



Keeping guests connected with PREMIUM DIGITAL NEWS ACCESS

News Corp Australia

Introduction

All accommodation providers, regardless of the type of customer they serve, share a common goal: to deliver the best possible experience for their guests. But in a competitive market, it can be hard to stand out. That's why the smaller, more thoughtful complimentary conveniences play an important role in leaving a lasting impression. In turn, this can lead to positive reviews and increased customer loyalty.

In recent years, amenities such as free Wi-Fi access have become so ubiquitous in the accommodation sector that it's easy to forget the days when internet access was a rare luxury when away from home. Now, as the industry continues to evolve, there is a growing recognition of the importance of integrating additional digital services, such as premium news content, into the guest experience.

Including digital news access in accommodation offerings presents a valuable opportunity for businesses to enhance guest wellbeing and engagement. Whether you're catering to holidaymakers seeking recreation and relaxation or providing a home away from home to FIFO workers, including seamless access to premium news content can add value to services and help keep guests informed and connected.

Read on to learn how integrating digital news access into accommodation providers' offerings can enhance customer experience and add more value to existing amenities.



Improving customer experience and wellbeing: the role of news

News is so much more than information about current events. It's a source of entertainment, education, connection and even relaxation. It empowers people through a deeper understanding of the world around them, enriching our experience and wellbeing. Beyond relaying facts, news content often involves narratives and analysis that shape our perspective.

Access to premium news content can provide numerous benefits for guests staying in various types of accommodations such as hotels, resorts, mining FIFO accommodation or holiday parks. Some of these benefits include:

Staying connected and informed nationally, globally

The reasons for consuming news are diverse. A 2022 survey of 2000 News Corp subscribers found that 54 per cent of overall audiences read the company's mastheads so that they can "Escape, entertain, connect, relax, guide, and feel empowered".¹

Insights gleaned from interviews with readers echo this sentiment:

"To continue to be a well-informed Australian"
- *The Australian*

"I need to know what is going on in the world, plus I use my paper for other uses"
- *The Daily Telegraph*

Just because we're away from home, doesn't mean that the world stops turning. Whether guests are spending the day lounging by the pool or immersed in meetings, being informed about news at a national or global level helps them stay connected with what's going on in the world around them and at home.

Access to news content can also help alleviate the sense of disconnection that guests may feel when they're removed from their familiar surroundings. For many people, checking the news is part of their daily routine. Providing easy access to premium news content can create a sense of continuity for guests, making their temporary accommodation feel more like home.

Guests travelling for business purposes may need access to news updates that relate to their work. Staying up to date with industry news and market developments can help make informed decisions.

¹ News Corp. (2022). *Project Why Study*.

Engaging with local events and news

We live in an increasingly interconnected world, where modern travellers take it upon themselves to get informed about local events, news, weather etc. to plan and make the most of their time.

Connecting to the Wi-Fi is often the first priority for guests upon arriving at their accommodation. By offering access to digital news content as part of their services, accommodations can cater to the preferences of modern travellers while providing an extra level of convenience that sets them apart.

Access to news facilitates engagement with local happenings by enabling guests to be informed about nearby attractions, events, local culture and dining. This enhances their sense of connection with their surroundings, creating a more memorable experience.

Moreover, being aware of local news allows travellers to make informed decisions concerning their well-being and safety during their stay. In Australia, where diverse climates and landscapes can present unique challenges, staying informed about local news is particularly crucial.

For example, guests staying in coastal regions may need to stay updated on weather forecasts and potential risks such as cyclones, storms or rip currents. Having access to local news can provide timely alerts and safety recommendations, allowing travellers to adjust their plans accordingly and take necessary precautions to ensure their safety.

Similarly, travellers visiting bushfire-prone areas must stay vigilant and informed about fire conditions and evacuation procedures. Local news coverage can provide updates on fire incidents, evacuation routes, and emergency services, empowering travellers to make informed decisions and respond effectively in case of emergencies.

