

# Delight. Protect. Earn.

How VPNs help create exceptional guest experiences and generate new revenue



# Executive summary

As modern travelers increasingly expect seamless digital connectivity, hospitality businesses have an opportunity to reimagine their guest offerings. Wi-Fi, now ubiquitous in hotels, airports and resorts, is the go-to-connection for travelers: it's fast, it's (often) free, and it's simple to use. That's why secure and fast connectivity is no longer a luxury—it's a competitive differentiator.

This is where Virtual Private Networks (VPNs) come in. They present a powerful solution: For travelers, they enable an 'at home experience', enabling them to securely access their paid-for streaming subscriptions while away from home, and for hospitality providers, they unlock new revenue streams, which may boost guest loyalty and enhance digital trust. This white paper explores how implementing VPN technology addresses key security pain points for travelers, helps improve the guest experience, and can provide significant business benefits for the hospitality industry.

**90% of hotel guests identify secure internet access as a key factor in selecting accommodations<sup>1</sup>**





## Introduction

# The rise of digital-first travel

Today's travelers are always connected. Whether they're checking into a luxury resort or waiting at an airport lounge, they expect secure, private, high-speed internet access for work, entertainment, and daily communication. From video calls and online banking, to accessing confidential business tools or streaming subscription content, guests rely on digital services as an essential part of their travel experience.

Unfortunately, public or poorly unsecured Wi-Fi networks can come with serious risks. Hackers can intercept private information like credit cards, bank details, passwords, email, or home addresses. The result? Breach of sensitive, personal data, and possible financial fraud.

## What is a VPN?

A **Virtual Private Network (VPN)** encrypts a user's internet connection concealing their IP address and protecting data from cybercriminals. For travelers, a VPN offers both peace of mind and digital freedom: it safeguards sensitive information and allows users to browse and access services and streaming platforms as if they were at home.

**Furthermore, a VPN encrypts internet traffic, making it nearly impossible for bad actors to intercept sensitive data sent and received through Wi-Fi, such as:**



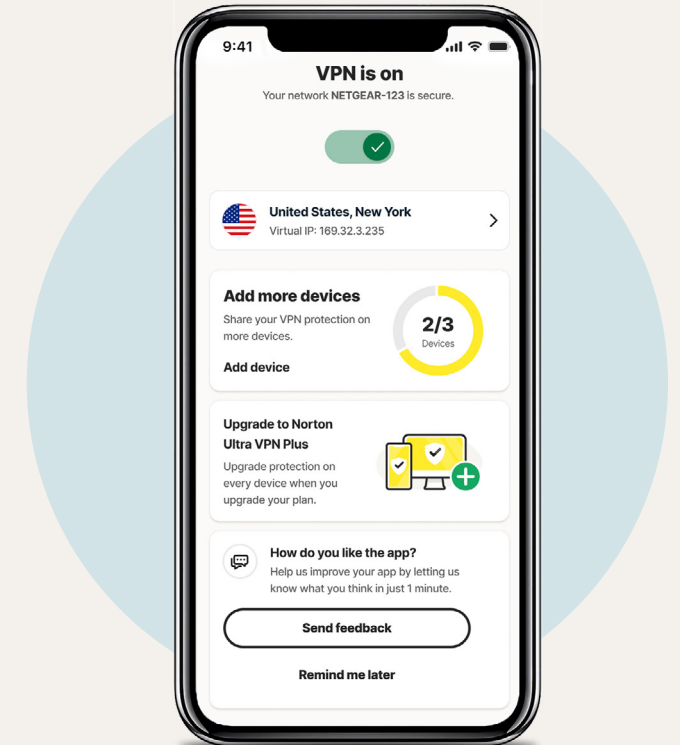
**Personal identification details**



**Business credentials**



**Online banking information**





## Keeping travelers safe and connected abroad

Using a VPN is especially important for your business travelers, digital nomads, or high-profile guests, as they tend to access different public networks while away from home.

Beyond security, a VPN can also help enhance the guest experience. By connecting to a VPN server in their home country, guests can enjoy the same online content and services they enjoy and rely on at home— such as Netflix, BBC iPlayer, Dropbox, etc.

## Scams as a cyberthreat

Cybercriminals often exploit the hospitality setting, where travelers may be distracted or unfamiliar with their digital surroundings. Common threats include:

- **Fake Wi-Fi networks** that mimic hotel hotspots, enabling Man-in-the Middle attacks
- **Man-in-the-middle attacks** that intercept passwords or financial transactions
- **Fake hotel stores sites** that mimic a legitimate hotel's online presence, created by scammers to steal guests' private data

These attacks can lead to compromised data, reputational damage, and negative guest reviews—especially if the victim believes the hotel's network was responsible.



