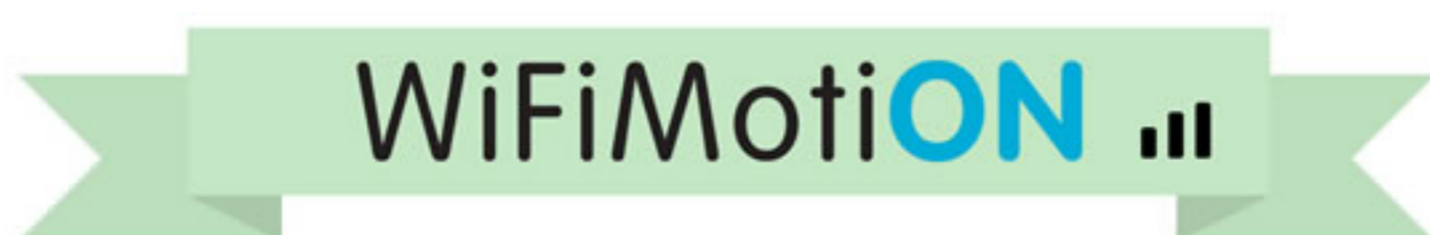


# ROCKING FREE WIFI BOAT: YES, TRAVELERS ARE WILLING TO PAY FOR WIFI CONNECTIVITY

Can hotels charge their guests for WiFi?  
Yes, they can, as long as they enjoy an on-the-go high-speed connection

A WIFIMOTION, ITH AND VODAFONE STUDY ABOUT HOTEL MOBILE CONNECTIVITY THROUGH WIRELESS ROUTERS (MIFIS)



4G



66%

of guests would pay for **mobile WiFi** connection provided by hotels



2/4

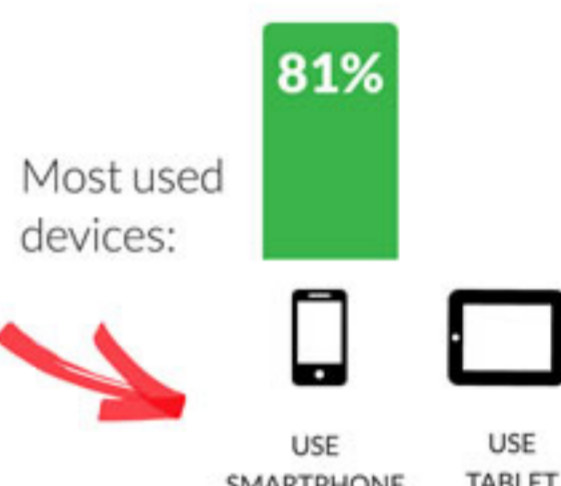
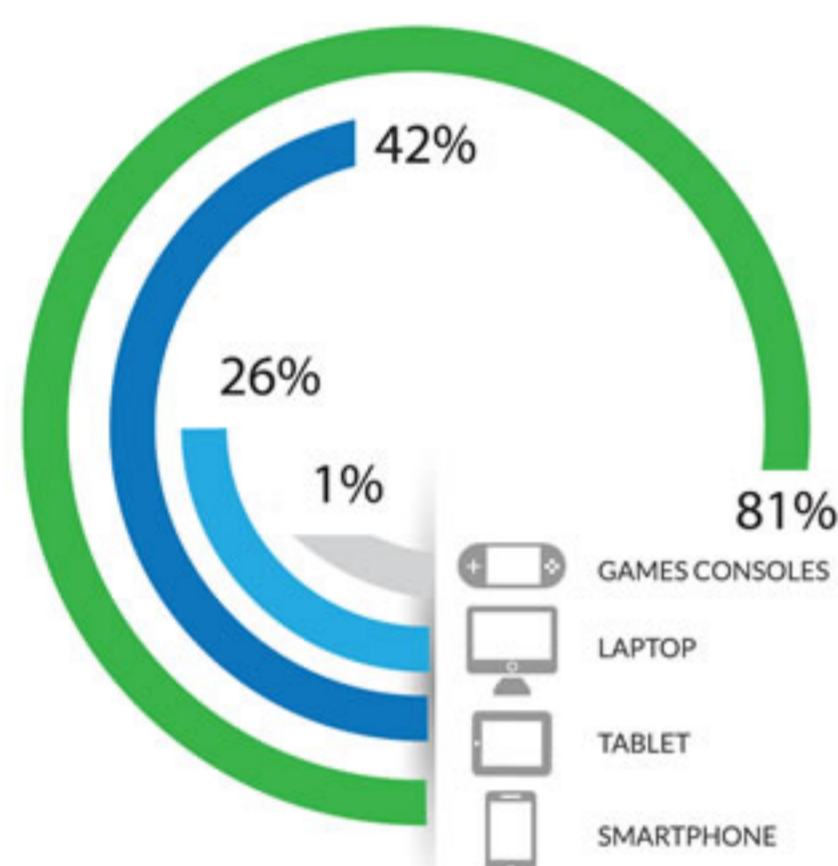
Two out of four guests would pay up to **5 euro per day** for this service



