

*Caravan parks  
are not what  
they used to be*

## *Sandy Bay Caravan Park*

Caravan parks are no longer what they used to be. We can be thankful that they are changing for the better.

This next generation are just not content with listening to the rain ping of the tin can holiday home whilst thinking of finer days, spending a penny in a chemical loo and dad trying to kill himself after falling from the caravan roof trying to position the tv aerial.

They want the same luxuries and technologies as home..... Running water, satellite tv channels and internet access. Teenagers just cannot live without Facebook, twitter and instant messaging, or browsing the internet for the evening's local events.

Sandy Bay Caravan Park in Towyn, Abergele, North Wales is a family run caravan park. They had been looking for additional benefits and services for their guests to set them apart from their local competitors. "What we really wanted is reliable WiFi for all our owners and visitors."

*"reliable WiFi for all our owners  
and visitors"*

Solutions House had already identified Caravan and holiday parks as a key market for its portfolio of wireless solutions. During a call out to North Wales Caravan Parks Solutions House uncovered that Sandy Bay had already had a WiFi solution provided by Wireless Towyn but it simply hadn't worked since it's installation.

Meraki's cloud –controlled wireless platform was suggested as a possible solution and could in fact 'make them a few quid'. This sparked some interest!

A demonstration was booked and representatives of Solutions House and Meraki visited Sandy Bay for discussions and to provide a live demonstration of the solution.

Sandy Bay needed a wireless solution to cover the entire site to replace the original failed attempt. It was clear from the successful demonstration that Meraki was going to work and was simple to install and manage.

*"simple to install and manage"*

Enjoying a solid reputation for delivering reliable Wireless Network Solutions, Solutions House is one of just a handful of companies in the UK that supplies and fits Meraki's award-winning cloud-controlled wireless platform. With a proven ability to wirelessly connect both guests and staff with the same infrastructure – simply and securely.

*"Free WiFi is just the sales tool that we need to attract new clients to our park and the Meraki Solution from Solutions House is working like a treat."*

Fran Wall, co-owner of  
Sandy Bay Caravan Park

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# Solutions House

Specialists in roaming user IT solutions



Sandy Bay had no hesitation in commissioning Solutions House to install and implement the Meraki Wireless Platform. A full site survey was carried out of the site ensuring that the solution would provide a stable and guaranteed connection for all the guests. A detailed site survey report followed providing a blueprint for the installation.

*"a stable and guaranteed connection for all the guests"*

The solution was installed and commissioned over two days including the installation of an additional power run for a third access point. Sandy Bay's management team is now able to fully manage the new Meraki Solution via the cloud controller. This will also allow them to introduce splash pages, adult content filtering and bandwidth limits in the future and also customer billing if they choose to change from offering free WiFi.

Meraki is field-tested for thousands of users in small areas - perfect for Caravan Parks and Holiday villages. Top of the line, multi-radio 802.11n access points provide Ethernet-like speeds. Coverage can be expanded simply by adding access points. Solutions

House looks forward to many more successful installations of the Meraki cloud-controlled wireless platform.

According to Fran Wall, co-owner of Sandy Bay Caravan Park,

*"Free WiFi is just the sales tool that we need to attract new clients to our park and the Meraki Solution from Solutions House is working like a treat."*

Sandy Bay Caravan Park are now also able to tap into the other features that the Meraki Wireless Platform brings. On the WiFi login 'splash screens' they will be able to advertise their other products and services that are on site of those of neighbouring businesses providing additional revenue streams. Due to the unpredictable British weather guests may quickly need to abort the BBQ plans in favour of the local takeaway or something from the local store .. found on the WiFi login screen or via the internet.

During the first week following the installation the average daily usage has continued to grow day by day as the word has spread. The future looks bright for Sandy Bay.

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