

The Gotham Hotel improves WiFi and connectivity for enhanced guest experience

Technology partnership with Spectrum Business includes enhanced communications and video upgrades

Just a six-minute walk from Grand Central Station, the Gotham Hotel offers a unique boutique hospitality experience in the heart of Manhattan. Their formula for success begins with a commitment to guest service.

Dante Fowler, Assistant General Manager, Gotham Hotel says that commitment must incorporate strong WiFi service. "You can't be a successful hotel, especially in the most competitive market in regard to hotels, and not have a stable, fast WiFi," he notes.

To realize this, Fowler brought on Spectrum Business to introduce advanced dedicated fiber connectivity, voice and video services. This is anchored by a network platform that raised the capacity of its WiFi service and provides monitored firewall protection.

Today, Fowler considers Spectrum Business a "one-stop shop" for his hotel's technology needs, centered around ever-reliable WiFi service: "It's been a big improvement operationally, which translates into a higher customer experience rate that we are already seeing translate into positive social media."

Cementing a storied legacy

A slender 26-floor building rising over East 46th Street in midtown Manhattan, Gotham Hotel is well situated for those who want to experience the Big Apple at its core. The hotel offers quick access to such notable destinations as Fifth Avenue, Rockefeller Center and the Chrysler Building. It is built on the site of Gotham Book Mart, a legendary literary hub.

Among the amenities at the hotel are a large public balcony on the 19th floor; a New American restaurant, the Reading Room and 67 spacious rooms with expansive balconies. There are books in every room, and a bookshelf over the bar, in recognition of the site's literary past. One thing the Gotham Hotel needed to improve was its WiFi service. "During a storm and at other times, we would have issues," Fowler recalls.

All that changed after he reached out to Spectrum Business. Paul Pompeo, Strategic Account Manager, Spectrum Business suggested a modular, all-in-one solution offering both centralized control as well as scalable bandwidth and a firewall providing 24/7/365 cybersecurity monitoring: [Managed Network Edge](#).



Built in 2010, the Gotham Hotel caters to a highly active and tech-savvy clientele. Its management understands that dependable WiFi coverage from every part of the building is a baseline necessity.

Client profile



THE GOTHAM HOTEL

Company

The Gotham Hotel

Industry

Hospitality

Services

Managed Network Edge with WiFi
Unified Communications for Hospitality
Fiber Connect Plus TV
Dedicated Fiber Internet (DFI)

Overview

- The Gotham Hotel sought to enhance its desirability to Manhattan visitors by making a series of technology improvements, beginning with more robust WiFi service.
- A more flexible, holistic voice service was needed to facilitate smoother interactions for both guests and staff.
- The hotel wanted to upgrade its TV service for guests, offering more viewing options while requiring less equipment.

Outcomes

- The Gotham Hotel enjoys full-coverage WiFi supported by Dedicated Fiber Internet (DFI) connectivity and 24/7 managed firewall protection using Managed Network Edge.
- Closer integration is realized between guest services and the hotel's property management system by employing Unified Communications for Hospitality.
- Guests enjoy high-definition video service with 120 channels while needing considerably less equipment and space with Fiber Connect Plus TV.

Why it matters

- With its highly desirable central Manhattan location, the Gotham Hotel is now better positioned to maximize guest experience for key travel influencers. This includes catering more extensively to bleisure travelers.
- Improved WiFi has driven better guest reviews on social media. This in turn has increased revenue.
- Migrating to a fiber-based video service allows the hotel to deepen its commitment to environmental sustainability while improving entertainment options for guests.



Each room and suite of the Gotham Hotel is uniquely designed to offer guests an experience centered on comfort and convenience. Among the featured amenities is a flat-screen Fiber Connect Plus TV offering 120 channels.

"Dante understood at once how Managed Network Edge could be a game-changer in transforming a quality hotel stay into an experience guests want to revisit many times," Pompeo notes.

Today the Gotham Hotel has robust WiFi coverage throughout its building, including its most popular public balcony on the 19th floor, where people gather to enjoy the views. Bandwidth availability is controlled from a central portal that can be carried anywhere, offering ease of use and full network visibility.

"Our Spectrum Business partnership is a huge leap in creating more personal experiences for our guests. It is a reason guests return and we can remain competitive."

