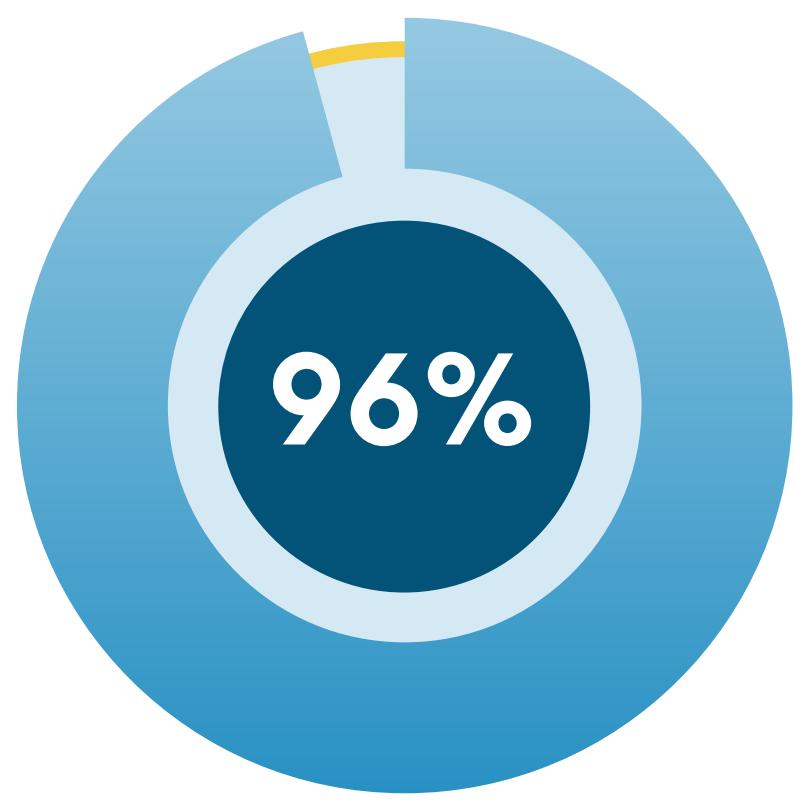


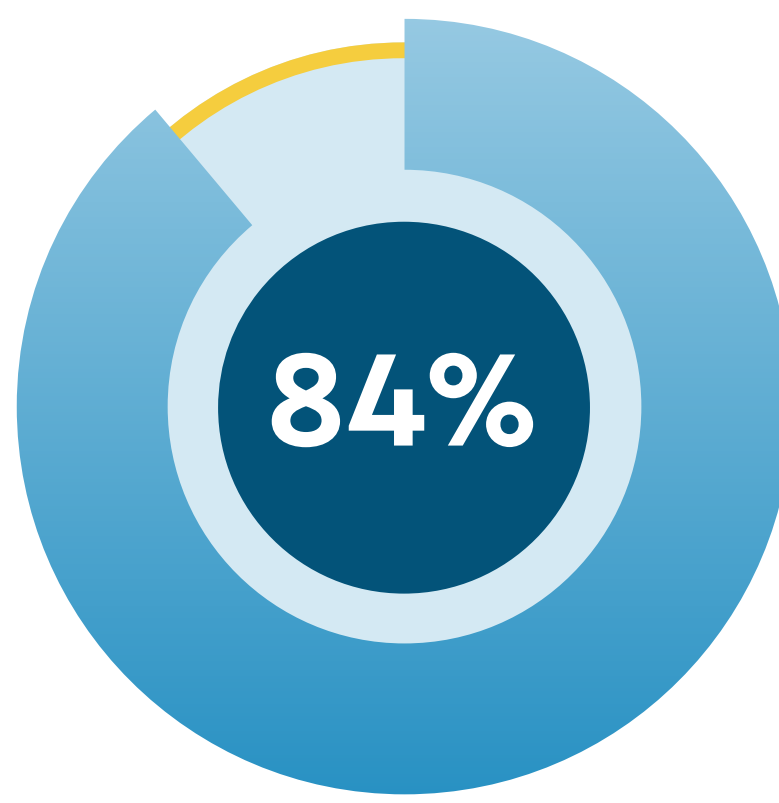
Benefits & Drawbacks of Free Hotel WiFi

How Important is Free WiFi to Guests?



