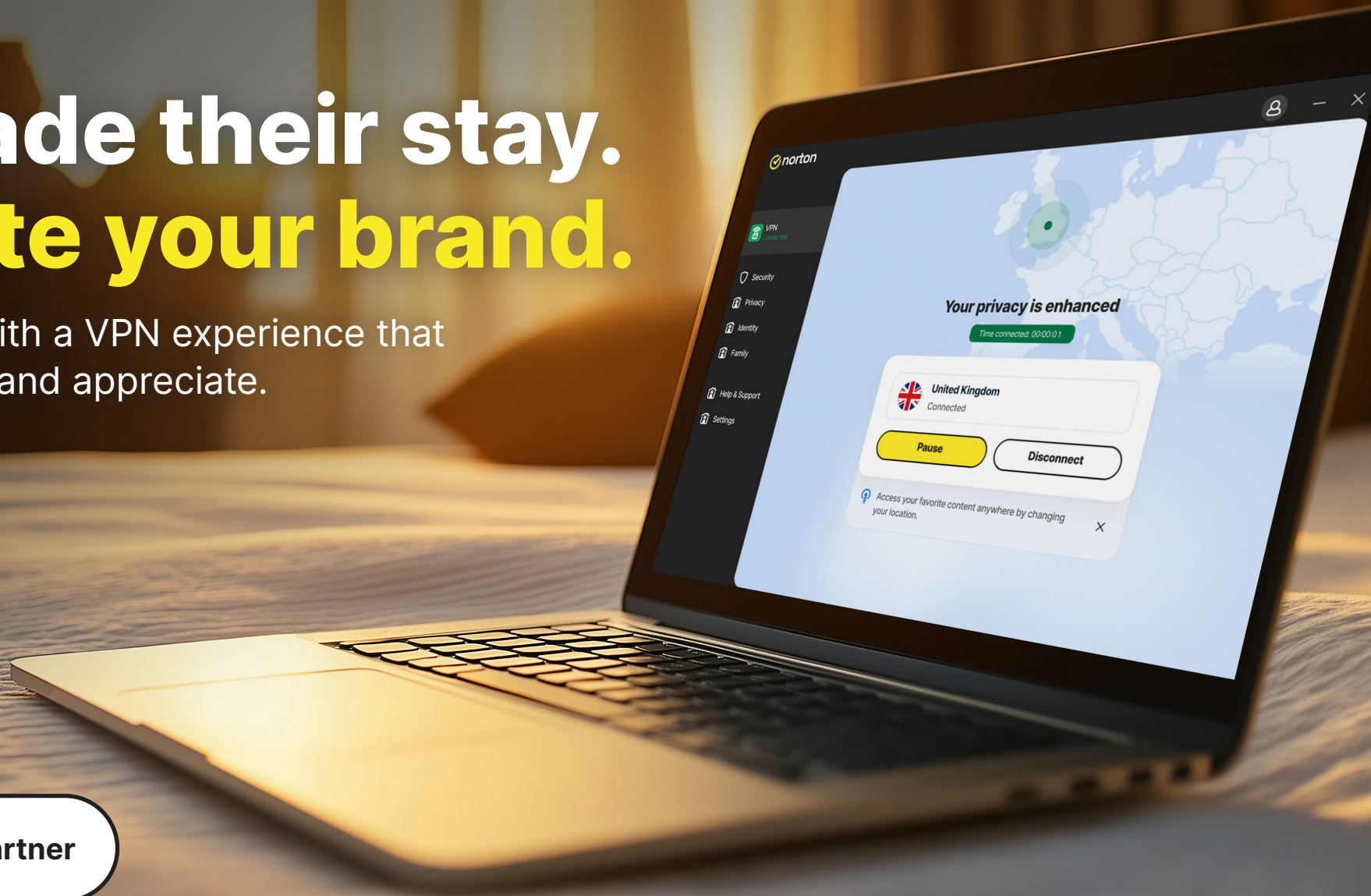




# Upgrade their stay. **Elevate your brand.**

Differentiate with a VPN experience that travelers trust and appreciate.



