



## Catch a “Glimpse of Heaven”...Thanks to Broadband Technology

**Name:**

Heavenly Cabins

**Internet:**

[www.heavenlyvacationcabins.com](http://www.heavenlyvacationcabins.com)

**Products/Services:**

Cabin rentals

**Location:**

Wears Valley/Sevier County

**Leadership:**

Cheryl and Roger Gilliam,  
Owners

**Founded:** 2000

**Innovative Insight:** *“We actually live in Hickory, North Carolina, but all of our cabins are located in Tennessee. Without technology, how would it be possible to live in one state and run a business in another?”*

**The Importance of**

**Broadband:** *“Broadband is vitally important in this line of work. In the rental business, the early bird gets the worm. You have to be online constantly to respond to email inquiries, and it often comes down to the customer choosing the company who responds the quickest.”*

**Impact of the Web site:** 90% of their business comes from the Internet.

**Wears Valley, TN** - If the Smoky Mountains are calling your name this holiday season, you can pick the perfect mountain hideaway, secure a reservation and even take a tour of the warm and cozy cabin of your choice – all without leaving the comforts of your living room! It’s all thanks to Heavenly Cabins, owned by Cheryl and Roger Gilliam, a couple that know a thing or two about utilizing technology to do business from afar.

“We actually live in Hickory, North Carolina, but all of our cabins are located in Tennessee,” says Cheryl. “Without technology, how would it be possible to live in one state and run a business in another?”

Cheryl and Roger started their business 7 years ago, based on their mutual love of the Smokies. “We love the area and just decided to invest,” says Cheryl. “It’s a joy to help people spend time in the beautiful Smoky Mountains.” In the beginning, Heavenly Cabins did not have its own website, instead relying on advertising through larger portal sites like VacationRentals.com and CyberRentals.com to attract clientele. But with more than 90% of their business coming from the Internet, the Gilliams ultimately decided to launch their own website, [www.heavenlyvacationcabins.com](http://www.heavenlyvacationcabins.com), to better serve the needs of their customers and to attract new ones.

Today, Cheryl says that it simply wouldn’t be possible to maintain their thriving business without high-speed Internet. “Broadband is vitally important in this line of work,” she says. “In the rental business, the early bird gets the worm. You have to be online constantly to respond to email inquiries, and it often comes down to the customer choosing the company who responds the quickest.” Broadband also allows the Gilliams to feature virtual tours on their site to allow prospective clients a 360-degree view of every room in each of their three cabins. “The more views you can offer, the better,” says Cheryl. “In a cabin situation, they really want to see as much as they can.” Just recently, the Gilliams were able to add Wi-Fi to their “Glimpse of Heaven” cabin which has been widely received by their patrons. They plan to add the service to their other two rentals as broadband in the area becomes more readily available. “Our customers really enjoy being able to access high-speed Internet,” says Cheryl. “It’s just one more feature we can add to make our cabins more attractive to potential guests.”

The guests are certainly responding. In fact, if you’re looking for the perfect place to spend the holidays, look no further than the “Testimonial” page of the Heavenly Cabins website. “*A Glimpse of Heaven is exactly what we found in this cabin,*” writes one customer. “*The website description and pics are totally accurate. We will be back!*”

**About TN 95:**

*Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state's 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at [www.connectedtn.org](http://www.connectedtn.org) or call 615-242-9508.*