

# LANCOM Reference Projects

## WLAN hotspot for tourists and spa guests



### Customer

For over 175 years, the North Sea spa Büsum has been a seaside resort on the German North Sea coast. Annually, more than 200,000 overnight guests and more than 300,000 day trippers visit the attractive fishing village. The Tourismus Marketing Service Büsum GmbH is responsible for developing, operating and promoting Büsum as an attractive tourism "hotspot".

### Concept / Requirements

- **Reliable and powerful WLAN hotspot** on the dike and beach
- If necessary, **quick and easy expansion** of the hotspot to other locations
- **Easy, user-friendly use** of the WLAN hotspot services

### Solution

- **Continuous coverage of two kilometers of beach and dike** with professional outdoor access points
- **Central management and configuration** by WLAN controller
- Availability of **different ways (smartphone, guest card, voucher) to login** to the hotspot

### Benefits

- **Enhanced attractiveness** of Büsum as a tourist resort
- **Additional incentive for visitors** to purchase guest cards
- **Partial funding of the hotspot costs** through the sales model (guest cards, vouchers)



### Infrastructure

1 x LANCOM  
WLC-4025+

11 x LANCOM  
1781-4G

18 x LANCOM  
OAP-322

L and M hotspot  
gateway



**LANCOM**  
Systems