



MAY 22-24, 2026 · NAPA VALLEY EXPO

BottleRock 2026

Network Recap

Matt Swartz · Distinguished Engineer, Cisco Wireless

Three Days. 58K Clients. One Wi-Fi 7 Network.

58,380

unique clients

across the 3-day festival

22,111

peak concurrent clients

Friday 5/22 · 7:35 PM

85%

on OpenRoaming

49,420 clients auto-authenticated
via 4 carriers

48.3%

on 6GHz

28,212 on CW9179 APs · 6GHz
standard power via AFC

Front-of-pit at the Main Stage



6 GHz clients +4.7× vs 2025 · 22.65 TB over Wi-Fi · 6.87 Gbps peak

Source: Splunk

Daily Performance & Partner Perspective

“At BottleRock, connectivity is no longer just infrastructure; it is part of the fan experience. Wi-Fi 7, 6 GHz, and Cisco’s 9179 platform have given us a meaningful leap in capacity, responsiveness, and reliability in one of the most demanding wireless environments you can build for. Fans can share, pay, navigate, and engage in real time without the network getting in the way. That is the best kind of technology improvement: largely invisible to the guest, but transformative to the experience.”

MATT CLAIR

Executive Vice President, Clair Global

Network deployment partner for BottleRock Napa Valley

Source: Splunk

FRIDAY · 5/22

31,188

unique clients

78.1% OpenRoaming · 50.4% 6GHz

SATURDAY · 5/23

34,355

unique clients

78.0% OpenRoaming · 40.5% 6GHz

SUNDAY · 5/24

35,193

unique clients

76.5% OpenRoaming · 43.8% 6GHz

Year over Year · The 6 GHz Wave Crashed

6 GHZ ADOPTION · YEAR OVER YEAR

11.3% → 48.3%

in 2025

in 2026

5,939 → 28,212 clients on 6 GHz · 4.7× growth in a single year on essentially the same crowd

+11%

total clients

52,606 in 2025 → 58,380 in 2026

+14%

OpenRoaming clients

43,299 in 2025 → 49,420 in 2026

+2.9 pts

OpenRoaming share

82.1% in 2025 → 85% in 2026

Source: Splunk · 2025 and 2026 unique client samples

WAN Bandwidth · 64 TB Across Dual Diverse Circuits

64.5 TB

total WAN traffic

across the 3-day festival capture window

6.87 Gbps

peak combined throughput

Sunday 5/24 · 7:40 PM (headliner slot)

57.9%

of traffic was upload

37.3 TB pushed up vs 27.2 TB pulled down · fan-driven mix

51 / 49

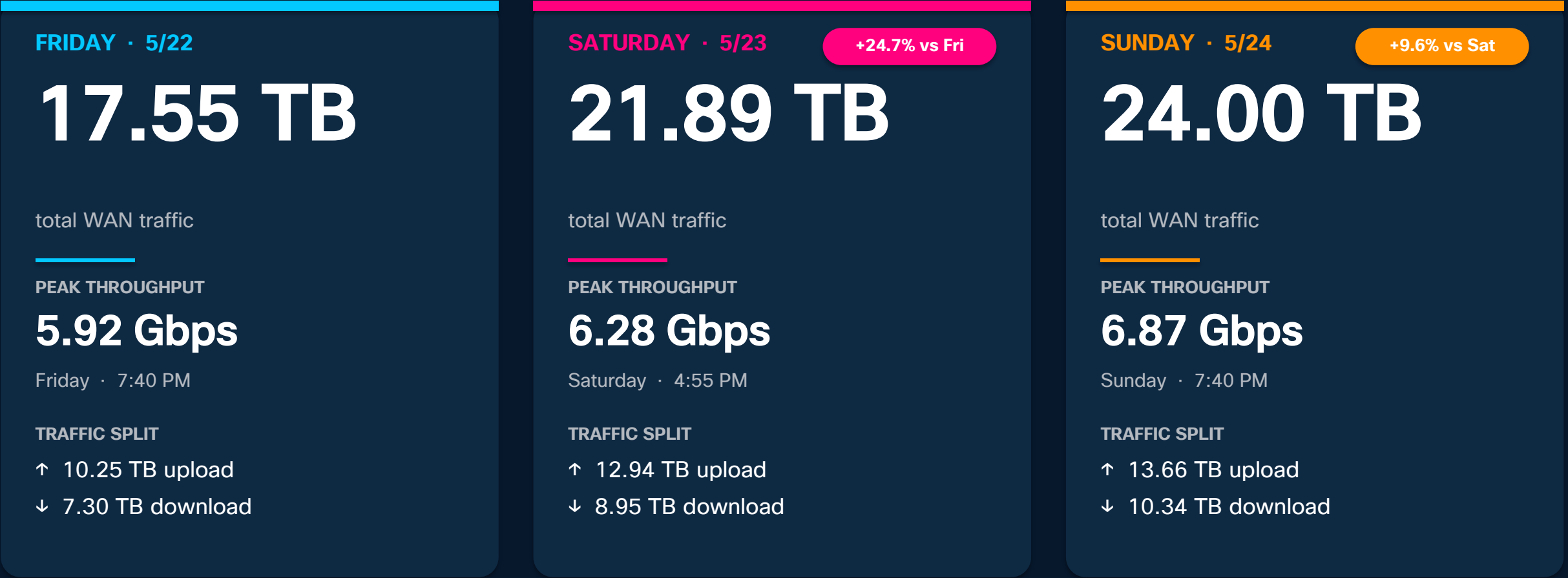
dual-WAN load balance

33.1 TB WAN1 · 31.4 TB WAN2 · diverse-circuit design held

Of that traffic, 22.65 TB rode the public Wi-Fi SSIDs · OpenRoaming carried 15.13 TB (67%) · Public Wi-Fi carried 7.52 TB (33%)

Source: Splunk · Meraki WAN time-series + Core Switch routed data

Bandwidth Climbed Every Day · Sunday Set the Peak



Festival WAN total: 63.4 TB · Friday → Sunday: +36.7% in daily traffic · Each day surpassed the last

Source: Splunk · Meraki WAN time-series (5-minute samples)