

The Holiday Park WiFi Playbook

In partnership with Holiday
Park Scene



Contents

#1 [THE OPPORTUNITY FOR HOLIDAY PARKS](#)

#2 [WHAT GOOD CONNECTIVITY LOOKS](#)

[LIKE](#)

#3 [WORKING WITH US](#)

#4 [START THE CONVERSTATION](#)



An Opportunity for Holiday Parks



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.

78%

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



2000
holiday park guests
were surveyed



9 in 10
guests **use** WiFi during
their stay



45%
would **pay** for premium
WiFi



31%
would choose WiFi
over a comfortable bed



61%
would want great WiFi
over a big television



86%
prefer great WiFi over
air conditioning



53%
say reliable WiFi is
vital for their stay



45%
will not book a park
with bad WiFi reviews



44%
will not return if they
experienced bad WiFi



81%
would book activities
using their phone



79%
would like offers sent
to their devices



72%
would like to use
digital checkin

An Opportunity for Holiday Parks

The holiday park sector is navigating the rapid rise in guest expectations for much better connectivity - that is at least what they are used to at home.

Fast, reliable and easy to use WiFi is a top factor behind guests choosing to book and return to your park. With over 53% of potential guests refusing to book a holiday park with poor WiFi reviews, it's clear that connectivity shapes the holiday experience.

And, where there are kids, remote workers and long-term residents involved, it's essential.

Wifinity works with three of the top holiday park operators in the UK, where we've transformed their guest and corporate WiFi experience.

This whitepaper presents how better connectivity can help your park meet the challenges of the 2025 season.

Ready, Get-Set, Go, for Better WiFi in the 2025 Season

Suffering with seasonal fluctuations? Competitive crisis with a rival park? Dominated by discussions about digital transformation?

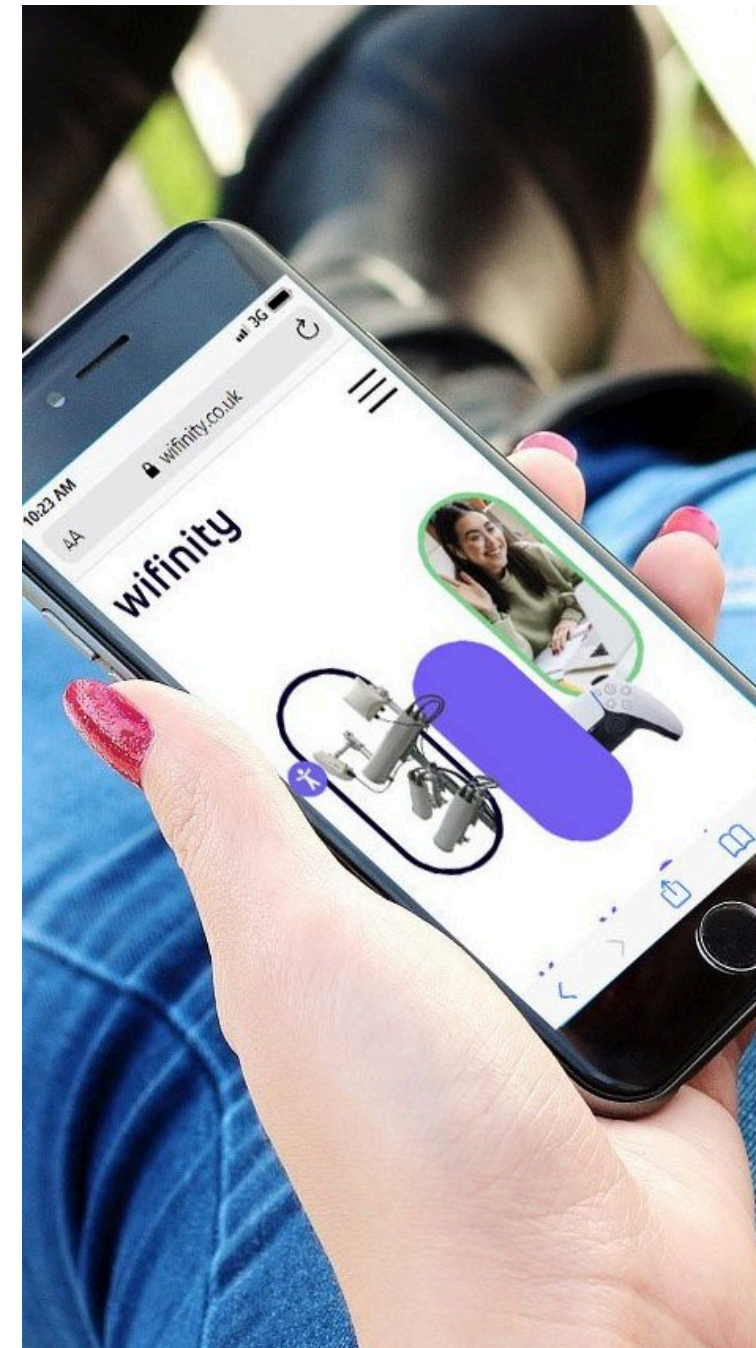
We understand that the holiday park sector faces pain points that impact profitability and guest satisfaction, and that you want 2025 to be different.

