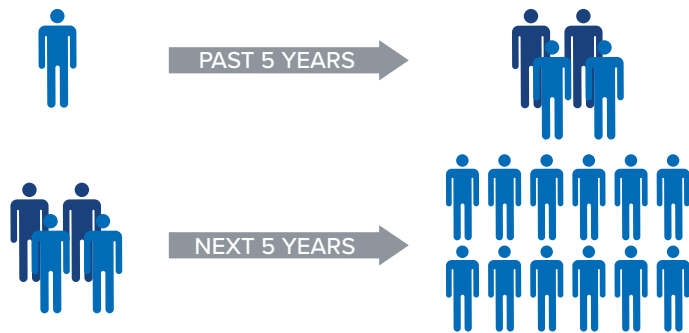


Exploding Bandwidth Demands in the Hospitality Industry

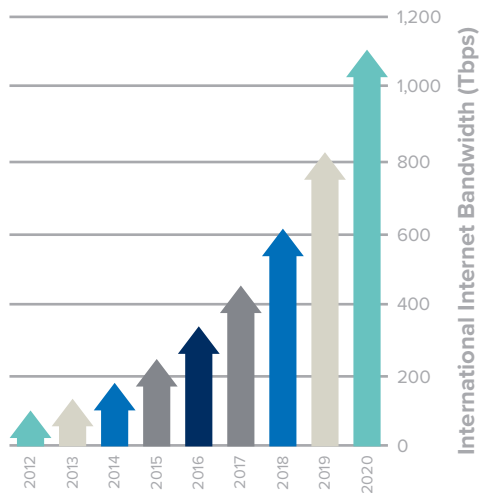
The need for bandwidth is increasing faster than most hotels can keep up with. The infographics below offer some stunning statistics that sum up where bandwidth stands today and where it is headed in the future for hospitality.

Global Internet Traffic has Exploded

Global IP traffic has increased fourfold over the past five years, and is expected to increase threefold over the next five years. (Cisco)



Forecasted Used International Internet Bandwidth, 2012-2020



30% With a progressive uptake of video, IP audio and cloud, the compound annual growth rate (CAGR) of IP traffic is above 30% per year.

Traveler Tech Trends

89% of travelers rank free WiFi as the top amenity. (TripAdvisor)

25% more traffic is generated for each device a guest connects to the network. (Gartner)

40% of guests travel with 3 or more devices. (SmartBrief)

67% of hotels state “adding bandwidth to address guest expectations” is their top I.T. priority. (Hospitality Technology)

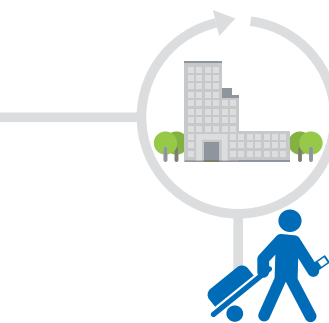
Does Your Property Have the Speed it Needs?

Internet speeds that were acceptable as recent as a few years ago may not be able to deliver on the demands of today’s bandwidth requirements. Hotel demand is increasing due to:

GUEST NEEDS

- Stream movies
- Access cloud
- Download music
- Connect to work
- Webinars

BACK OFFICE CONNECTIVITY IS A PRIORITY



MORE ON-DEMAND ACCESS & MOBILITY

Does Your Property Have Enough Bandwidth for its Current and Future Needs?



Based on industry data and our experience with hospitality network usage, 1Mbps of bandwidth per guest room may be appropriate for providing fast Internet to your property.

Property Room Count	Mbps Per Property	Data Product
50 or less	50	Hospitality Deluxe 50/10
75	75	Hospitality Deluxe 75/15
100	100	Hospitality Deluxe 100/20 or Hospitality Ethernet
125	125	Hospitality Ethernet
150	150	Hospitality Ethernet
175	175	Hospitality Ethernet
200 or greater	200	Hospitality Ethernet

Comcast's scalable, high-performance data solutions are well-suited for hotels that offer wired or wireless access to their guests.

Hospitality Internet offers a range of speeds. Two modems are provided to separate back office and guest traffic.

Hospitality Ethernet provides fast and reliable network connectivity, with speeds that scale up to 10Gbps, and can often be upgraded with a single phone call.

Take advantage of Comcast Business' Hospitality Speed Tiers and competitive pricing. Visit comcastbusiness.com/hospitality.

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BUSINESS**
BEYOND FAST

Sources: "Visual Networking Index Global Mobile Data Traffic Forecast." Cisco. 2014; "TripBarometer Truth in Travel Survey." TripAdvisor. 2013.; "How Cloud, Mobile and Video Will Increase Enterprise Bandwidth Needs Through 2017." Gartner. 2013; "10 Hospitality Trends You Need to Know About." SmartBrief Media Services. 2013; "2014 Lodging Technology Study." Hospitality Technology. 2013
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