



# CASE STUDY



## VIRGINIA BEACH KOA HOLIDAY

**VIRGINIA BEACH KOA HOLIDAY.....** Had a long standing initiative to find a partner that could deliver a reliable, 'at home' guest WiFi experience. It was difficult to find a partner to deliver a reliable solution and share the same customer focus as KOA. The goals seemed simple.... However, it became clear that delivering this type of service in an outdoor environment was quite a challenge. After trying several providers, we were able to trust in **Sigmawifi** and achieve the level of service/ guest experience we hoped for.

### Property Goals and Objectives

- To distribute WiFi throughout the park to provide our guest with an 'At Home' Wireless and Internet based TV Experience
- Implement 1<sup>st</sup> KOA Pay for Use Model to get ROI
- Create a property wide solution with enough reliability and performance to monetize with confidence
- Find a partner with the right amount of experience in outdoor WiFi that can design, implement, manage, support and proactively performance tune as needed
- To provide our guests with a single point of contact 24/7 for all Guest related WiFi assistance
- To create a state-of-the-art Guest WiFi Experience that separates our park from the others

### Results

- A Turnkey, fully managed, **State-of-the-Art Guest WiFi Experience**
- Launch of the 1<sup>st</sup> KOA Pay for Premium Streaming Test Site
- Full support for Streaming TV Services
- Fully integrated Guest Captive Portal to communicate with guests and promote property services
- Implementation of a Secure, Performance driven, Enterprise guest WiFi solution
- 24/7 Experience Monitoring and 24/7 Guest / Staff support services
- A robust network with fiber infrastructure that not only improves WiFi Coverage, but also adds to overall increase monetary evaluation of the entire Park
- Proactive performance tuning to continually optimize WiFi performance
- A great partnership with **SIGMAWIFI** and their team of professionals
- A trusted Partner that can advise and support other technologies such as PMS Integration, Smart Technologies, Cameras, TV Services and others.
- Guest Confidence in their FAST, RELIABLE, MANAGED Guest WiFi Experience





## CHALLENGES

Like many RV Parks, this Park is large in size with over 350 sites across a large acreage, dense foliage, elevation changes and current infrastructure in place that does not meet the demands of today's RV guests. With the expectation for great wireless coverage at RV Parks now that remote work and constant access to technology is needed for most, VIRGINIA BEACH KOA HOLIDAY needed to find a partner that could implement a 100% turnkey **High-Speed Internet Access Solution** (HSIA) with unmatched 24/7 guest support, network monitoring and continuous monitoring and analytics of use. In addition, the current ISP was only proving a limited broadband connection to the Park, which was not sufficient to provide enough bandwidth for all guests to stream.

The property goal was to ensure guests have an "At Home" WiFi experience while staying on property, especially when guests book a Premium Cabin. Until Sigmawifi came in, the cabin structure did not allow for WiFi to penetrate to create that ideal experience to stream. A robust, secure, and scalable, yet simple solution that enabled cross platform



integration was the objective so that the property had options to build upon a foundational, best practice network. This required a partner that had the ability to not only build the network properly, but also prepare it to securely accept integration to other technologies and applications. Sigma's team brought these levels of experience and consulting services needed to propel the property in this desired direction.

## SOLUTION

VIRGINIA BEACH KOA HOLIDAY chose to partner with Sigmawifi due to their proven experience offering state-of-the-art WiFi design, expertise, central management, proactive support, security and most importantly... Satisfied guests! Sigmawifi offered a unique design and support model that scaled to needs and matched the same level of customer service level expectations. Sigmawifi was able to design, implement, monitor and support this large Park. In addition, they worked directly with the ISP to upgrade the bandwidth to the Park to dedicated Fiber.

*"We've always struggled to offer good WiFi in our outdoor hospitality environment. This year, Sigmawifi took us to a new level by bringing in fiber optic. They accurately assessed our needs, clearly communicated the process and investment would be, then handled everything from making all the arrangements with our local fiber provider to handling all installation. Sigma was very professional in designing and setting up the system to work at optimum efficiency. We love the results- it's far more reliable, and we can now offer options to our guests-basic free WiFi or options to pay for streaming, which creates revenue for me and customers who are very happy. In addition, Sigma has their own reliable help desk for my guests to call directly with their questions, so we don't need to get involved. When updates or resets to the system are needed, Sigma is alerted and taking care of it long before we are even aware. I really like Sigma's personal, hands-on approach and great customer service."*

**Keith Stachurski , GM  
VIRGINIA BEACH KOA**



## SUMMARY

Guests can rest assured that when they stay at VIRGINIA BEACH KOA HOLIDAY they will be guaranteed reliable wireless coverage with the high level of performance now expected at RV Parks and Campgrounds. VIRGINIA BEACH KOA HOLIDAY continuously strive to offer 'state of the art' guest amenities and also has an impressive ROI from moving to premium WiFi implemented and maintained by Sigmawifi. The Park has vastly improved wireless coverage and reliability so now they can focus on their service offerings and amenities. VIRGINIA BEACH KOA HOLIDAY and Sigmawifi have a trusted Partnership to offer a Top-notch, State-of-the-Art Wifi solution to their guests.

**Sigmawifi Specializes in RV Parks, Campgrounds, Golf, and Hotel Technology Advisory and Implementation Services**  
[www.sigmawifi.com](http://www.sigmawifi.com) 603-685-2100 [Sigma Contact Form](#)

