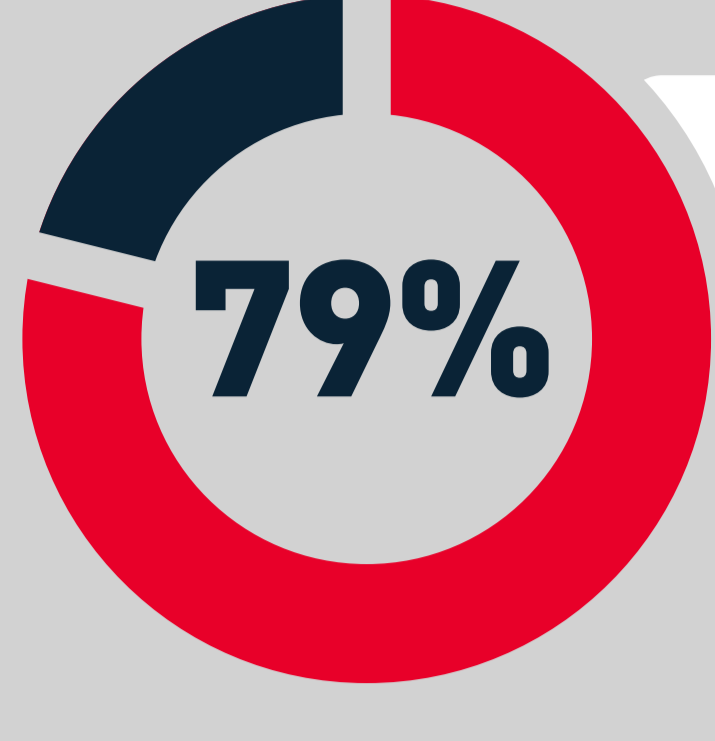


INFLIGHT INTERNET ON LIGHT JETS AND TURBOPROPS: IS IT WORTH IT?



As inflight internet shifts from a nice-to-have to a customer and competitive necessity, we gathered data from various Gogo brand and industry surveys as well as special reports to get a sense of where the business aviation industry is currently at.

Ultimately, we wanted to know, when it comes to inflight Wi-Fi, is it worth it?



aviation professionals agreed
INFLIGHT CONNECTIVITY IS AN ESSENTIAL SERVICE



Read on to discover more about who these professionals are and why inflight internet became a must-have amenity.



THE MARKET



WHO DID WE TALK TO?

We gathered data and survey stats from across the business aviation market: Owners/operators, fractional owners, charter/management companies, and corporate flight departments.

HOW MANY PLANES DO THEY HAVE?

- Fleets tend to be small or large, with few in the mid-range.
- Most organizations operate either 1-3 aircraft or 10+.

THE FUNDAMENTALS

Over half of organizations flying light jets have internet on some of their aircraft.



THE REASONING



77%

of passengers feel being connected to wifi during a flight is important

BUT THEY CITED OTHER BENEFITS, TOO.



Improved competitiveness



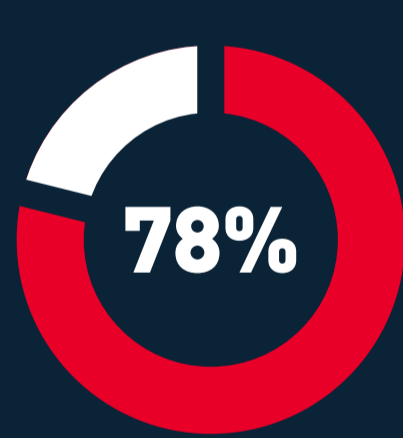
Enhanced pilot capabilities



Improved safety

THE FINANCIALS

What's the biggest barrier to offering inflight internet on aircrafts? **Cost.**



of respondents cited cost-related concerns as the most significant barriers to offering inflight internet.

These included:

- Ongoing cost for service
- Up-front cost of equipment
- Installation costs

ON COST, CURRENT INFLIGHT WI-FI CUSTOMERS SAY:

"Consider the cost of your time versus the cost of service. Once you do this, you may realize the value of staying connected to your teams, your family, your business. You can stay accountable and responsible, even when you fly."

- Tracy Forrest, CJ3+ Pilot/Owner, Citation Jet Pilots (CJP) Association Board Member

THE RESULTS

While cost is important, organizations with light jets overwhelmingly agree that inflight internet is worth it.



79%

79% of those surveyed with inflight internet already have it on all their aircraft or plan to roll it out to more of their fleet.

INFLIGHT INTERNET IS ALSO CRUCIAL FOR LIGHT JET RESALE.

80% of respondents see inflight internet as mandatory or a nice-to-have when purchasing aircraft.

VALUE

THE CONCLUSION

INFLIGHT INTERNET IS BECOMING MORE CRITICAL TO LIGHT JET PASSENGERS, MORE IMPORTANT FOR BUSINESS AND PLEASURE, AND MORE COMMON ACROSS THE MARKET.

Although cost concerns remain, organizations with inflight internet are leading the industry – and they're not going back.

Let's transform your aircraft into smartplane and improve your return on investment by connecting your cockpit, enabling fast internet while boosting confidence, efficiency, productivity, control, and performance: business.gogoair.com/solutions/light-jet/



BOLDY CONNECTING NOW AND NEXT