



Cloud4Wi

Monetize Your Wi-Fi



Wi-Fi USAGE IN HOTELS

Infographic provided by Cloud4Wi, the innovative platform for managing and monetizing Wi-Fi services.

OVERVIEW

A leading Managed Service Provider is offering fully branded and managed Wi-Fi services to 20 hotels and more than 12,000 Wi-Fi users.



Fully Branded
Free Wi-Fi



20 Hotel
Locations



More than 12,000
Wi-Fi Users Per Month

HOTEL GUESTS

The majority of Wi-Fi users are between the ages of 20 to 35 and 93% of them speak English.



45%



55%



93% ENGLISH
6% ITALIAN
1% OTHER



AGE (YEARS OLD)

20-35

61%

> 40

17%

< 20

13%

35-40

9%

TECHNOLOGY

Smart phones are the overwhelming device of choice for Wi-Fi users at hotels. Apple iOS is the most used operating system and Safari is the top chosen browser.



75%



13%



12%



58% SAFARI
20% CHROME
19% FIREFOX
3% OTHER

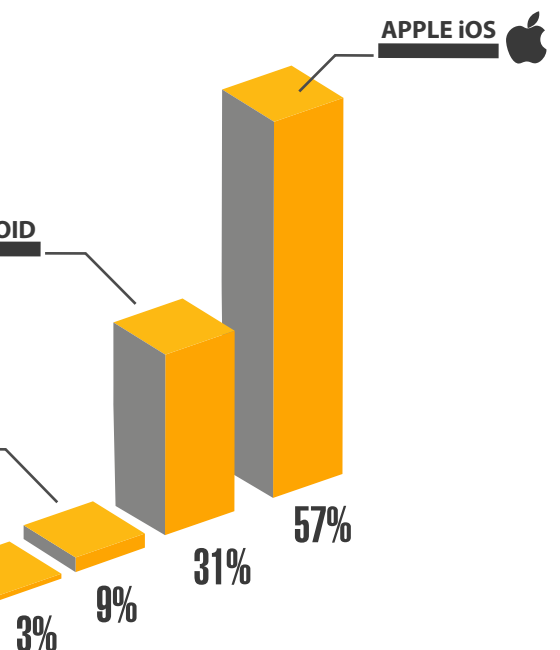


ANDROID



WINDOWS

OTHER

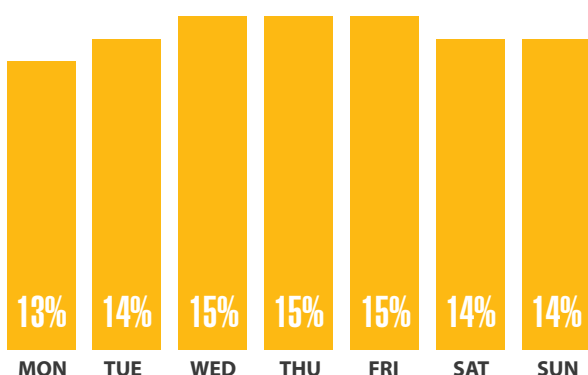


CONNECTIONS

Internet sessions are usually higher mid week and in the hours of 4:00 to 8:00 PM.



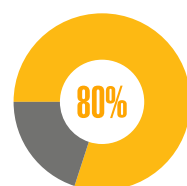
More than 38,000 Monthly Internet Sessions



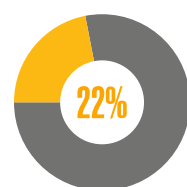
4:00-8:00 PM

ENGAGEMENT

80% of registered users use the service during a three-month observing period and 22% of splash portal visits are converted to internet sessions.



CAPTURE RATE



CONVERSION RATE

Data was collected during a three-month observing window (June 15th–September 15th, 2014). The monthly data is evaluated as arithmetic average of this observing window.

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