Vital Wifi motors into the Caravan Industry with appointment of John Bunn to its Dream Team

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Vital Wifi, an outdoor WiFi specialist, seals its position as a 'go to' provider of Direct to Van (DTV) internet services to the caravan industry with the addition of John Bunn as Non-Executive Director. John is the former Managing Director of award-winning Bunn Leisure, recently acquired by Cove Communities. John brings a wealth of industry experience built from developing one of the UK's premier caravan holiday park groups. A highly respected consultant within the UK holiday industry, John was also a board director of the governing body, The NCC before selling the Bunn Leisure business.

The caravan park sector is complex and varied and can be a minefield for inexperienced providers. Most current WiFi solutions provide speeds of 20-30 Mbps at best, often intermittent, whereas Vital Wifi delivers robust super-fast internet with game-changing speeds of up to 1Gbps for caravans across the UK.

Vital Wifi now has a 'dream team' to tackle the challenges of installing WiFi across holiday parks, which takes into account their very specific business and customer needs. John joins recently appointed Technical Director David Riches, who arguably is the most experienced installer of wireless networks to the holiday park sector having been involved in deployments to over 2,000 venues in the last 12 years.

Vital Wifi's holiday park clients will benefit from John Bunn's unique insight and experience into the caravan owner's needs and will ensure that any deployment is properly aligned with the holiday park's business model. The appointment coincides with new technology for distributing wireless internet which allows parks to cost-effectively deploy more robust, resilient wireless 'direct to van' networks that can handle high speeds at scale.

John recognises the hugely essential role that such wireless networks have for a holiday park.

"I can't stress enough how vital it is for a holiday park to have a highly resilient and robust internet network," comments John Bunn. "Going forwards, this will be the backbone for delivering essential services to caravan owners and key for the successful management of a park. I don't view internet infrastructure as a cost, but a great way of adding value."

"The caravan holiday park has to respond to new demographics and changing user demands and is now competing with the hotel industry more than ever, which already has a highly developed eco-system of internet solutions providing added value for guests and efficiencies for owners."

"Vital Wifi's technical solutions can enable holiday parks to compete with the wider industry and levels the playing field. I very much look forward to bringing my industry expertise to help Vital Wifi succeed in developing wireless networks that assists caravan park industry growth."

Joe Burnell, Managing Director of Vital Wifi says: "We're thrilled to appoint John to this role which will further strengthen our service offering to caravan parks. John brings to the table a wealth of experience from this industry which enables us to vastly improve our understanding of customer needs in the caravan park sector,"

John Bunn's other appointments include Financial Director of world-famous Hickstead, Chair of the All England Polo Club at Hickstead, a Director of Cowdray Park Polo Club and an active committee member of the Hurlingham Polo Association.

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