## Real-life examples: When travel meets cyber risk

These examples highlight how quickly a hotel stay or flight can be disrupted by cyberattacks—and why VPN protection matters.



### Evil twin Wi-Fi at airports and flights

In Australia, a man was charged with setting up fake Wi-Fi hotspots—called “evil-twin” networks—at airports and on flights in Perth, Melbourne, and Adelaide. Unsuspecting travelers connected and entered personal credentials, which were intercepted and stored by the attacker<sup>2</sup>.



### Cybercriminals hack UK rail network Wi-Fi

In 2024, several major UK train stations were targeted in a cyberattack, in which messages warning of terror attacks were displayed to passengers attempting to connect to each station’s public Wi-Fi, spotlighting the importance of verifying the legitimacy of a Wi-Fi network before connecting<sup>3</sup>.



### Targeted executive espionage via hotel Wi-Fi

The APT group DarkHotel has been known to infiltrate luxury hotel Wi-Fi networks in Asia and the U.S., using malicious certificates and spear-phishing to get high-profile business travelers to install malware. Once inside, attackers harvest credentials and steal sensitive data, often without detection<sup>4</sup>.

## Purpose

This white paper explores the evolving digital expectations of today's travelers and highlights the opportunities for hospitality businesses to enhance a guest's online experience. By investing in digital innovation, hotels can help unlock new revenue streams and drive long-term recurring value. It highlights how offering a VPN solution can help:

- Improve **guest satisfaction** by ensuring secure, unrestricted internet access
- Enhance brand **credibility and loyalty**
- Generate **recurring revenue** streams through flexible partnership models



## Hospitality leaders get it

“Great companies are built by people who **never stop thinking about ways to improve** the business.”

– J. Willard “Bill” Marriott, founder of Marriott hotels

“The key is to **set realistic customer expectations and then not to just meet them, but to exceed them** — preferably in unexpected and helpful ways.”

– Sir Richard Branson, founder of Virgin Group

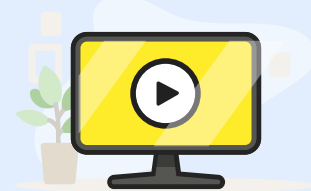
“In an Airbnb, you don't just find a place to stay; you **find a home away from home.**”