In addition to weather-related concerns, travellers must also stay informed about potential transport disruptions that may affect their plans. Whether it's road closures, public transportation delays, or airport updates, access to local news can provide travellers with real-time information to navigate these challenges. By staying informed about transport disruptions, guests can minimise inconvenience and ensure smooth transitions during their journey, allowing them to make the most of their time exploring all that the area has to offer.



Improved information and general knowledge

Access to news content not only keeps guests informed about current events but also enriches their understanding of the local area's history, traditions, and culture. By delving into articles and stories related to nature, conservation and environmental awareness, guests staying at holiday parks, for instance, can gain valuable educational insights into the natural surroundings of their destination. This not only enhances their appreciation for the environment but also encourages guests to leave a positive impact on the area they visit.

Staying informed through news content is a good habit that fosters personal growth and awareness. For some, free access to a variety of digital titles might serve as a welcome substitute to the traditional paper versions received at home. For others, it might be an opportunity to discover new content that broadens their knowledge on topics of personal interest, whether it's politics, science, arts or sports. In this way, access to news content serves as a gateway to expand guests' horizons and develop a deeper understanding of the world.

Entertainment during downtime

Entertainment during downtime is an essential aspect of the guest experience, as everyone needs moments of relaxation and leisure. Whether it's families on vacation, those travelling for business, or individuals simply taking a break from their daily routines, seamless access to complimentary entertainment options can help people unwind and rejuvenate.

For business travellers, access to entertainment serves as a valuable tool for stress reduction, allowing them to decompress after a long day of work or meetings. Similarly, guests lounging by the pool or enjoying leisure activities during their stay can benefit from entertainment options that enhance their relaxation experience. Furthermore, for sports enthusiasts, access to news content is particularly valuable, enabling them to stay connected with their favourite teams and events, even while away from home.

For instance, guests might be eager to follow the Olympics and participate in the excitement and camaraderie of global sports competition. According to 2024 research from News Corp, 64 per cent of Australians intend to engage with Olympics content across various platforms including watching, reading and listening.²

News Corp Australia titles like TAUS and news.com.au are great for people who want to follow the action by staying updated on the latest news and results. Networks such as CODE Sports and SuperCoach are also great options for fans who want to dive deeper into analysis, statistics and behind-the-scenes stories of their favourite athletes and events.

Whether a casual observer or dedicated enthusiast, offering transient audiences access to a variety of news sources and sports networks enhances the overall experience of major sporting events. By offering a diverse range of entertainment options, accommodations can ensure that guests have a memorable and enjoyable experience, whether they're seeking relaxation, excitement or simply a way to stay in touch with the world around them.

²News Corp. (2024). Olympics: The Road to Paris.

Providing hassle-free access to digital news

Paid digital news subscriptions are necessary for supporting the production of high-quality journalism, providing a sustainable revenue stream for news organisations while ensuring editorial independence and integrity.

For digital news consumers, however, clicking on a news story only to encounter paywalls, logins or other restrictions can be frustrating. By providing seamless access to digital news content, accommodation providers can alleviate this frustration and simultaneously add value to their offerings, demonstrating a commitment to guest experience.

Personalised news network, always available

News Corp's public IP digital news service offers a premium experience via the guest Wi-Fi specifically designed for venues with transient audiences, giving guests a choice on how they consume daily news. Once connected to the Wi-Fi through their own device (laptop, iPhone, PC, or tablet), guests can easily access normally locked content without providing any personal details.

With News Corp Australia's network of print & digital masthead portfolio of premium content, guests can access:

- 26 titles including The Australian, Metros and Regionals
- Digital print editions from each day's printed newspaper, so guests can read newspapers exactly as they were printed
- Six months of back issues, lift-outs, magazines and catalogues
- Audio story reading mode and capability



With easy access via Wi-Fi through their own devices (laptop, iPhone, PC, or tablet), guests can personalise their news feeds to cater to their interests, making them feel valued. Moreover, guests can search for stories that matter to them, further enhancing their engagement with the content.