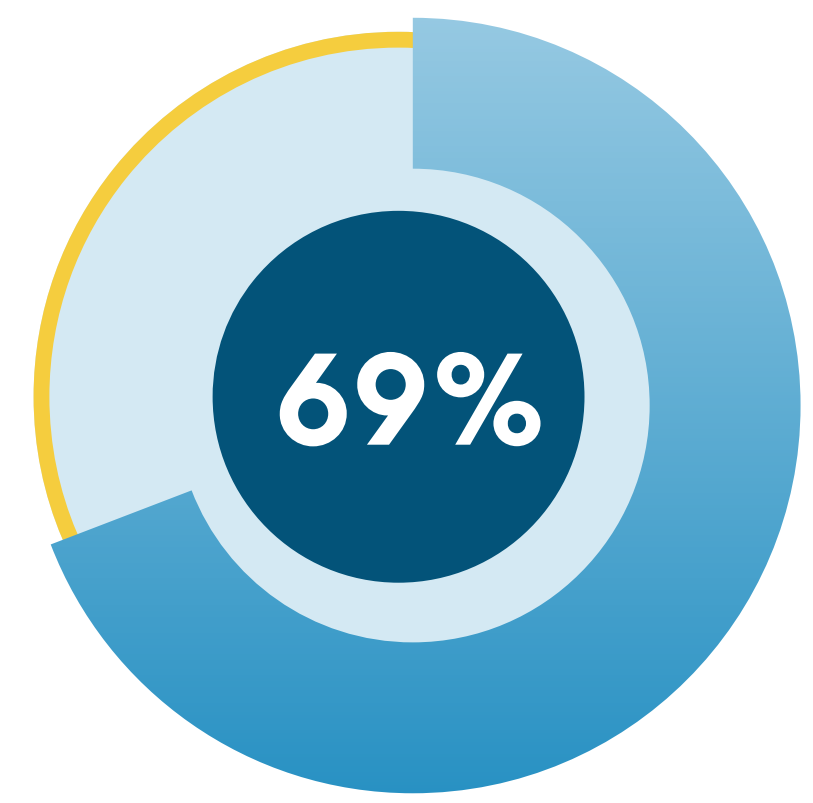
EXPECT FREE GUEST WiFi ACCESS

WHEN STAYING IN HOTELS [3]



FREE WiFi ACCESS IS THE #1 FACTOR

IN DECIDING WHERE TO STAY. [2]



SLOW INTERNET CONNECTION

IS THE MOST COMMON HOTEL WiFi ISSUE [3]






Should Your Hotel Offer Free WiFi?

While free WiFi may seem like a no-brainer for hoteliers, it's smart to understand the benefits and drawbacks of providing this service.

The Benefits

- 
Guest Satisfaction
 Free WiFi allows guests to work remotely, stream uninterrupted, and stay in touch with friends and family while traveling.
- 
Customer Loyalty
 Providing stable and secure free WiFi to guests, making them more likely to return or recommend the property to others.
- 
Monetization
 Create splash pages to advertise higher speed tiers and other on-site upsells directly to guests via the free WiFi login portal.
- 
Competitive Advantage
 By offering free wifi, hotels can differentiate themselves from their competitors and create a positive impression on their guests.
- 
Marketing Intelligence
 Get access to valuable guest behavior data to identify key trends so they can personalize service and run targeted campaigns.

The Drawbacks

- 
Security Threats
 Poorly designed WiFi networks can be vulnerable to cyberattacks, putting both hotel and guest information at risk.
- 
Expensive Maintenance
 Costs to maintain a reliable free WiFi network, such as equipment upgrades and hiring IT staff, can be more than hotels are willing to pay.
- 
Lack of Revenue
 Free WiFi might attract guests, but they may use it to avoid paying for entertainment or dining options on your hotel property.
- 
Bandwidth Limitations
 For Networks with insufficient bandwidth, high traffic volume can lead to slow internet speeds that frustrate hotel guests.
- 
Management Challenges
 Hotel staff are forced to waste valuable time and resources monitoring network usage, enforcing policies, and addressing customer complaints related to connectivity.

Deliver Hotel Guests Reliable Free WiFi With Blueprint RF

Blueprint RF is a trusted hospitality technology provider supporting hotels with improved WiFi coverage, security, and guest experience. Blueprint RF is equipped to help hotels build reliable, secure, and fully managed WiFi networks to meet the needs of guests and employees.

To find out more about how we can help build and manage your hotel's free WiFi network, contact Blueprint RF today.

Sources

Do Hotels Have Free WiFi? Benefits and Drawbacks of Free Hotel WiFi (blueprintrf.com) [1]

2019 Annual Customer Engagement Technology Study conducted by Hospitality Technology [2]

<https://www.hotelnewsresource.com/article90435.html> [3]