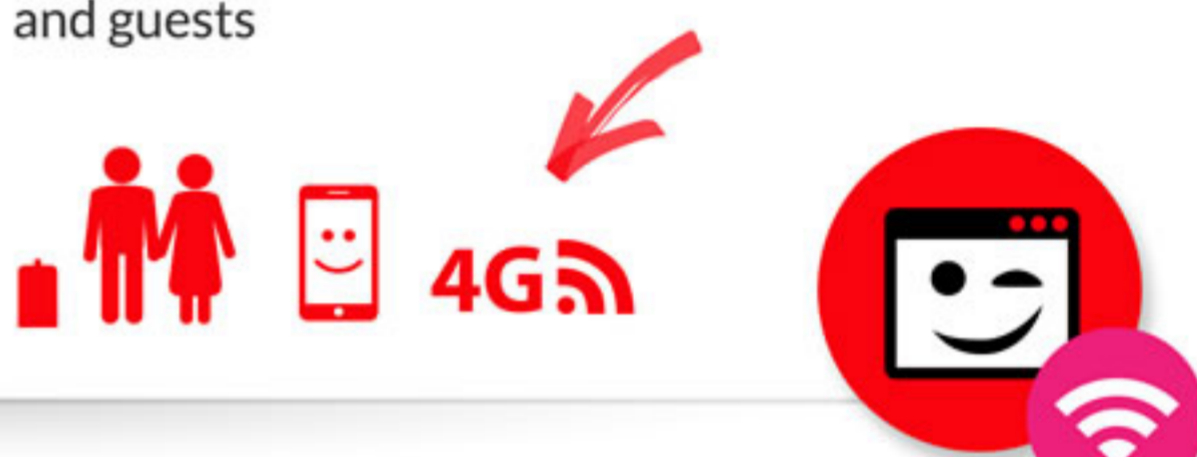
1/4

And **one out of four guests** would pay up to **10 euro per day**

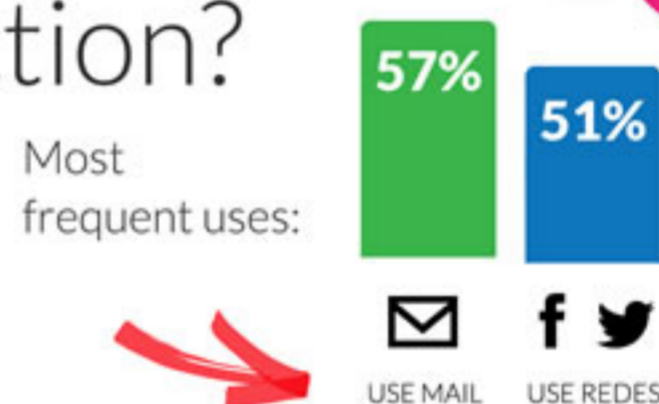
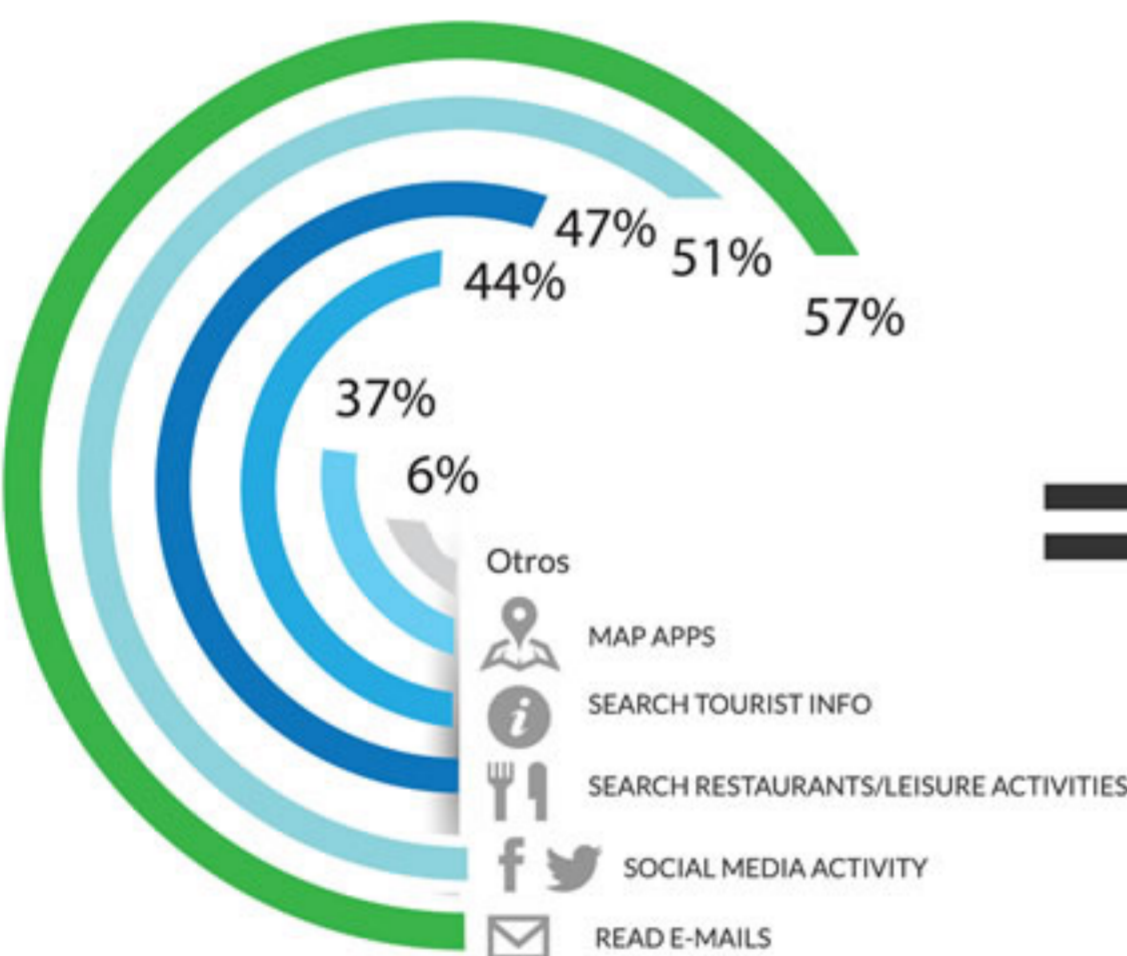
## Which devices were connected?



= Opportunities to develop value-added service layers and applications for travelers and guests



## How did guests use their connection?



- Opportunities to:
- Improve **online reputation**
  - Customized** communication with guests
  - Local entertainment **Cross-selling**
  - Hotel and destination products and **services upgrade**

## How much was mobile WiFi connection used?

AFTER USING WIFIMOTION DURING YOUR STAY, WHAT DO YOU THINK ABOUT IT?

- 39% **EXCELLENT**
- 29% **VERY GOOD**
- 21% **GOOD**

97%

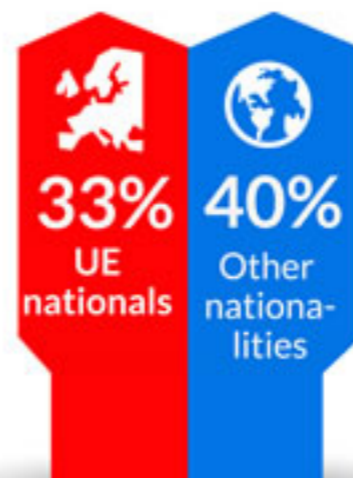
USED THEIR MOBILE WIFI CONNECTION DURING ALL THEIR STAY

89%

OF GUESTS WOULD REQUEST THIS SERVICE AGAIN

## The Connected Traveler: a profile

Foreign Tourist (73% of total)



Between 30-50 years old



Upper-middle class income range

While traveling, carries on -at least, **two mobile devices**