

One venue is included on every plan. Each additional venue is £25/mo on any plan. Every plan ships with the CaptiFi WiFi kit against a £60 refundable hold, starts with a 30-day free trial, and has no contract. Your plan allowance is spent only on new guests: however often your regulars come back, the price does not change.

Essentials

Up to 1,000 new guests/mo

£39 /mo, billed yearly

£468 billed yearly, or £49/mo month-to-month.

Branded guest WiFi with contact capture.

- Branded splash page
- GDPR contact capture
- AI assistant
- Email export
- WiFi kit included (£60 refundable hold)

Extra venue: +£25/mo

Most Popular

Growth

Up to 5,000 new guests/mo

£69 /mo, billed yearly

£828 billed yearly, or £89/mo month-to-month.

Marketing on top of the WiFi: reviews, campaigns, SMS and every integration.

- **Everything in Essentials**
- Automated review requests
- Event promos
- VIP segmentation
- Advanced analytics
- Priority support
- Email marketing (2,000 emails)
- SMS marketing (prepaid credits)
- API access and webhooks

Extra venue: +£25/mo

Multi-Site

Up to 15,000 new guests/mo

£119 /mo, billed yearly

£1,428 billed yearly, or £149/mo month-to-month.

Groups and chains: every venue under one login with group reporting.

- **Everything in Growth**
- Multi-site dashboard
- Group analytics
- Remove CaptiFi branding
- API access and webhooks
- Dedicated manager
- Mail Plus (5,000 emails)

Extra venue: +£25/mo

Enterprise

Unlimited guests

Custom

Tailored pricing for 50+ locations, white-label and SLA requirements.

For large operations, hotel groups, white-label solutions

- **Everything in Multi-Site**
- White-labelling
- SSO
- Dedicated server
- Reseller options
- SLA

Contact us for a quote

Hardware

A CaptiFi-configured access point or gateway is included. We hold £60 on your card and release it when the kit comes back if you cancel. Already on UniFi, TP-Link Omada, Cisco Meraki, Aruba, MikroTik or Ruckus? CaptiFi connects to those too.

Integrations

Every integration in the directory at captifi.io/integrations is included on Growth and above at no extra cost. The 30-day trial runs at Growth level so you can try them all.

Billing

Pay monthly or yearly; both prices are shown on each plan. Nothing is billed until your 30 days end, and you can change or cancel your plan before then.

Feature comparison

Feature	Essentials	Growth	Multi-Site	Enterprise
New guests per month	1,000	5,000	15,000	Unlimited
Branded splash page	✓	✓	✓	✓
GDPR contact capture	✓	✓	✓	✓
AI assistant	✓	✓	✓	✓
Email export	✓	✓	✓	✓
WiFi kit included (£60 refundable hold)	✓	✓	✓	✓
Automated review requests	-	✓	✓	✓
Event promos	-	✓	✓	✓
VIP segmentation	-	✓	✓	✓
Advanced analytics	-	✓	✓	✓
Priority support	-	✓	✓	✓
Email marketing (2,000 emails)	-	✓	✓	✓
SMS marketing (prepaid credits)	-	✓	✓	✓
API access and webhooks	-	✓	✓	✓
Multi-site dashboard	-	-	✓	✓
Group analytics	-	-	✓	✓
Remove CaptiFi branding	-	-	✓	✓
Dedicated manager	-	-	✓	✓
Mail Plus (5,000 emails)	-	-	✓	✓
White-labelling	-	-	-	✓
SSO	-	-	-	✓
Dedicated server	-	-	-	✓
Reseller options	-	-	-	✓
SLA	-	-	-	✓

Questions venues ask

How much does CaptiFi cost?

CaptiFi starts at £39/month on annual billing (£49 month-to-month) and scales to £119/month on annual billing (£149 month-to-month) for the Multi-Site plan, with custom Enterprise pricing above that. Every plan includes WiFi hardware (refundable hold) and a 30-day free trial, and every integration is included from the Growth plan up. Prices are shown in your local currency where available.

Is there a free trial?

Yes. Every plan includes a 30-day free trial. You'll need to add a payment method to start it (so we can ship hardware and process the refundable hold), but you can cancel any time during the trial without being charged.

Is hardware included?

Yes. Every plan includes a CaptiFi-configured access point or gateway. We hold a refundable deposit (£60) on your card; if you cancel, return the hardware and we release the hold.

Are integrations included?

Integrations are included on the Growth plan and above. Every integration in our integrations directory comes with those plans at no extra cost, and the 30-day free trial runs at Growth level so you can try them all. There are no per-integration fees.

How does SMS marketing pricing work?

SMS marketing is included on the Growth plan and above. Texts are paid for with prepaid SMS credits bought in packs from the dashboard, where one credit covers one standard text segment. There is no monthly SMS fee, you only buy credits when you want to send, and every text carries an automatic opt-out footer.

Do automation emails count towards my email allowance?

Yes. Emails sent by automations and by repeating campaigns count towards the monthly email allowance on your plan, the same as a one-off campaign. If the allowance is spent, those emails wait and go out when it renews.

Do you offer multi-location pricing?

Yes. The Multi-Site plan is built for groups and covers up to 15,000 new guests a month, with a per-additional-location fee on any plan. Hotel groups and franchise operators usually want this plan; contact us for a tailored Enterprise quote on 50+ locations.

Start a free trial

www.captifi.io/trial

30 days, hardware shipped, nothing billed until your 30 days end.

Talk it through

meet.captifi.io/reece/15min

A 15-minute call to pick the right plan for your venues.

Live prices

www.captifi.io/pricing

Always current, in your currency where available.