Contactless delivery of content via the accommodation Wi-Fi means unlimited user access for residents, visitors and staff, at any time. Guests can bypass the paywall with no privacy issues or requirements for personal information - no logins, passwords or email are required.

Increasing guest engagement

Once the digital news service is set up, it's important to ensure guests are aware of the service and can access the content they care about. News Corp supplies a comprehensive marketing engagement toolkit to facilitate this process. This includes digital screen files, table talkers, stickers, business cards and website links.

A key component of this toolkit is the News Corp Landing Page, which consolidates all titles in one location, ensuring easy access and navigation for users. This centralised platform provides consumers with a wide choice by granting access to all titles within the News Corp network, thereby enriching the guest experience and fostering greater satisfaction.



Take a look at the Premium Digital News Experience landing page
<https://subscription.newscorpaustralia.com/business/subscription/newswifi>



How it works

News Corps digital news service is easy to set up, with no disruptions to your operations on site. Simply decide on the number of sites to participate in the IP program, and the necessary agreements will be sent through to be signed. By providing News Corp with IP addresses and ranges, users will be able to bypass the News Corp paywall.

With no paywalls, logins, or passwords required, this solution enables unlimited access to the latest news and content while guests are on your network. This service isn't just for guests; our premium subscription product offers your entire company round-the-clock access to the latest content, subscriber benefits and newsletters on all their devices. Multi-site discounts are available with fast and simple setup.

News Corp whitelists the site's Wi-Fi network to allow guests to bypass paywalls and access premium content seamlessly.

Providing access to digital news not only enhances the guest experience but also removes the need for physical copies, contributing to businesses' sustainability and waste goals.

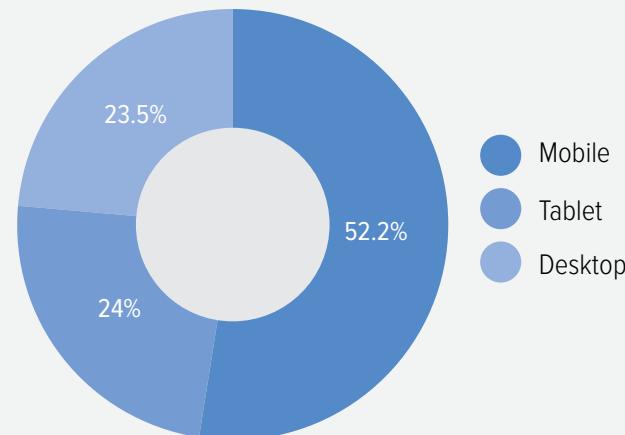
Accommodation insights

Businesses within the accommodation sector offering News Corp's digital IP solution have seen strong growth in engagement from guests accessing the digital service over the last 12 months with page views more than doubling in 2023 to 3.1M.

Device type in accommodation settings

Accessing the service is simple and easy via the user's own device including laptop, iPhone, PC, or tablet. Across the accommodation sector mobile and tablet usage accounts for 77 per cent of total page views.

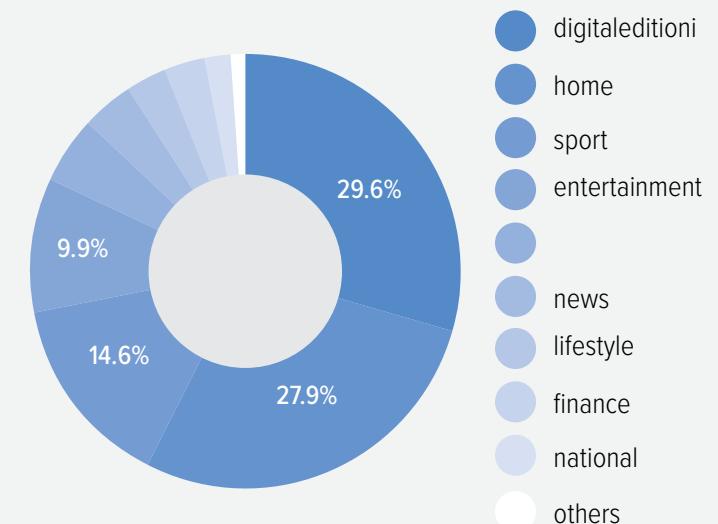
	Mobile	Desktop	Tablet
Hotels	48.2%	28.2%	23.6%
Resorts	53%	19%	28%
Mining	83.5%	12.4%	4.1%
Holiday Parks	59%	14.8%	26.2%
Accommodation	52.5%	23.5%	24%



