

WiFi Can Make or Break Your Guest Experience

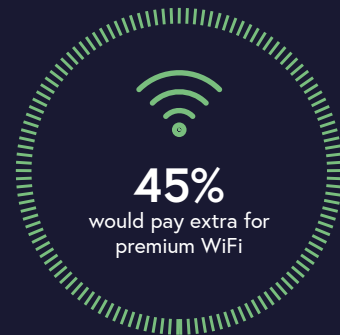
Exploring Guest WiFi Experiences and Expectations at Holiday Parks

August 2023 | In partnership with 



54%

of holiday park guests **reduce** their review score when they experience bad WiFi.

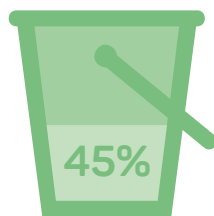


How Important Is WiFi for Your Park?

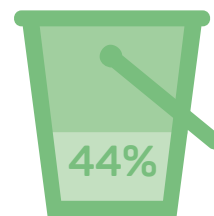
Reliable Connectivity Shapes a Guests Holiday Experience



say reliable WiFi is vital for their stay.



will not book at holiday parks with poor WiFi reviews.

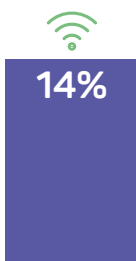


would not return if they experienced poor WiFi.

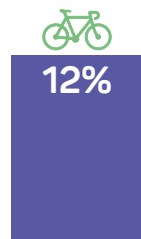
What Do Guests Say Is Most Important When Choosing a Park?

WiFi is a Key Consideration Against Other Onsite Facilities

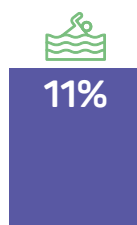
quality WiFi.



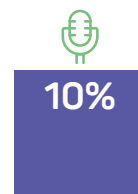
on-site leisure activities.



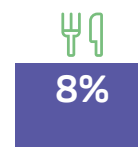
accommodation with a swimming pool.



on-site entertainment.

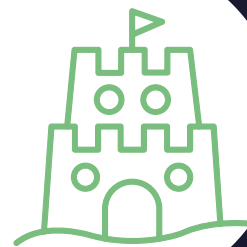


on-site bars and restaurants.



78%

said ultra-high-speed WiFi access everywhere is **VALUABLE** for their holiday park experience.



31%

say fast and reliable WiFi is more important than a comfortable bed.



61%

would rather fast and reliable WiFi over a big television in their accommodation.



86%

would prefer fast and reliable WiFi over air conditioning.



Guests' Wishlist Unveiled What More Could You Offer at Your Park?

81%

say the ability to manage activities and reservations on their phone is valuable.

79%

want vouchers and special offers sent to their phone during their stay.

72%

find phone-based digital arrival and checkout processes valuable.

67%

want easy-access video streaming services in their accommodation.

61%

find ordering and table service on their phone valuable.

56%

would like to have smart home controls in their accommodation.

WiFi Designed for Holiday Parks.

Wifinity specialises in providing exceptional WiFi solutions for holiday parks.

With extensive experience and partnerships with renowned brands like Bourne Leisure, Parkdean, and Haven, we understand the importance of reliable connectivity for guest satisfaction.

Our bespoke networks are designed to give great coverage right across your park, ensuring quick and easy-to-use internet access for all your guests.

With 24/7 UK-based customer support, and the ability to connect multiple devices for streaming and communication, Wifinity offers a home-from-home broadband service that enhances the overall guest experience.

Elevate your holiday park with Wifinity's WiFi solutions.

Get in touch today.

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020 8090 1290

4.7 Trustpilot

*Survey Audience involved 2,000 UK Adults who are Nationally Representative.

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