



WORLDVUE®

**HOTEL GUEST WI-FI IN
THE MIDDLE EAST:
WHAT GUESTS EXPECT
AND HOW TO DELIVER**

Wi-Fi is Now the #1 Hotel Amenity

Across the Middle East, hotel guests expect to stay connected as easily as they do at home. The region hosts a mix of business and leisure travellers, including a fast-growing segment of bleisure guests who expect to work and relax effortlessly while staying at a hotel. Saudi Arabia's Vision 2030 and Qatar's post-World Cup growth are among the transformations attracting international travellers who benchmark hotels against global standards. In this context, connectivity is no longer an add-on but a baseline expectation. Surveys show that 90% of guests say fast, reliable Wi-Fi is the most important amenity when booking a hotel. In Saudi Arabia alone, it is reported to have among the top 10 fastest Mbps of countries globally.

Mobile device usage is one major reason guests place such emphasis on Wi-Fi, and trends in the Middle East show this region is not an exception. Smartphone penetration in the Gulf states is among the highest in the world, with some locations showing use at over 90%. Hotel guests often rely heavily on mobile devices, meaning Wi-Fi must be strong not only in guest rooms but in lobbies, restaurants, pools, and outdoor spaces.

Guests also bring more devices than ever. Business travellers arrive with laptops, smartphones, and tablets, while families may add gaming systems or streaming sticks. Most guests expect to connect all their devices within minutes of entering a room. When Wi-Fi fails, frustration is immediate- and often reflected in poor reviews. In fact, on average, guest reviews that mention Wi-Fi tend to have lower ratings than those that don't. In markets as competitive as the UAE, Qatar, and Saudi Arabia, connectivity can make the difference between winning or losing guest loyalty.



A Regional Snapshot: Hotel Wi-Fi in the Middle East

Despite guest expectations, Wi-Fi performance across Middle East hotels varies widely, even within the luxury sector. According to Ookla Speedtest Intelligence, some properties have invested in world-class networks, while others have fallen behind. Luxury properties in Riyadh and Dubai top the region, with several well-known hotels exceeding 120 Mbps or even 150 Mbps. At these speeds, guests can stream in 4K, hold videoconferences, and work seamlessly during their stay.

In contrast, over 45% of properties in the region deliver less than 50 Mbps. In places like Abu Dhabi and Muscat, some luxury hotels even drop below 15 Mbps, creating a poor experience for connected travellers. The disparity is clear: While savvy hoteliers set a high bar for connectivity, many still risk disappointed guests, lower ratings, and the loss of repeat business due to underperforming networks.



For a Great Guest Experience, Basic Wi-Fi Isn't Enough

In the past, hotels could get by with basic Wi-Fi that allowed guests to check emails or browse the web, but that is no longer the case. Today's guests expect hotel networks to handle streaming services, video calls, online gaming, and IoT-powered smart room features. Business travellers need low latency and consistent performance for VPN access and virtual meetings. Families expect their in-room entertainment to work the same way it does at home, with secure casting and access to popular streaming apps.

When networks can't support these needs, the consequences show up quickly in guest feedback. Poor Wi-Fi is one of the most common reasons for low guest satisfaction scores, which can drag down brand ratings and decrease repeat visits. Guests are more likely to mention Wi-Fi in hotel ratings than they are to mention other amenities - and reviews that mention guest Internet quality have lower average scores. In a region where new luxury hotels are opening every year, even a slight dip in ratings can mean lost revenue. Simply put, "good enough" Wi-Fi no longer satisfies.

Beyond Guest Expectations: Operational Benefits for Hotels

Investing in modern Wi-Fi doesn't just improve the guest experience; it also strengthens hotel operations. A reliable property-wide network supports staff communication apps, mobile check-in, PMS integrations, and smart energy management systems. These tools help reduce operating costs, free up staff time, and improve efficiency, allowing teams to focus on providing world-class guest service.

In short, better connectivity delivers value on both sides: it offers guests a more delightful experience while giving hotels the tools to run smarter and more effectively.

How WorldVue Helps Hotels Deliver Fast, Reliable Wi-Fi

WorldVue has built its reputation as the leading partner for guest internet access (GIA) by helping hotels deliver connectivity that works every time. Our approach begins with detailed site surveys, including heatmaps and property walk-throughs, to identify challenges such as building materials and potential dead zones. We then design networks that use fibre backbones, CAT6/6a cabling, and Wi-Fi 6/6E/7 access points to ensure both speed and reliability.

Once installed, our cloud-managed networks make it simple for hotel staff to monitor performance and optimize usage. We provide 24/7/365 multilingual support and proactive monitoring, ensuring issues are addressed before guests are even aware of them. Bandwidth management ensures that high-traffic users do not disrupt the experience for others, keeping service consistent across all devices.

By combining advanced design with round-the-clock support, WorldVue enables hotels to protect guest satisfaction, drive positive reviews, and deliver the seamless connectivity that travellers demand.



Building a Great Guest Experience on Strong Connectivity

Reliable Wi-Fi does more than keep guests online. It creates a foundation for modern experiences that differentiate a hotel. For example:

- **WorldVue HUB®** offers a fully managed in-room entertainment and digital messaging platform with streaming apps, secure casting, and property information. Guests enjoy a home-like experience, while hotels gain new ways to communicate and market for potential new revenue opportunities.
- **Compass by WorldVue™** extends Entertainment HUB™ features to mobile devices, allowing guests to personalise settings, receive messages, and control in-room features directly from their phone.
- **Integrated technology management** simplifies operations. As a single Managed Services Provider, WorldVue brings together Wi-Fi, entertainment, and property-wide systems such as the hotel PMS, reducing complexity for staff while ensuring consistency for guests.

These solutions rely on the same strong connectivity foundation, proving that investing in Wi-Fi upgrades pays dividends across both guest satisfaction and operational efficiency.

Recommendations for Middle East Hoteliers

Hotels in the region can take clear steps to improve their Wi-Fi and exceed guest expectations:

- Upgrade to **Wi-Fi 6/6E or Wi-Fi 7** for speed, capacity, and reliability.
- Deploy **in-room access points** to eliminate dead zones and support multiple devices per guest.
- Use **fibre backhaul** to future-proof networks for high-capacity services.
- Implement **cloud-based monitoring** for proactive issue resolution and performance optimization.
- Extend connectivity's value with platform like **WorldVue HUB and Compass by WorldVue**, ensuring guests see tangible benefits from strong infrastructure

Recommendations for Middle East Hoteliers

In the Middle East, the hospitality industry continues to experience rapid growth, with fierce competition. Guests reward properties that deliver seamless connectivity – and penalize those that don't. Hotels that invest in modern, well-managed Wi-Fi are better positioned to drive positive reviews, repeat bookings, and long-term loyalty.

WorldVue helps hotels in the region achieve these goals. With decades of expertise, advanced GIA solutions, and guest-facing platforms built on reliable networks, we empower properties to exceed expectations and deliver measurable ROI.

Give your guests the fast, reliable Wi-Fi they expect and create the connected experiences that set your hotel apart. Contact WorldVue to explore tailored solutions for your property.



CONTACT US TODAY! GLOBAL@WORLDVUE.COM