

Hokkaido Roadside Stations offer free WiFi to boost tourism

Introduction

The Hokkaido Regional Development Bureau (HRDB) manages public works in Hokkaido region, which include roads, ports, airports and public roadside stations.

More than 1.000 roadside stations are spread all over Japan alongside national roadways. They serve as rest areas for travellers, tourist information points and are ideal locations for the sale of local products from the region.

Business Case

Opportunity

An ambitious program to stimulate tourism, and bring travellers to roadside stations is ongoing. A visit-validation passport is stamped for visitors as they pass through stations. The passport, apart from being a nice souvenir, encourages travellers to get all stations stamped.

Hokkaido Regional Development Bureau, identified high-quality free WiFi as the perfect element to promote roadside stations, increase tourism and enhance their visitors' experience.

Fon's WiFi solution deployed with Ruckus high end access points, were the best combination for this application.

Business model

1 hour of free WiFi is offered to tourists on every visit. Upon connecting they are led to the station's corporate site where they can get familiar with products and services offered, check nearby stations, as well as opening hours and other facilities.



Why Ruckus

Ruckus' high end access point, the ideal product for open spaces and high density areas, uniquely combines adaptive antenna technology and adaptive meshing to enable a new level of outdoor performance.

Preintegrated to work flawlessly with Fon's service platform, it was the ideal choice for this solution.



- HRDB, as a public institution, demanded quality of service assurance, only deliverable by a company with the experience and know-how, of Fon
- Fon's easy interface for service deployment enabled lean implementation throughout all service stations.