**- Dante Fowler, Assistant General Manager,
Gotham Hotel**

How improved WiFi enhances revenue

According to Fowler, the improved WiFi has driven better guest reviews. This in turn has improved their Google search results and resulted in "a direct conversion to revenue."

"The hotel has been trending upward in reviews, but we wouldn't be able to maintain good reviews if things weren't working properly," he says. "Today, having access to uninterrupted WiFi is having a good stay. As we continue to trend up, it's because we have less guest interruption; less guest interruption is due to stronger connectivity all around."

He adds that connectivity enhances guest satisfaction in other ways:

"Somebody who booked on Booking.com, once they get to the hotel, log onto the internet and are redirected to our webpage, they're more inclined to see our rates, our offers, our promotions and consider rebooking with us. And with the additional page views, we raise our ranking on Google."



With Unified Communications for Hospitality, guests manage their own experience at the Gotham Hotel. Front desk service is accessible whether they are inside their room or moving through a corridor. This is a critical element of the hotel management's technology strategy.

Communications that know guests by name

The hotel also needed a voice communications platform to simplify the guest experience, one fully integrated with the hotel's property management system.

Spectrum Business suggested a cloud-based collaboration tool that enables a guest's access to hotel services from anywhere via their mobile devices [Unified Communications for Hospitality](#).

"This gives us a lot of flexibility to integrate with other software that improves our guest communication," Fowler says.

"With Unified Communications for Hospitality, there are no limitations as to how we communicate with guests or how guests communicate with us."

- Dante Fowler, Assistant General Manager, Gotham Hotel

In effect an integrated hospitality portal that runs off the cloud, Unified Communications for Hospitality puts guests in greater control of their stay. At the same time, it helps administrate and streamline workflows for staff.

"We can now address guests by their name when they call in," Fowler explains. "We also see who is checked into what room and what keys have been assigned to which guests for how long. This makes it easier to control access, by disabling or making guest keys as needed."

Fowler also notes a more intuitive user experience inherent in the communication solution's design. "If a guest is a corporate traveler and wants to talk to our sales office about setting up future arrangements, they can contact them directly now without having to go through the front desk," he says.

Turning on climate-friendly entertainment

Another need at the Gotham Hotel was improved in-room video entertainment. The TV service they

had required equipment to operate, both in and outside individual guest rooms. Fowler wanted a fiber-based service offering high-definition disruption-free video, with minimal equipment needs.

They got all of that, along with 120 channels for every room, with [Fiber Connect Plus TV](#).

"It's a lot cleaner and we got rid of a ton of equipment, freeing up valuable space," Fowler notes. "We all want to reduce our carbon footprint. Having to dedicate less space and energy to our video entertainment is a major step in that direction."

Fowler notes this is one of several recent initiatives the Gotham Hotel has taken to reduce their carbon footprint. Another is the installation of energy-efficient air-conditioning units.

Bandwidth to build on

Ensuring the Gotham Hotel's WiFi always has more than enough bandwidth to satisfy every need is a high-speed fiber circuit.



The ability to offer guests a vibrant metropolitan backdrop for their conference calls and meetings is one advantage the Gotham Hotel offers. Another is robust, reliable bandwidth made possible using Dedicated Fiber Internet (DFI).

Along with installation, Spectrum Business provides 24/7/365 support and a service-level agreement guaranteeing 100% uptime. Fowler notes a more satisfying guest experience begins with [Dedicated Fiber Internet \(DFI\)](#).

“With the fiber circuit we have now, bandwidth is so strong a business traveler can have their meeting from any part of the hotel, and nobody will notice a difference.”

Fowler sees this as especially useful to capturing what are known as bleisure travelers, people who travel for business but take time out to enjoy their stay. Many share their positive experiences with others on social media, serving as “influencers” who boost the Gotham Hotel’s profile.

Incorporating new technology solutions is top of mind to Fowler as he contemplates ways his hotel can avail itself of its new technology infrastructure. Already security has been enhanced with a room key system that limits user access to

“Access to WiFi and how fast it runs plays an integral role in why guests stay and why they come back. Our improved WiFi with Managed Network Edge has been a dramatic change in a good way for us.”

– Dante Fowler, Assistant General Manager,
Gotham Hotel

certain floors. Now he is exploring ways to transfer key access directly to a guest’s mobile device for greater convenience.

“It’s important to us we make the guest experience unique enough where we can be competitive in this very competitive market,” he says. “Partnering with Spectrum Business helps us do that.”

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