



Big 4 Howard Springs Holiday Park Delivers Exceptional Customer Online Experiences

Hampshire Property Group is a family-owned Australian business that operates a growing portfolio of over 50 land lease communities, holidays parks and mixed use caravan parks.

Founded in 2006, the Hampshire Property Group diversified into the tourism sector in 2017, and Hampshire Holiday Parks was established in 2021.

The Challenge - Inconsistent Connectivity:

The Big 4 Howard Springs Holiday Park, Darwin, is an award-winning park where Hampshire Group offers an extensive range of accommodation options, including shady, grassed sites for caravans and camping, as well as self-contained cabins and villas surrounded by beautiful tropical gardens. Due to the remote location, 4G connectivity was the only stable solution for connectivity to the internet. Previously, guests at Big 4 Howard Springs Holiday Park were met with the frustration of unreliable Wi-Fi coverage. This not only affected their overall experience but also hindered the park’s operational capabilities, including online bookings, VOIP, essential office applications and security



surveillance. In an era where internet access is almost as essential as electricity, the need for a robust solution was clear.

Technology Solution:

The turning point for Big 4 Howard Springs Holiday Park came with the introduction of Cambium Networks' comprehensive connectivity solutions. Recognising the unique challenges posed by the expansive and often remote campgrounds, Cambium Networks deployed the following products to meet Big 4 Howard Springs Holiday Parks' needs:

- NSE 3000: Enhanced security and network efficiency by enabling redundancy via a primary StarLink service and secondary 4G router providing a solution for business continuity.
- XV2-2T0 & XV2-2T1: Provided robust indoor and outdoor Wi-Fi coverage, ensuring guests and staff enjoyed seamless connectivity.
- TX1012-P AC: Provided a reliable, cloud-managed connectivity solution for network devices.
- ePMP: Enabled effective connectivity across the holiday park allowing backhaul for Wi-Fi APs and CCTV.

This technology solution was strategically implemented to create an integrated solution, made up of Fixed Wireless Broadband, Enterprise Switching and Outdoor Wi-Fi APs from the Cambium ONE Network portfolio. This new solution offered pervasive coverage, high-speed throughput and seamless roaming across the property, addressing the key challenge of providing consistent, high-quality internet access to guests, no matter where they were in the park.

Transformative Results:

The impact of the new connectivity solution was immediate and profound. Guests now enjoy a seamless internet experience, from streaming their favorite shows to easily accessing online services, significantly enhancing their stay. Operational efficiency soared, with the online booking system, security surveillance and internal communications benefiting from the robust network infrastructure.

A satisfied employee from Big 4 Howard Springs Holiday Park remarked, "The difference is night and day. Our guests now enjoy uninterrupted connectivity, making their stay with us even more memorable. We've seen a significant uptick in positive reviews focusing on our improved amenities, thanks largely to Cambium Networks' solutions."



A Partnership That Delivers:

The successful implementation at Big 4 Howard Springs Holiday Park highlights the power of collaboration between technology providers and hospitality entities. The solution was delivered by Hampshire Property Group IT Projects in collaboration with Combined Communications (CCS), a Cambium Connected Partner, based in Darwin, NT. The Hampshire Group, partnering in this initiative, noted, “Collaborating with Combined Communications and Cambium Networks allowed us to address the critical connectivity issues faced by Big 4 Howard Springs Holiday Park. The success of this project underscores our commitment to enhancing the guest experience through technology.”

Cambium’s ONE Network solutions are designed to tackle the unique challenges faced by campgrounds and holiday parks. For Big 4 Howard Springs Holiday Park, the technology not only resolved their immediate connectivity issues but also provided a scalable platform to support their future growth and digital initiatives.



Conclusion: Cambium Networks™

The case of Big 4 Howard Springs Holiday Park serves as a testament to the critical role of connectivity in the hospitality industry. By prioritising the digital experience of their guests, Big 4 Howard Springs Holiday Park has not only improved guest satisfaction but also set a new standard for the industry. Cambium Networks is proud to have played a pivotal role in this journey, showcasing the potential of tailored connectivity solutions to transform the guest experience.



About Cambium Networks

Cambium Networks enables service providers, enterprises, industrial organizations, and governments to deliver exceptional digital experiences, and device connectivity, with compelling economics. Our ONE Network platform simplifies management of Cambium Networks’ wired and wireless broadband and network edge technologies. Our customers can focus more resources on managing their business rather than the network. We make connectivity that just works.