78%

said ultra-high-speed WiFi access everywhere is **valuable**.

54%

of guests **reduce** their review score when they experience bad



Holiday Park Sector Pressures



Seasonal Demand Fluctuations

Maximise occupancy and revenue during peak season.



High Customer Expectations

Meet demand to get online anywhere in the park.



Live or Die by Customer Satisfaction

Challenge of collecting and scoring consistently positive reviews.



Technology Integration

Minimise costs by integrating WiFi, CRM, booking & payment platforms.



Non-Accommodation Revenue

Maintain strong food, beverage and entertainment cash flow.



The British Weather

Cope with demand peaks with a robust, scalable WiFi network in place.



Competitive Market

Differentiate from other parks investing in digital services.



Has your service improvement focus been in the wrong area?

WiFi is more than just an amenity for your guests. It's more than just something that connects your mobile to the internet - it's an operational necessity.

Speedy, secure and hassle-free connectivity is a must-have for park residents, holidaymakers and their families, so has your service improvement focus been in the wrong area?

Wifinity surveyed 2,000 in 2023 and found that, when it comes to choosing a holiday venue, the quality of the WiFi is top for 14% of people and 53% won't even consider booking a park with poor WiFi reviews.

Once on site, they told us that 61% would prefer reliable WiFi over a large television and 86% want it above air conditioning.

With more guests working remotely or wanting to video call, 67% say they need easy access video streaming services to work in their accommodation. And we didn't need to survey any children to know that with unpredictable British weather, WiFi is essential to make sure they can play Roblox...!

Switching focus to having a consistent WiFi service with great speeds, can meet these needs, give guests that warm and fuzzy feeling that comes with being able to stay connected.



The Better Connectivity Business

Our research also found that a massive 54% of holiday park guests said they reduce their review score if the WiFi is bad and 44% won't return.

That's a huge hole in your revenue and an even bigger headache if you've had bad WiFi up to now. Because reliable WiFi impacts the holiday experience, influencing reviews and return rates, offering excellent connectivity must be a 2025 priority.

Let's turn things around with a WiFi service that generates revenue and cuts operating costs:



Increase Occupancy and Loyalty

Differentiate your park by promoting high speeds and a consistent, high-quality service to improve occupancy rates and drive guest retention.



Increase Revenue

45% of guests say they'll pay extra for premium WiFi. This is money on the table! Monetise your network through tiered packages or premium services that generate new income streams.



Add an Effective Marketing Channel

Put the WiFi to work, with real-time marketing communications about park services, entertainment options, bar and restaurant bookings, and personalised promotions to boost sales and overall satisfaction.



Collect Real-Time CSAT Feedback

Ask for real-time feedback when guests login to mitigate problems to improve their stay and reduce poor reviews, offering valuable insights for future park management and planning strategies.



Enhance Guest Experience & Higher Satisfaction

Fast, reliable WiFi supporting seamless streaming, gaming, remote working and to mitigate 'rainy day frustration'.



Streamline Park Operations

Parks can integrate digital services - such as digital check-ins and digital keys, enable residents to connect smart home controls and provide a platform for activity reservations, saving management resources.



What Good WiFi
Looks Like

Excellent for Guests

Implement WiFi Excellence

For a hospitality provider, WiFi services must do more than provide excellent guest connectivity.

Choose one that enhances your service offering, streamlines operations and supports a more attractive, guest-centric experience.

Depending on current infrastructure performance, holiday parks may consider an end-to-end bespoke WiFi solution or upgrade their existing WiFi experience.



