

# WHITBREAD PREMIER INN

## Network & Infrastructure Upgrade

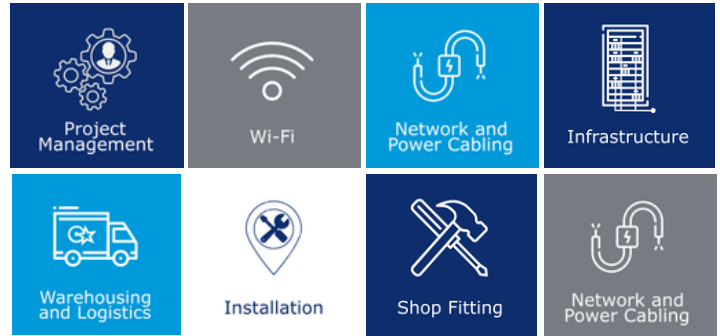


### OVERVIEW

In partnership with Whitbread, one of the UK's largest hospitality businesses, Celestra successfully delivered a large-scale Wi-Fi and infrastructure upgrade across the Premier Inn estate. The programme included some of the brand's most complex and high-demand locations, such as Gatwick Airport, one of the largest Premier Inn sites worldwide.

Driven by Whitbread's commitment to improving the guest experience, the project required a scalable, future-proof solution that could be delivered consistently across hundreds of sites. By combining detailed technical design, large-scale logistics and specialist on-site delivery, Celestra enabled Whitbread to modernise its digital infrastructure while minimising disruption for guests and hotel teams.

### SERVICES PROVIDED



### PROJECT HIGHLIGHTS

- Delivered the largest on-site team and resource commitment ever dedicated to a Celestra project
- Every Premier Inn site was touched at the pre-design, post-installation or optimisation stage
- Completed 396 network migrations alongside 5 New Store Openings, including Waterloo, Farringdon, Bognor, Ilford and Fulham
- Deployed 19 field resource teams delivering the day-to-day rollout across the UK and Europe

### WHAT WAS THE PROBLEM

Whitbread required a complete Network and Infrastructure Upgrade across its Premier Inn estate. The existing network needed to be replaced with a modern, resilient solution that could support growing guest demand, evolving digital services and new hotel concepts.

The challenge was delivering this transformation at scale across a diverse estate, ranging from city-centre hubs and airport locations to new-build and international sites, all while maintaining a seamless experience for guests and operational teams.

### WHAT WAS THE PROJECT

Celestra was appointed to deliver a full infrastructure and Wi-Fi migration programme across multiple Premier Inn sites, including new store openings and large-format hotels.

At the heart of the project was the deployment of Whitbread's updated strategic network, effectively a complete overhaul of the existing infrastructure. This approach consolidated the network under a single delivery partner, simplifying management and ensuring consistent standards across the estate.

As part of the programme, Celestra completed wireless service planning and Ekahau coverage surveys before installation, immediately after migration, to identify further optimisation opportunities. This ensured every site delivered reliable, high-performance connectivity from day one.

The project also included six new-build Premier Inn sites, ongoing support for construction network design, and specialist installations for new hotel concepts, including non-standard Hub and Zip layouts. In total, the programme touched all Premier Inn brands across the UK and Germany, including associated restaurant locations.

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## WHAT WE DID

To kick off the project, our teams carried out comprehensive surveys across the Premier Inn estate over a ten-week period, averaging 26 surveys per week. Using Ekahau, the world's most accurate Wi-Fi design software, our in-house technical consultants produced bespoke network designs tailored to each site's size, layout and operational demands.

Once designs were approved, Celestra's field engineering teams delivered the on-site installations. This included new power and infrastructure cabling, shopfitting works and the deployment of new network hardware. Each site was migrated from the legacy network to the new solution in a planned two-day window, ensuring minimal disruption.

Following migration, legacy equipment was returned to Celestra's head office, securely wiped of sensitive data and responsibly recycled through our WEEE-compliant disposal service, supporting Whitbread's sustainability objectives.

At peak delivery, the programme involved 19 field teams and dedicated technical advisors, with every department within Celestra contributing, from project management and configuration through to logistics and warehousing. The scale of the rollout included approximately 30,000 devices installed across the estate, demonstrating Celestra's ability to deliver large, complex projects entirely in-house.

## HOW DID WHITBREAD PREMIER INN BENEFIT

Celestra delivered a bespoke, software-driven Wi-Fi solution tailored to Whitbread's diverse estate. By combining detailed design with efficient multi-site scheduling, the programme delivered improved coverage, consistent performance and measurable cost efficiencies.

Whitbread chose Celestra based on a long-standing partnership spanning nearly two decades, supported by our deep knowledge of the Premier Inn estate. Previously responsible for only part of the network, Celestra now delivers the complete infrastructure, acting as a trusted technical escalation and consulting partner.

Our teams have worked across every Hub site, including European locations, and continue to support further network enhancements and future programmes. As a result, Celestra is recognised by Whitbread as a strong strategic IT installation partner, supporting the ongoing evolution of its digital infrastructure and guest experience.

