



Park Plaza Arena Pula

Newly renovated Croatian property maximizes convenience by providing guests with option to skip front desk check-in using digital key technology.

Customer:

Located within Croatia's Istrian Peninsula, The Park Plaza Arena Pula is an Arenaturist-owned hotel. With luxury suites, a new wellness and spa area and extravagant views of Pula's archipelago, the Park Plaza Arena Pula is the ultimate vacation spot for guests visiting the area.

Challenge:

Being surrounded by multiple properties that each seek to gain greater market share within the popular tourist destination, the Park Plaza Arena Pula decided that they needed to take the initiative in upgrading its hotel services to accommodate growing guest expectations and standards, allowing the property to retain its competitive edge.

Solution:

Having undergone a series of renovations in 2015, Park Plaza Arena Pula leadership took the decision to join growing numbers of properties adapting their services to meet the increasing demand for faster, more streamlined guest services. In upgrading to ASSA ABLOY Hospitality Mobile Access, hotel staff was able to quickly begin leveraging the solution's benefits thanks to the rapid and professional response of installation teams. Soon after the decision was made as a result, guests could begin enjoying their hotel stay experience immediately upon arrival, without having to wait for assistance at the front desk in order to gain access to their rooms.

A flexible solution that provides hoteliers with the ability to implement digital key functionality in the manner that best suits their unique property needs, Mobile Access offers three options for implementing a guest-facing mobile app. This can be accomplished either through a property's existing app, via a third party vendor in the ASSA ABLOY Hospitality Certified Partner Program, or by leveraging ASSA ABLOY Hospitality's standalone solution for a quick and straightforward roll out. In opting to integrate Mobile Access into its own mobile application, the Park Plaza Arena Pula was able to increase the potential of guests downloading the software, due to its enhanced value in saving time and minimizing hassle.

Results:

- Property increases guest satisfaction and convenience by allowing hotel guests to skip front desk lines with ASSA ABLOY Hospitality Mobile Access.
- ASSA ABLOY Hospitality Mobile Access successfully integrated into property's pre-existing mobile app
- Installation completed in record time with minimal disruption to property operations

"Our property takes great pride in providing guests with the latest amenities and services, and is thrilled to have been able to work with a company capable of rapidly implementing a solution that further maximizes convenience and total guest satisfaction. Along with the advanced security features of Signature RFID and Classic RFID door locks, ASSA ABLOY Hospitality Mobile Access' own security protocols are also a vital asset in providing each guest with complete peace-of-mind."

-Reli Slonim Arenaturist Executive Director

ASSA ABLOY Hospitality

CASE STUDY

ASSA ABLOY