Page views by section in accommodation settings

Within accommodation settings, sport, entertainment, lifestyle, news and finance are the top five sections attracting browsers with 29 per cent of users accessing the digital print edition (DPE).

% PVs by selection	DPE	Sport	Entertainment	News	Finance	Home
Hotels	28.7%	8.8%	4.4%	3.8%	1.9%	29%
Resorts	35.4%	8.5%	3.8%	3.5%	1.7%	27.2%
Mining	5.6%	25.6%	6.1%	1.3%	5.6%	24.4%
Holiday Parks	31.1%	13.1%	5.6%	3.3%	2.5%	22.8%
Accommodation	29.6%	9.9%	4.3%	3.5%	2.1%	27.9%



Mining FIFO accommodation

One type of accommodation where access to news content plays a vital role in guest well-being is Australia's FIFO (Fly-In Fly-Out) mining lodgings. FIFO accommodations are an integral element of Australia's mining industry and the wider economy, serving as temporary homes for workers employed on remote mining sites.

FIFO workers are typically required to stay in temporary accommodation for weeks at a time, going back and forth between the mine site and their permanent residence. This transient lifestyle, combined with the often-demanding schedules of FIFO work, creates unique challenges related to worker well-being.

In fact, levels of psychological distress are reportedly three times higher among FIFO mining workers compared to the rest of the Australian population³. However, even for those who do not experience psychological distress, limited access to social and recreational opportunities can contribute to feelings of isolation and boredom.

This underscores the importance of prioritising workers' well-being within FIFO accommodations. While efforts are made to provide comfortable living conditions, accommodations may lack the comforts and conveniences of home. By offering amenities that foster mental well-being, accommodation providers can play a pivotal role in addressing the challenges associated with the FIFO lifestyle.