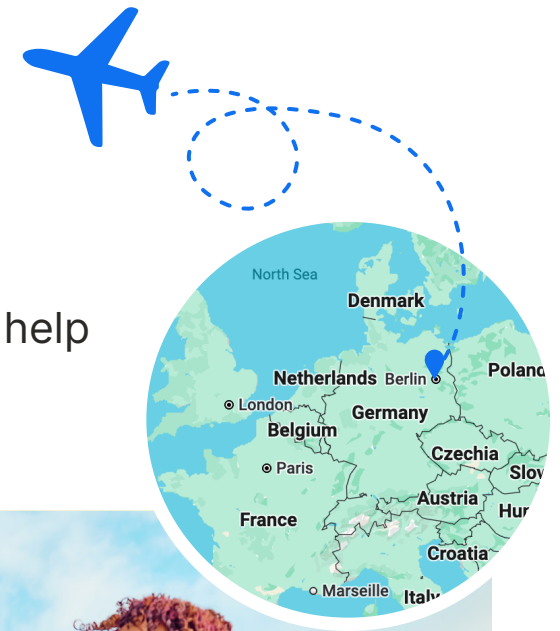
[Norton.com/partner](https://norton.com/partner)

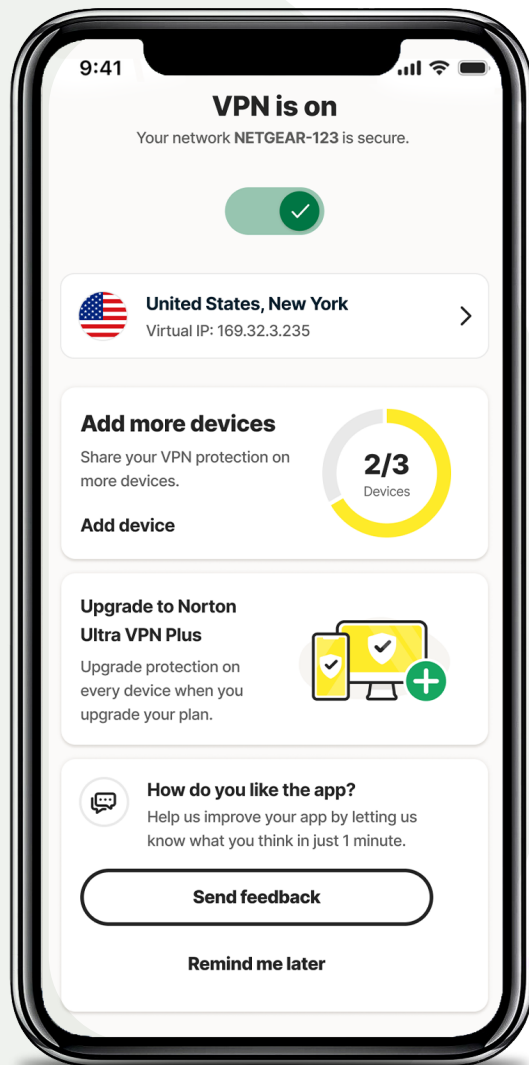
# Delight travelers. Unlock new revenue streams.

Offer secure, seamless streaming and browsing for your travelers to help generate new revenue streams and enhance customer satisfaction.

## Today's travelers expect more

Travelers want to feel at home wherever they go. They work, bank, stream entertainment, and stay connected online. But accessing secure, fast connectivity when they're on the go can be a challenge. By meeting this need, you can delight your customers and help unlock new revenue streams.





# Secure Wi-Fi is no longer just a feature - it's a business driver

Did you know?



**90%**

of travelers say **reliable and secure Wi-Fi** is an important factor when selecting one hotel over another<sup>1</sup>



**70%**

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



**71%**

of travelers are more likely to return to a hotel that **provides the technology and security** they most value<sup>1</sup>



**74%**

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



# Give travelers a “wow” experience with Norton VPN

With Norton VPN, you’re providing your customers with secure access to their favorite services and sites, all while helping to protect their online privacy. Our easy-to-integrate solution allows you to uniquely enhance the traveler experience and unlock long-term revenue potential.

## Benefits for you

More revenue, higher traveler satisfaction



**Unlock new revenue streams:** Earn revenue share for up to three years when travelers renew their Norton VPN subscription



**Enhance trust and loyalty:** Enhance your customers’ digital well-being with a VPN that keeps digital access secure and seamless, helping boost trust and loyalty



**No long-term commitments:** Our partner program is built for flexibility, requiring no minimum term contracts and allowing you to earn revenue on subscription renewals<sup>2</sup>



**Differentiate your brand:** Stand out as a forward-thinking travel provider by offering secure, privacy-focused digital tools



**Elevate the traveler experience:** Our VPN is designed for simplicity and speed, helping improve Net Promoter Score (NPS) and overall customer satisfaction



**Flexible, seamless integration:** Simple in-room QR code takes travelers right to the Norton eStore, with your own hotel brand prominently displayed

