

# BUSINESS

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## Delta adds cyber service

By Eva Janssen  
Free Press Business Reporter

London's Delta Armouries Hotel is now open to armchair travellers.

The hotel, built originally as an armoury in 1905, is the only one in London and the first of 32 Deltas worldwide to offer Internet and e-mail service to guests and non-guests.

Individuals can send and retrieve personal e-mail from around the globe at an "e-mail express" kiosk in the hotel lobby. They pay \$2 for a paper card similar to a credit card, which they swipe through a machine to get 10 minutes of access.

In the hotel's Cantata Lounge, above

the lobby, two upholstered banquettes have computers with Internet access and CD-ROMs. Up to six visitors can eat and drink while wandering the world on the Net. They pay \$10 per hour for a paper card they swipe for access.

### Work with local provider

The pilot project began in October after nearly a year of discussions with Website International, a local Internet provider.

"We're thrilled with it," said Jeff Waters, general manager of the Delta Armouries. The hotel perceived a need for the service because business trav-

ellers have been flocking to five guest rooms set up with faxes and computers, Water said.

The Delta chain, which was not involved, has since become interested in putting computers in other hotels, he said.

The goal is to keep customers in the bar and increase sales, said Neil Kellock, food and beverage manager. "We've had a terrific response."

Most users are business people travelling alone who aren't comfortable sitting in a bar by themselves, Kellock said. Patrons can "surf the Net" day or night, even after the bar has closed.



EVA JANSSEN The London Free Press

Delta's general manager Jeff Waters brought the Internet to guests.

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## ONLINE: Internet access helps Delta's business

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Kellock said he has noticed a few eating breakfast by the computer at 6 a.m.

Current and "cool" web sites are posted weekly on a blackboard, though some customers simply want to play games, he said.

Five employees including himself received Internet training to help users.

All have e-mail addresses, and some have been known to stay until 2 a.m. to visit electronic "chat rooms."

"Our staff has got girlfriends and boyfriends all over the world now," Kellock said with a laugh.

And, the hotel now has a bit more business.

### More revenue

Food and beverage sales were unusually strong last summer, and the computers have increased revenue about 10 per cent so far despite zero advertising and only a handful of

clients, Kellock said.

A printer will soon be available in the bar, and if demand is good, the hotel will add two more computers, he added.

The hotel has little to lose. It spent \$3,000 to \$4,000 on the project, but Website paid for the computers and will share in revenue, Kellock said.

"If it broke even for us, it (would) be great."