– Brian Chesky, Co-founder and CEO of Airbnb

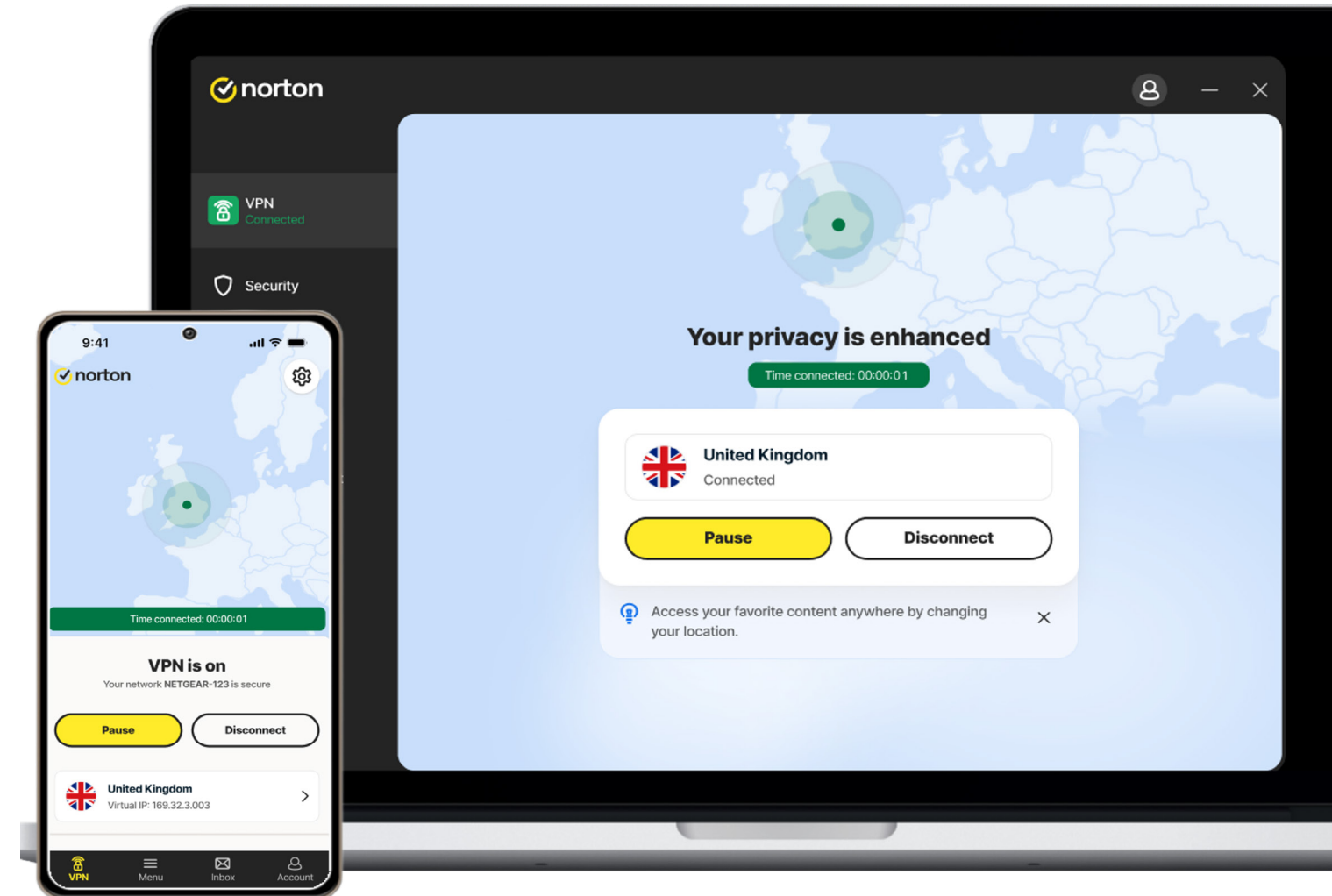


## Turning connectivity into comfort—and revenue

The hospitality industry has a powerful opportunity: move from providing simple - often free - connectivity to delivering **secure digital comfort** that can act as a source of revenue. Offering VPN access not only helps protect guests but also helps you elevate the guest experience. And in a digital age where they value seamless online access as much as physical amenities, a secure connection can become a true differentiator.



70% of travelers say that in-room **streaming and smart TVs** are important to their experience<sup>1</sup>



## Problem statement

# The challenge

Paid Wi-Fi was once seen as a revenue-making opportunity for hotels. While hotels that target business users can still charge a premium for Wi-Fi, the majority of leisure travelers see free Wi-Fi as a key differentiator: it's the top desired in-room amenity and heavily influences booking<sup>5</sup>.

However, even with internet access, guests often can't connect to the subscription services they enjoy at home, and can even be met with a limited or foreign experience instead.

This creates an opportunity to improve the guest experience and create a new revenue stream to replace what was lost by the commoditization of in-room Wi-Fi.

## The impact on travelers

Modern travelers aren't just looking to stay connected—they want to access their favorite content and services just as they do at home. That includes streaming services like Netflix or Disney+, using cloud workspaces, managing banking apps, or messaging with region-sensitive tools.

However, these digital behaviors are often compromised by the risks of public networks, particularly in international or unfamiliar settings. Travelers may encounter:



**Blocked or restricted services** due to network settings



**Unsecure public Wi-Fi** that exposes their personal and financial information



**Scams** like spoofed hotel websites that can be misleading

## Meeting guest expectations for digital security and access

The risks that travelers encounter on public networks can lead to a cyberattack or scam, resulting in compromised personal data and even financial losses. The fallout can instantly erode a sense of safety, disrupt plans, and create unwelcome stress while traveling.

To truly meet guest expectations, hospitality providers must take a dual approach: deliver **both protection and convenience**, and help keep guests safe from online threats **while enabling seamless access to the content and subscriptions they value most.**

## Top content travelers watch while flying, commuting, or exploring



**Netflix and Amazon Prime Video** lead for ease of use in multiple countries and broad content libraries<sup>6</sup>



**Disney+** is a favorite for families and kids' content, with offline options<sup>6</sup>



Travelers sometimes use their home cable provider's streaming apps while traveling (**Spectrum, Xfinity Stream, etc.**)<sup>7</sup>

Proposed solution

# Secure guest experiences through a VPN solution

Introducing a VPN service as a value-added amenity helps enable hospitality providers to meet growing guest demands for seamless connectivity, security, privacy, and digital freedom—all while reinforcing their brand as tech-forward and guest-centric. In an era where digital access rivals room comfort, offering a VPN shows your property supports the modern travel experience.