## Benefits for your travelers

Seamless travel connectivity



**Access to their favorite content:** Travelers join the Internet as if they were at home, enjoying their online content, subscription services, videos, and apps



**Fast VPN to maximize privacy and safety** Our top-performing VPN won't slow down traveler connections, and provides them with safer access to their content



**Exclusive 30-day trial access:** Travelers receive a 30-day trial with the option to subscribe to the service



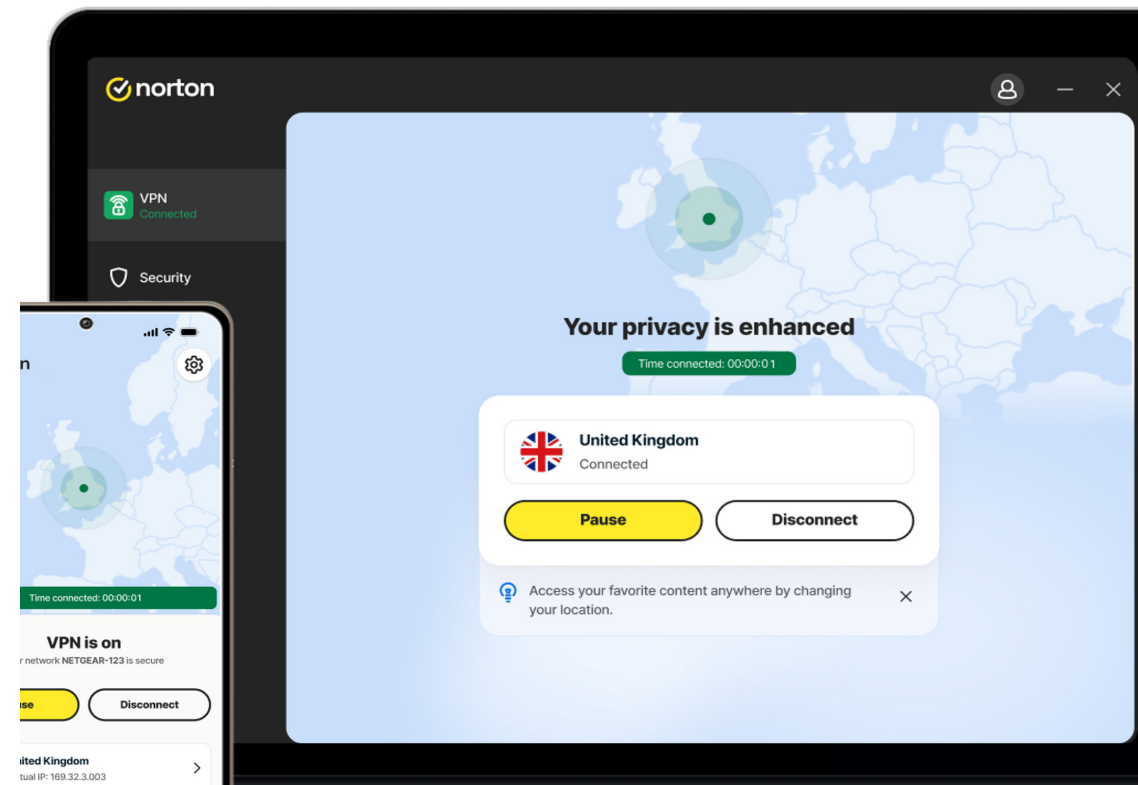
**Automatic privacy protection:** Automatically switches on whenever your customer connects to a public network, so their data stays safer and more private



# Revenue for you – Home comforts for your guests

Give your guests the opportunity to connect to the internet as if they were at home, and receive new revenue streams for your hotel

- ✓ **Revenue share:** When a guest signs up to Norton VPN through a referral landing page, you earn revenue share on future renewals
- ✓ **Upsell opportunity:** VPN can be offered as part of a premium internet package or as an add-on, increasing overall customer lifetime value
- ✓ **Bundled value-added service:** By bundling Norton VPN access with premium Wi-Fi or business packages, you can add perceived value and brand differentiation
- ✓ **Loyalty program integration:** Include a VPN subscription as a redeemable reward or benefit in your loyalty programs
- ✓ **On-premise retail or concierge sale:** The concierge or digital kiosks can offer Norton VPN





# Deliver the digital experience your travelers deserve

Learn more about transforming your hospitality offering with Norton VPN.

**Contact us today**

Email us at [EMEA\\_sales@norton.com](mailto:EMEA_sales@norton.com)

<sup>1</sup> [Hospitality Tech](#)

<sup>2</sup> Terms and conditions apply



Trusted by  
industry leaders  
around the world

