

PHILIPS

Professional
Display Solutions

Case Study Hospitality



Lalandia adds new value for its guests with TV information channel concept

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Philips is by far our preferred partner. The product is good, and so too is the service and support we get, and Philips is more proactive towards the hospitality industry than other brands are.

Kim Simonsen – Hospitality Partner



Background

Lalandia waterpark in Rødby, Denmark, is Scandinavia's largest aquatic theme park. From tropically warm waters to dramatic water slides and leisurely pools, and from bowling, climbing, mini-golf, sports and fitness, to creative workshops, restaurants, shops and more, Lalandia promises endless fun for all the family. To support its leading position in what is a competitive and demanding segment of the hospitality market, Lalandia is constantly innovating, adding new activities and facilities. It also works closely with its accommodation provider, Grundejerforeningen Skansen. This homeowners' association represents the private individuals who actually own the homes in which Lalandia's guests stay. Lalandia takes care of the rentals, marketing and other aspects.

Challenge

Lalandia Rødby has some 750 holiday homes, ranging in size from three-person units to accommodation for eight, all featuring quality furnishing, fixtures and fittings. The TVs, however, were starting to look a bit dated and approaching the end of their lives. Grundejerforeningen Skansen and Lalandia concluded that the time had come to renew them, and approached our reseller partner, Hospitality Partner, to see what they had to offer. The project would require replacing all 750 TV sets and each individual owner would have to be convinced of the value of the Hospitality Partner and Philips proposal.

Solution

Denmark-based Hospitality Partner supplies services and products for hotels and the healthcare industry, with a primary focus on the Nordic region: Denmark, Norway, Sweden, Finland and Iceland. Like all our reseller partners, it believes in offering added value, and it aims to become its clients' preferred choice for innovative and cost-efficient solutions. For Lalandia and Grundejerforeningen Skansen, Hospitality Partner, knowing the potential benefits of our offering them, suggested going beyond a simple one-for-one TV replacement programme. Instead, it proposed a full information channel concept, based on the Philips MediaSuite TV solution. These stylish, advanced Android™-based TVs include our CMND platform. CMND would enable Lalandia to promote activities in and around the theme park and provide valuable information about the company, about eating options, about nearby attractions, about things to do and other, general information.



Fast facts



Client

Lalandia theme park and the Grundejerforeningen Skansen homeowners' association



Project

Upgrading 750 TV sets and creating an information channel for holiday home guests



Partner

Hospitality Partner



Products

Philips 32-inch and 40-inch MediaSuite Android™ smart TV sets featuring the Philips CMND system for connected professional displays



Location

Rødby, Denmark

Benefits

The project involved exchanging 80 to 100 TV sets a day, a planning challenge that, thanks to good logistics, turned out not to be a challenge. The rollout was further facilitated by the ease-of-use provided by the CMND platform. Hospitality Partner used CMND to simplify and accelerate deployment, create and manage the content that guests would see, and set and control settings across the network of TVs. As a result, the park's TVs now play a key role in helping guests get more out of their stay at Lalandia and the surrounding area. They also potentially enable Lalandia and its individual homeowner partners to increase revenue-per-guest, creating extra value and covering some or all the cost of the solution, if they wish to do so. Good for everyone involved.

