

# 5 reasons travelers use VPNs—and why you should partner with Norton



## Meet the modern traveler's expectations

Your customers live digitally connected lives—they work, bank, and stream on-the-go. But traveling can bring online risks and hassles. Here's why many travelers rely on VPNs—and why your hospitality business should provide one.



1



### Privacy protection on public Wi-Fi

Travelers often use public Wi-Fi, which can expose them to cyberthreats. A VPN encrypts their connection, helping keep personal data secure from hackers on shared networks.

90%

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

2



### Access to favorite content on-the-go

Streaming services, websites, and apps can be restricted when traveling. A VPN allows guests to connect as if they were home, helping them access the content they enjoy.

3



### Seamless, fast, secure connectivity

Norton VPN is blazing fast and offers bank-grade encryption—so your customers enjoy high performance without compromise.

4



### Control over their digital journey

Travelers want control—not just connectivity. A VPN empowers them to choose when and how their information is shared, offering greater digital peace of mind on the road.

**Did you know:** Norton VPN includes a **free trial**, making it risk-free for travelers to explore and subscribe later.\*

5



### Protection from evolving cyberthreats

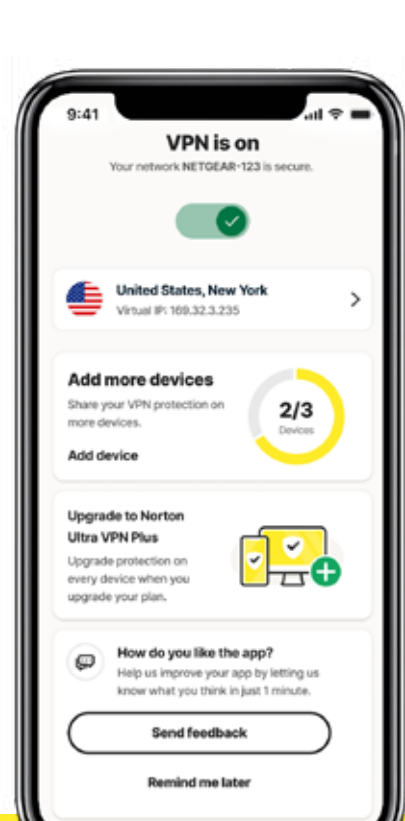
Travelers are high-value targets for data theft, especially when booking trips or using digital wallets. With a VPN, guests can browse with confidence—even on unfamiliar networks.

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 those digital comforts and protections<sup>1</sup>



## Give travelers a “wow” experience with Norton VPN

With Norton VPN, provide 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.

## Why partner with us: Benefits for you



**Unlock new revenue streams**



**Boost traveler loyalty and trust**



**Differentiate your brand**



**Flexible, seamless integration**



**No long-term commitments**

## Deliver the digital experience your travelers deserve

Transform your guest experience with Norton VPN. It's simple to integrate, easy to use, and delivers value from day one.

**Join forces with a leader in Cyber Safety.**

[Learn more](#)



<sup>1</sup>Hospitality Tech  
\*Payment method and activation of annual subscription required to activate. Terms apply.