**Did you know:** The top two technology initiatives that hoteliers named as most important for 2025 are **enhancing data security** and **driving guest loyalty**<sup>4</sup>

## Key benefits of offering VPN to your guests



**Secure encrypted communications** that prevent data theft through fake Wi-Fi networks



**Mask sensitive information**, blocking scammers from targeting guests' data sent and received through Wi-Fi



**Enable seamless streaming**, making guests feel at home



**Obtain automatic protection** that activates upon Wi-Fi connection

## Benefits of the solution

# For hospitality organizations

- 1 New revenue streams**  
Enhancing your hospitality offering with value-added digital services can help generate incremental revenue.
- 2 Brand differentiation**  
In a saturated hospitality market, offering a built-in or partnered VPN service (either complimentary or as part of a premium tier) can help:
  - Differentiate a hotel from competitors
  - Create a new revenue opportunity in a world of unbundled services
  - Enhance value when bundled with other digital offerings like high-speed internet and smart room features

- 3 Increased guest loyalty**  
Help enhance the guest experience by demonstrating a strong commitment to security, privacy, and convenience—which can foster loyalty and trust.
- 4 Higher Net Promoter Scores (NPS)**  
Enhancing the digital experience may help directly increase satisfaction and referral rates.
- 5 Simple integration**  
A QR code can link guests to a co-branded Norton landing page, streamlining onboarding.

**71%**

of travelers say they're **more likely to return to a hotel** that offers the digital protections they value<sup>1</sup>.

**74%**

of travelers are **willing to pay extra** for those digital comforts and protections<sup>1</sup>.



With a VPN, **digital privacy becomes effortless for the guest**—and worry-free for the host.



## Benefits of the solution

# For travelers



### Stream and connect like home

When traveling abroad, guests want to access the same digital content and services they enjoy every day. A VPN allows them to stream from their favorite platforms while appearing in their home country — **delivering a digital experience that feels just like home.**



### Enhanced peace of mind on public Wi-Fi

Travelers often connect to open networks in airports, lobbies, and cafes. Using a VPN helps encrypt their data, shielding personal identification, banking credentials, and private communications from bad actors.



### Reliable protection against cyberthreats and scams

Fake Wi-Fi hotspots are common in hospitality settings. A VPN helps prevent these from harming users by masking sensitive data, verifying site authenticity, and creating a protected tunnel for all guest traffic.



### Seamless use without technical barriers

Norton VPN is designed for simplicity. It installs quickly, activates automatically on public networks, and maintains blazing-fast speeds—meaning guests get privacy and convenience without disruption.

Hotels that proactively offer a secure VPN service stand out as business-friendly and tech-savvy, which can help lead to increased corporate bookings and more customer loyalty.



### Greater trust in the hospitality brand

Offering a high-quality VPN signals that your property values digital safety and understands global privacy expectations. This added layer of care builds trust and improves guest satisfaction and reviews.

## Implementation

# A step-by-step guide

- 1 Partner with Norton, a trusted VPN brand**  
Join a flexible, commitment-free program with global brand recognition and technical support. Plus, with Norton, you'll earn revenue share<sup>8</sup> from guests on subscription renewals.
- 2 Integrate seamlessly**  
Develop a seamless integration plan for guests to access the VPN that is low cost and low maintenance. For example, deploy in-room QR codes or concierge assistance to guide guests to the Norton VPN download page. Make sure onboarding is simple and effortless for guests.
- 3 Train staff**  
Provide front-line staff with a simple playbook to explain VPN benefits to guests, highlighting access to local content and scam protection.
- 4 Promote through multiple channels**  
Bundle VPN access with premium internet packages, loyalty rewards, or concierge upsells.
- 5 Launch, monitor, and grow**  
In collaboration with Norton, launch the program. Track adoption and revenue metrics using Norton's partner tools and support teams.





# Conclusion

Norton VPN helps hospitality providers address a growing digital imperative: deliver secure, seamless online experiences that mirror the comforts of home. By enabling VPN access, hospitality leaders can help protect guests from scams and cyberthreats, offer unrestricted content, and increase revenue without major IT investment.

**In a competitive hospitality landscape, VPNs are no longer just a bonus—they're a brand-builder.** The time to act is now - step into a more secure, guest-focused future and elevate your brand with a solution that's trusted by millions worldwide.

## Contact us today

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<sup>1</sup>Hospitality Tech

<sup>2</sup>The Guardian

<sup>3</sup>The Guardian

<sup>4</sup>Reason Labs

<sup>5</sup>Hotel Tech Report

<sup>6</sup>Quartz Mountain

<sup>7</sup>Lifewire

<sup>8</sup>Terms and conditions apply