

MONETIZING GUEST Wi-Fi IN HOSPITALITY



HOW IMPORTANT IS GUEST WiFi?

80%
of hotels now offer free Wi-Fi

&

38%
of those say no WiFi is a deal breaker and will book elsewhere



WiFi was

#2

on guest wish lists.
Only free room upgrades were considered more appealing.



while

10%

said that they would go into an all-out panic without an internet connection in their room!

66%

of guests getting online within **SEVEN** minutes of checking in



with

33%

requesting the WiFi password as soon as they arrived

HOTELS INCREASINGLY A MOBILE PLAY

In 2014, **14%** of online reservations were made using mobile means (smartphone or tablet), and now that percentage is **25%**

2014

14%

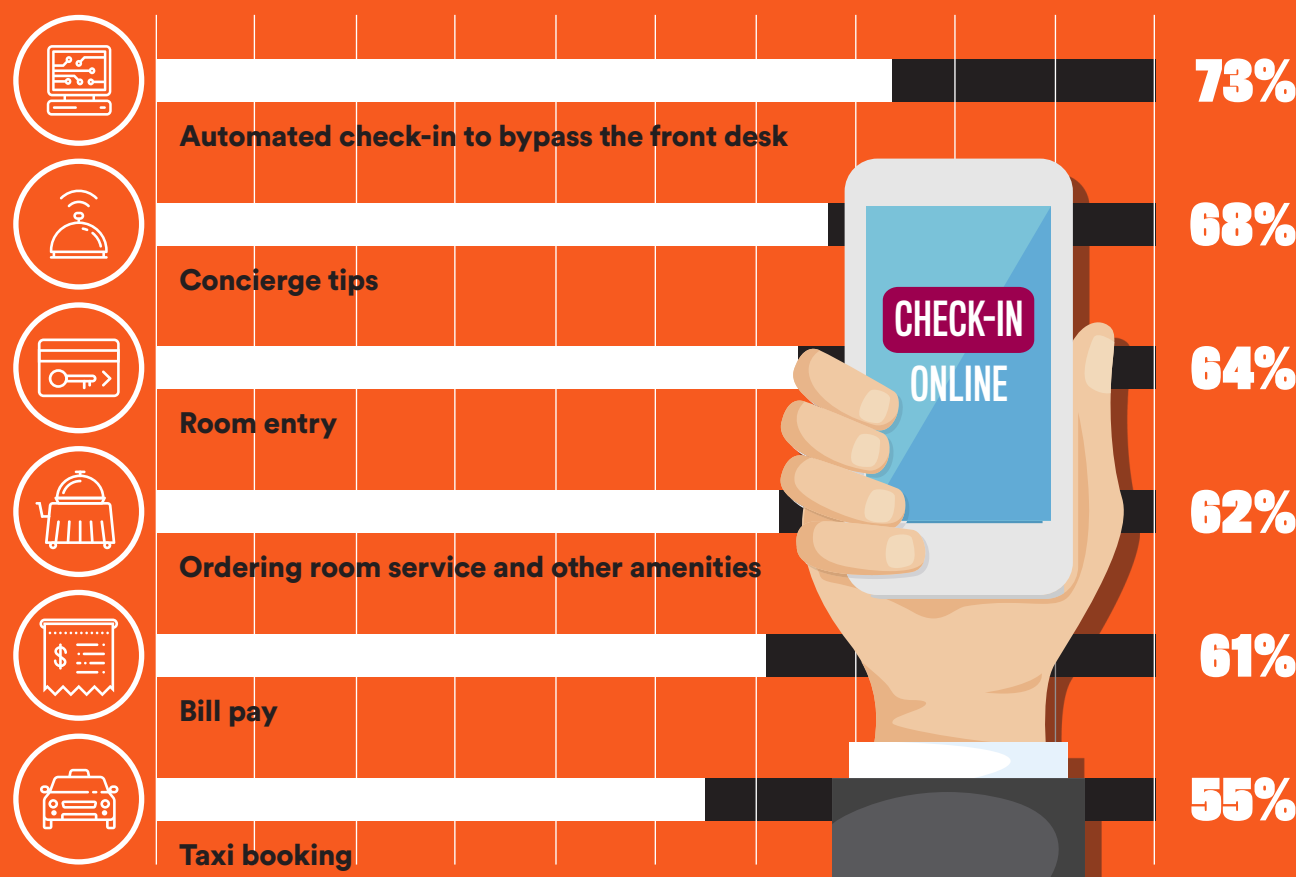


52%

of guests have read a review of a hotel prior to booking

WHAT ARE GUESTS USING WIFI FOR?

Travelers say they would be likely to use their smartphones for:



GUEST WiFi IS A MUST IN HOSPITALITY!

Contacts us to learn more about how **CaptiveXS** guest Wi-Fi can improve your guest experience

RaGaPa Inc
408 215 4987
info@ragapa.com
www.CaptiveXS.com

Infographics powered by **WiFi360**