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Bruno Tomas - I'm 100% in the camp that Wi-Fi is/should be mission-critical.

By **Keith Parsons, CWNE #3** · 2026-02-16 · originally on LinkedIn

Treat it like ANY OTHER amenity. Public venues provide escalators, elevators, clean spaces, garbage bins, air-conditioning, etc. ALL of those are provided to end customers for free/gratis. Wi-Fi fits right in that exact same business model. The ONLY people who like to 'monetize' Wi-Fi are those SELLING Wi-Fi monetization systems. NEVER the end customer, rarely the IT folks. Many times the MARKETING people trying to TAKE from their end customers private information.

The answer is plain, obvious and simple. Treat Wi-Fi exactly like you do all other public space amenities.

The only people that may loose out... are those SELLING systems to TAKE something from end-customers, causing friction, causing distrust, causing end customers to think twice about visiting a public location.

All others, customers, facilities, IT staff, and venue owners have a net win when Wi-Fi is Fast, Free, Frictionless!

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