterprise Indoor Wi-Fi access points deployed throughout the hotel property, covering the grounds even as far as the parking lot.

Results

THE RUSHMORE BOOKS OUT AT FULL CAPACITY FROM May through October, annually. During Sturgis Week, The Rushmore hosts 600-1,000 people with one to two devices each – between guest rooms, lobby, the restaurant, and the two lounges. Cambium cnPilot Enterprise Wi-Fi rose to the occasion immediately – and continues to every day since. Looking to the future, Rushmore plans to implement a multi-application Captive Portal system to further improve the real-time guest experience.