

# HOTEL AND RESORT INDUSTRIES

DATA TYPES



Hospitality



Networks



Utilities



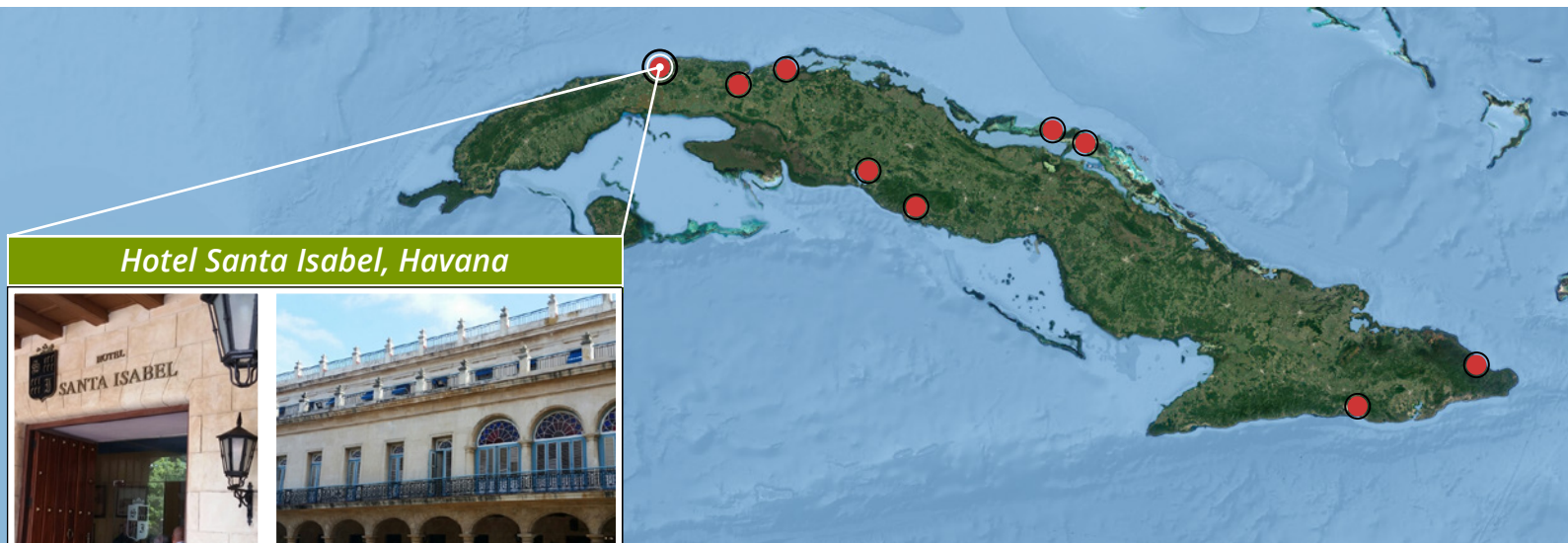
Demographics

## BACKGROUND

The United States has not maintained diplomatic or economic relations with Cuba since the early 1960s. However, recent changes in diplomatic relations between the two countries prompted investment interest from many U.S. companies. More than five decades of isolation from the U.S. coupled with Fidel Castro's widespread oppressive policies left Cuba's commercial infrastructure in an unknown state of repair.

## CHALLENGE

A prominent U.S. hotel chain wanted to explore the feasibility of expanding their brand into Cuba. To facilitate their expansion plan, Spatial Networks collected information to help determine an appropriate location for a future corporate investment opportunity.



### Hotel Santa Isabel, Havana



Main Entrance

Building Front

Address	Baratillo Street, No. 9
Neighborhood	Habana Vieja
Floors/Rooms	3/27
Security Features	Night Illumination, Security Cameras /Inspections, No Parking Zones, Unarmed Guards, Window Bars
Communication	Wi-Fi, Satellite Television, Telephone, Broadcast Television, Internet
Telecommunication Provider	Etecsa
Backup Generator	Yes
Solar Panels	No
Electric Provider	Une Habana
Neighborhood Crime Rate	Low
Neighborhood Economic Status	Above Cuban Average
Nearby Construction	Yesa
Nearby Dining Venues	<b>Restaurants:</b> La Mina, Dominica, La Luz; <b>Desserts:</b> Dulceria Doña Teresa, San Jose; <b>Coffee Shops:</b> El Bosquecito, Cafe Paris

## SOLUTION

Spatial Networks composed a field team of indigenous professionals from its network to survey 40 hotels and adjacent neighborhoods in Havana, Matanzas, Varadero, Cienfuegos, Trinidad, Santiago de Cuba, Baracoa, Cayo Coco, and Cayo Guillermo.

The field team collected a wide variety of hotel-specific information, such as average rates in both low and peak seasons, availability of telephones, radios, televisions, Internet (wired/Wi-Fi), hotel staff characteristics, and aspects of electricity (power outages and backup generators). Spatial Networks' data helped the client identify the most promising Cuban hotels requiring the fewest upgrades.

The field team also collected information in surrounding neighborhoods, such as retail stores, shopping centers, dining venues, road conditions, perceived crime rate, and other related information that allowed the customer to determine the safest, most tourist-friendly neighborhoods.

Armed with this information, the U.S. hotel chain was able to determine the ideal location for future corporate expansions in the Cuban market.



# Spatial Networks

## MISSION

At Spatial Networks, Inc., we leverage geography to solve challenges facing the global marketplace. Specializing in acquiring unique information unavailable via conventional data-harvesting methods, we deliver the authentic, accurate, relevant, and timely information that our customers expect.

## CUSTOMERS



STATE & LOCAL  
GOVERNMENT



COMPETITIVE &  
BUSINESS INTELLIGENCE



CRITICAL  
INFRASTRUCTURE



SUPPLY CHAIN  
LOGISTICS



OIL, GAS &  
ENERGY



INTELLIGENCE  
& DEFENSE