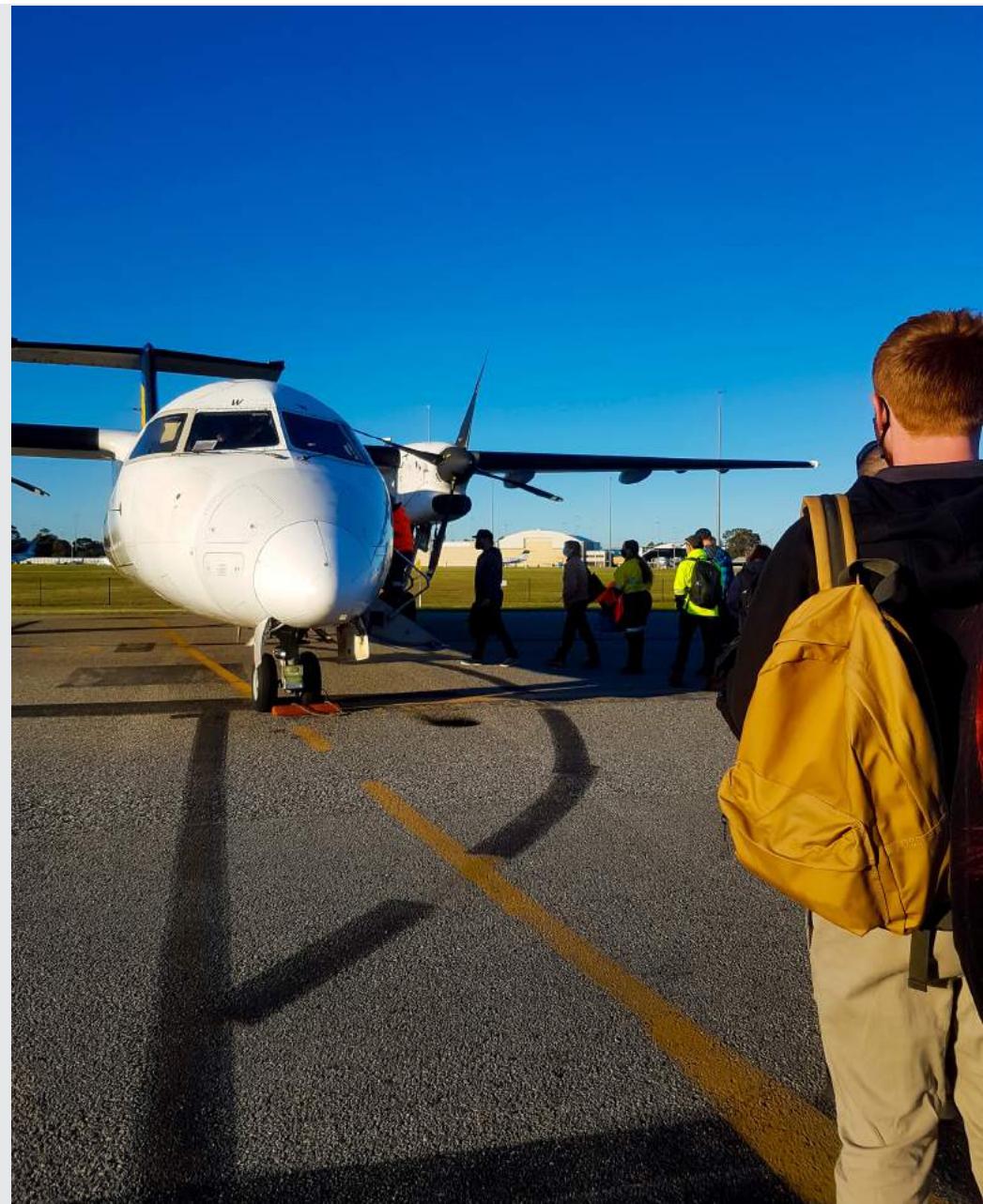
³Bowers et al., 2018; WA Mental Health Commission, 2018 <https://www.mhc.wa.gov.au/media/2547/impact-of-fifo-work-arrangement-on-the-mental-health-and-wellbeing-of-fifo-workers-full-report.pdf>

Maintaining connection away from home

Access to digital news can be instrumental in mitigating feelings of isolation among FIFO workers. In remote mining sites, where physical access to external sources of information and communication is limited, digital news platforms serve as a vital lifeline to the outside world.

Through access to online news sources, FIFO workers can stay informed of current events, trends and developments beyond the confines of their work environment. This connection to the broader world not only provides a sense of continuity and relevance but also fosters a feeling of belonging to a larger community.

Moreover, digital news platforms offer a means for workers to engage with diverse perspectives, participate in discussions, and access entertainment, thereby enriching their mental and emotional landscape. Access to digital news cultivates a sense of connection, curiosity and intellectual stimulation that is essential for combating the isolation inherent in remote living arrangements.





Staying up to date with sport

For FIFO workers, access to sports-related news content holds particular significance, as it serves as a vital source of relaxation, entertainment and connection for workers during their downtime.

Whether it's catching up on the latest NRL game scores, following favourite AFL teams, or staying informed about upcoming events like the Olympics, sports-related content offers a welcome respite from the rigorous demands of the job and helps workers feel connected with their interests and communities back home.

Moreover, access to sports news fosters a sense of camaraderie and belonging among FIFO workers. Sharing discussions about recent matches or debating predictions for upcoming tournaments creates a sense of community within remote mining accommodations, helping strengthen interpersonal bonds and fostering a supportive environment.

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