

PLANS

Charge visitors a fixed £5.99, or offer your guide for free.

There's no upfront fee to get started. Choose Basic and pay nothing monthly, upgrade to Pro for a bigger revenue share and full analytics, or move to Subscription to turn the visitor payment gate off entirely. Every tier includes admin and preview access from day one.

TRUSTED BY   

£5.99 PER VISIT

BASIC

£0 / month

No monthly fee. Get started today.

Visitor pays	On
Your revenue share	55%
Unlimited Guides	✗
Full analytics	✗
Admin / preview mode	✓

PRO

£89 / month

A flat monthly fee for a bigger share and full analytics.

Visitor pays	On
Your revenue share	70%
Unlimited Guides	✓
Full analytics	✓
Admin / preview mode	✓

FREE FOR EVERYONE

SUBSCRIPTION

By annual visitors

Full features. Visitors never pay.

Visitor pays	Off
Your revenue share	-
Unlimited Guides	✓
Full analytics	✓
Admin / preview mode	✓

SUBSCRIPTION PRICING BY ANNUAL VISITORS

Full detail at dwel.ai/pricing

Annual visitors	<5k	<10k	<20k	<50k	<100k	<200k	200k+
Monthly cost	Free	£100	£200	£500	£1,000	£2,000	On request

Prices shown in GBP and exclude VAT. Visitors are charged £5.99 per visit on Basic and Pro; revenue share is calculated on visitor payments taken through the platform. Subscription is free for visitors and priced by a place's annual visitor numbers, with custom terms above 200,000 visitors a year.

Getting started

From first contact to live guide

1

Send us what you have

Website, guidebook, floor plan, FAQs, exhibition texts - whatever exists already.

2

We build your place model

Content indexed and verified, zones mapped, voice and tone tuned to your brand.

3

Walk it through on site

Your team tests Dwel on site, we update to your feedback, you sign off.

4

Go live

QR code at the entrance, marketing assets supplied, analytics from day one.

Common questions

Do we need any hardware?

No. Dwel runs entirely in the visitor's own browser - no app download, no hardware to install or maintain.

Which plan is right for us?

Start on Basic to test the format at no cost. Move to Pro for a bigger revenue share and full analytics. Subscription removes the visitor payment gate entirely.

Is there a minimum term?

No. There's no lock-in - you can close your account at any time, on written notice.

How quickly can we get started?

Most places are testing a Guide within minutes of sending over content, and live within a week.

Can we change plans later?

Yes. You can move between Basic, Pro and Subscription as your place's needs change.

What happens to our content if we leave?

You can request an export of your content and Guide analytics within 30 days of closing your account.

Billing & cancellation

In full in our Platform Terms

Paid out monthly

Your revenue share is paid within 15 business days of each month's end (a £50 minimum applies, rolling over if not yet met).

No minimum term

Cancel any time by closing your account or giving us written notice - no penalty, no lock-in period.

Your data, on request

Outstanding fees and payouts are settled on exit, and content/analytics exports are available for 30 days after.

Prices shown in GBP and exclude VAT. Subscription fees are billed via Stripe or by invoice. This guide is a summary for convenience - our [Platform Terms](#) govern in full.

Ready to see it in your place?

Early customers get three months on Pro, free.

dwel.ai/pricing
hello@dwel.ai