



# ENHANCING GUEST ENGAGEMENT WITH CUSTOMIZED ENTERTAINMENT AT THE BROWNWOOD HOTEL AND SPA

## OVERVIEW

Located in the heart of Central Florida's horse country, The Brownwood Hotel & Spa blends modern luxury with Southern hospitality. This property embraces the history of the Floridian cowboy, offering guests a glimpse into the state's heritage. Designed to serve both leisure and business travelers and host many local events, large and small, the hotel needed a tailored technology solution that could elevate its in-room entertainment and communication with guests.

With minimal existing entertainment infrastructure and a desire to offer a customizable, high-quality experience, The Brownwood Hotel & Spa turned to WorldVue. This collaboration resulted in a fully modernized in-room entertainment platform designed to meet the needs of today's guests and tomorrow's events.

## OPPORTUNITIES

As a destination catering to a diverse mix of guests, including equestrian groups, business travelers, wedding parties, and vacationers, the hotel wanted more than standard cable or basic TV. Management sought a solution that would:

- Provide a customizable and branded in-room interface
- Deliver premium entertainment with streaming and casting options
- Allow for welcome messaging and property- and event-specific content
- Be easy to implement and maintain across all rooms

This was also the first time the management company had worked with WorldVue, and they were looking for a partner who could deliver both high-quality technology and a smooth implementation process.



# SOLUTION

WorldVue delivered a complete guest entertainment experience built on several of its leading hospitality solutions. The deployment at The Brownwood Hotel & Spa included:

- **The WorldVue HUB® Platform** – WorldVue’s customizable in-room entertainment portal, branded to the hotel, featuring welcome messages, hotel amenities, property and event information, and access to OTT content, all from a single intuitive interface.
- **FTG HD over Ethernet** – A scalable distribution system providing high-definition TV content over existing IP infrastructure, ensuring consistent quality across all rooms without requiring major construction or rewiring.
- **Tailored Channel Selection** – WorldVue worked directly with hotel leadership to build a curated TV lineup suited to their guest demographics, ensuring a personalized experience that resonates with guests.
- **Chromecast** – Giving guests the freedom to cast their own content, such as their favorite streaming services, from their personal devices to the in-room TV with ease and privacy.
- **Hassle-Free Installation** – With years of experience in hospitality technology, the WorldVue team completed installation quickly and cleanly, with no significant disruptions to hotel operations. The installation team handled everything needed to get the system up and running, including working with the ISP to get each set-top box whitelisted for connectivity.

# IMPLEMENTATION

WorldVue collaborated closely with The Brownwood Hotel & Spa’s management and operations teams throughout the process, from the initial design phase to on-site deployment. The result was a custom-built entertainment solution aligned with the hotel’s brand and operational goals.



Partnering with WorldVue has been a game-changer for our guest experience. Their cutting-edge in-room entertainment platform is not only seamless and reliable but also perfectly tailored to today’s travelers. We’ve seen an immediate uptick in guest satisfaction, and the support from their team has been great.

## GILLES CASSIANI

*General Manager  
The Brownwood Hotel & Spa*



# RESULTS

The new solution has received strong reviews from both guests and staff. By upgrading to a flexible, cloud-managed system that includes streaming, personalization, and property messaging, The Brownwood Hotel & Spa has elevated its guest experience while simplifying operations behind the scenes.

Key outcomes include:

- **Enhanced Guest Satisfaction** – Guests enjoy seamless access to personalized entertainment and intuitive features.
- **Support for Group Events** – The system enables tailored messaging and content for visiting groups, such as wedding parties, conferences, or local events.
- **Reliable Performance** – The hotel has experienced a smooth rollout with ongoing stability and support from WorldVue.

# CONCLUSION

The Brownwood Hotel & Spa's partnership with WorldVue demonstrates the power of purpose-built hospitality technology. With a flexible, modern, and engaging in-room platform, the hotel now provides the kind of experience today's travelers expect and tomorrow's events demand. For properties looking to upgrade guest entertainment and strengthen brand connection, this case shows what's possible with the right technology partner.



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