



The Suite News

OFFICIAL PUBLICATION OF THE SALT LAKE VALLEY LODGING ASSOCIATION

Is Your Hotel DTV Ready?

With all of the “hoopla” regarding residential boxes helping consumers convert their televisions to digital TV, there has been a relative famine of information about commercial oriented solutions. A recent study of hotels documented that nearly 40% of hotels were not aware of potential problems to deliver digital TV channel distribution throughout their Hotels and other commercial properties. A significant number of hotel general managers are relying on corporate decision makers to provide solutions while many others have relied on their current TV providers to resolve their issues. Do you know if your hotel is ready or not? Please read the following article and decide for yourself...



tal plan. More than 50% of their off-air antenna customers failed to meet the standards for receiving the digital signal. This trial was done to check the readiness of customers to receive digital TV. The concern is that if you are not being pro-active in addressing the problem, the demand of the marketplace will soon drive the responsiveness of professionals to address the problem. In an attempt to “get the word out” GTMS has launched a strategic and pro-active approach by working with multiple affiliated properties as quickly as possible to determine group solutions rather than simply a tactical approach of one property at a time.

GTMS (Global Transmission Media Solutions - www.gtms4u.com) is a member of the SLVLA and an independent provider of commercial media solutions. Although GTMS can provide all types of media solutions, they are not tied to specific vendors or a specific technology. Recently, GTMS conducted a survey of Hotels and discovered that nearly 40% would have some type of distribution problem with their current equipment configuration. The largest single problem stems from how local channels are currently distributed

and what solutions are available to insure that they do not go “dark” when the change occurs. The three most common configurations for a Hotel’s local channel distribution is as follows; Satellite, Cable, or Off Air Antenna. Please see diagrams above:

The most important component is how the hotel’s head end system distributes the local channels throughout the hotel property. Many hotels are paying as much as 50 cents per room per month for a Satellite solution to distribute local channels. In an average Hotel of 120 rooms, that equates to an additional \$720 per year. In general these monthly costs can be eliminated by using a digital off-air antenna. Many

commercial properties are not aware that this is even an option because current providers do not want to lose the monthly revenue stream.

It is a myth to assume that simply purchasing HDTV televisions will resolve the problem. There are a number of hotels that have tried this approach only to find that their head-end distribution will not provide the solution that they desire. The easiest way to insure that you will be ready for the conversion is to have your distribution hardware inspected at the hotel’s head-end room. As a member of the SLVLA, GTMS will provide you with a free inspection to determine the readiness of your Hotel. If work is needed, you

will also receive a 10% discount off the installation price by being an association member.

This DTV problem is bigger than most people recognize. The transition date is February 17, 2009 so the window of time is closing rapidly. Manufacturers of commercial hardware do not have vast inventories and many are not prepared for a major ramp-up. Technicians and professionals who are able to provide these services are beginning to see an upsurge in activity to respond to the problem.

On September 8, 2008, North Carolina did a trial digital switchover of their TV stations revealing flaws in the digi-

3 Things you can do right now:

1. Call GTMS for a free inspection. (801) 280-2800 – mention SLVLA.
2. Lean More at – www.gtms4u.com
3. Contact your corporate engineer.



VALUE IN PARTICIPATION!

Have you had the experience of participation and how an organization can effect your business? What influence does government have over your industry? What will the future bring? How can I take advantage of the resources available to my business? All these questions can be

answered in one word, Associations. It doesn’t matter what industry you are in, working together makes a difference. Strength in numbers works. Associations are advancing America all across the world.

Sometime businesses don’t participate because of four factors, fear, greed, ego,

or guilt. It is important to put these aside and participate with your peers. You will benefit many times over what your investment in time and effort will be.

Some businesses will wait and hope they have a lot of luck. LUCK stands for Labor Under Correct Knowledge. Participating in your industry produces

LUCK. Experience how participating will help you discover things you did not know about your industry, Let it help open doors to your success and earn the benefits of participation.



We Need Your Input

If you have a story or article that you would like to share with other members of the lodging industry please send them to jjones@idsinfo.com or mail them to the Association office at: **7414 So. State St. • Midvale, UT 84047**

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