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REDIFINING WI-FI SERVICE GLOBALLY

**AUTHORIZED MERAKI CHANNEL SALES PARTNER**  
[Meraki: A Google, Sequoia and DAG funded Company]

## Lion Country Safari KOA Campground



### Challenge:

Lion Country Safari had been hearing a growing number of requests for broadband Internet access. A single dial-up connection, for which guests needed to wait in line, had become unacceptable. Furthermore, they knew that to stay competitive in the industry, high speed broadband was a must.

### Result:

Lion County had heard about Meraki's low-cost approach to large scale wireless networks through word of mouth. After a brief and successful evaluation, they deployed the solution throughout the site.

### Benefits:

- Easy to set up and deploy
- Affordable
- Low maintenance
- No IT expertise required
- Hosted central management

### Deployment:

- 6 Meraki Outdoors

World famous Lion Country Safari is a modern, full-service KOA campground in West Palm Beach, FL. It caters to campers seeking an exciting wild animal adventure in the nearby Safari Park. The campground prides itself on offering a suite of amenities in order to keep customer satisfaction high and encourage repeat visitors.

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KOA had been approached by a number of vendors with different wifi service models, including one offering free equipment in exchange for a percentage of the revenue on a paid service. KOA decided that wireless had reached the point where guests expected it at no charge, and so decided to offer it as an amenity service. However, Lion's deployment situation was not straightforward. They needed to provide reliable coverage to 28 wooded acres, and had a limited IT staff and budget. Furthermore, they knew they did not want to be in the business of fielding customer complaints for an unreliable network.

Meraki is perfect to provide WiFi access to your campground. Lion County had heard about Meraki's low-cost approach to large scale wireless networks through word of mouth. After a brief and successful evaluation, they deployed the solution throughout the site. The campground uses seven Meraki Outdoor access points mounted on light poles throughout the property. The interconnected nature of the mesh allows RVers to get access from multiple APs, reducing the effects of interference from external sources, as well as the large metal RVs themselves. KOA also takes advantage of Meraki's bandwidth limiting feature. This allows their T1 line to do double duty, servicing both guest access and day to day business needs.

With a single IT person on staff, Meraki's wireless solution has performed extremely well with very little maintenance or downtime. In less than 6 months, the network has supported over 1,000 users while at the same time exceeded uptime expectations. The successful deployment has been a hit with travelers and allowed Lion Country Safari to remain competitive through the offer of ubiquitous wireless Internet access throughout their campground.

“Our wireless Internet service is a hit with our guests and allows Lion Country Safari to stay competitive among the many vacation destination options available to families today. With Meraki, we were able to put the service in place quickly and affordably, and can easily expand the coverage area as our needs change.”

—Marc Unterhalter, Vice President, Lion Country Safari