High-Speed Connectivity

Fast speeds across the park, giving a "home-from-home" experience with uninterrupted internet access.



User-Friendly Experience

Offer intuitive, easy-to-use WiFi for guests, providing seamless, reliable internet connectivity.



Automated Guest Outreach

Enhance guest holiday with personalised communications and promotions, bringing guests closer to all park services.



Multiple Device Support

Guests can connect several devices without interruption enhancing their digital experience.



Premium Tier WiFi Option

Give the option of a premium, high-speed internet service, allowing the park to monetise the WiFi.



Social Media Engagement

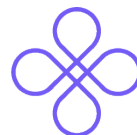
Reward guests for their social media engagement with your park, promoted by their access to your parks WiFi.

Excellent for Operators



Robust Infrastructure

Support guest and corporate connectivity plus essential operational systems.



Seamless System Integration

Integrate with property booking systems, payment gateways and more.



Advanced Cybersecurity

Protect sensitive guest data and park operations through secure, reliable networks.



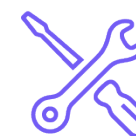
Data Management & Analytics

Analyse guest behaviour, powering informed decisions to enhance the guest experience.



Cost-Effective Scalability

Solutions that grow with the parks, maintaining high service standards while controlling costs.



Marketing & Communication Tools

Gather deep customer insights, enabling precision marketing and personalised guest outreach.



24/7 UK-Based Support

Resolve issues quickly, minimising downtime and maintaining guest satisfaction.



Precision Marketing

Send targeted communications based on collected data, improving conversion rates.



Compliance

Meet all legal and marketing best practice requirements, ensuring compliant operations.



Choose Wifinity:
A Fully Managed Service

The WiFi Experts

As a specialist, established managed service provider to the UK holiday park sector, Wifinity delivers secure, reliable guest and corporate WiFi networks using any WiFi vendor hardware.

We're a specialist in hard-to-reach venues, we deliver indoor and outdoor networks to environments from city centres to rural areas. Our end-to-end solutions offer secure, adaptable networks, supporting your staff and infrastructure throughout the season and beyond.

Choose Wifinity as your single supplier for everything from site survey to design, build, network management and 24/7 support, to help streamline your costs and operational effort.



Requirements audit

Bespoke to venue needs



Site Survey

Tailored to park environments



Solution Architecture

In partnership with your team



Network Build & Install

Hardware procurement & backhaul



Operations, Monitoring & Management

Fully managed service



Smart Venue Solutions

Improve site efficiency, reduce costs

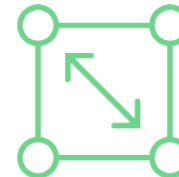


Data & Insights

Value from rich reporting



Backhaul Diversity



Scalability as Standard

From connecting soldiers to thriving in communities

We started to help soldiers to stay connected across the UK in 2007. Proudly backed by British investment, we earned the trust of the Ministry of Defence, building and managing reliable WiFi for 150 military camps.

Today, that experience keeping troops online each month fuels our mission: bridging the digital divide across sectors.

From holiday camps and student dorms to vibrant later living communities, we're Europe's fastest-growing WiFi provider, powering connections that matter.

And in the later living sector, we're proud affiliate members of ARCO, working hand-in-hand to create connected communities where technology empowers lives.



We're the experts

Our people have all the expertise and knowledge you'd expect from a leader in the space.

But more than that we strongly believe in forging partnerships with our clients that are founded on transparency and flexibility.

We ditch the one-size-fits-all approach. From single care homes to sprawling retirement communities, our tailored solutions are crafted with flexibility and transparency in mind.

This tailored approach isn't just talk. It's backed by a 4.7-star Trustpilot rating and an industry-high average customer relationship of seven years. We don't just connect your WiFi, we connect with you.



We make things simple

By providing a complete end-to-end service for your business and your guests

Design and build. Installation. 24/7 network support and help desk. Fixing issues. Everything fully managed by our friendly UK-based team.

And we can scale to your needs, for example as you grow or choose to invest in new smart technologies.

We can work together to bring better connectivity to people in later life.

Award-winning provider

Our 2024 award finalist nominations from both business and telecommunications industry bodies reflect our commitment to technical and delivery excellent, and digital inclusion.



Prepare your Park WiFi for 2025

Act now

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