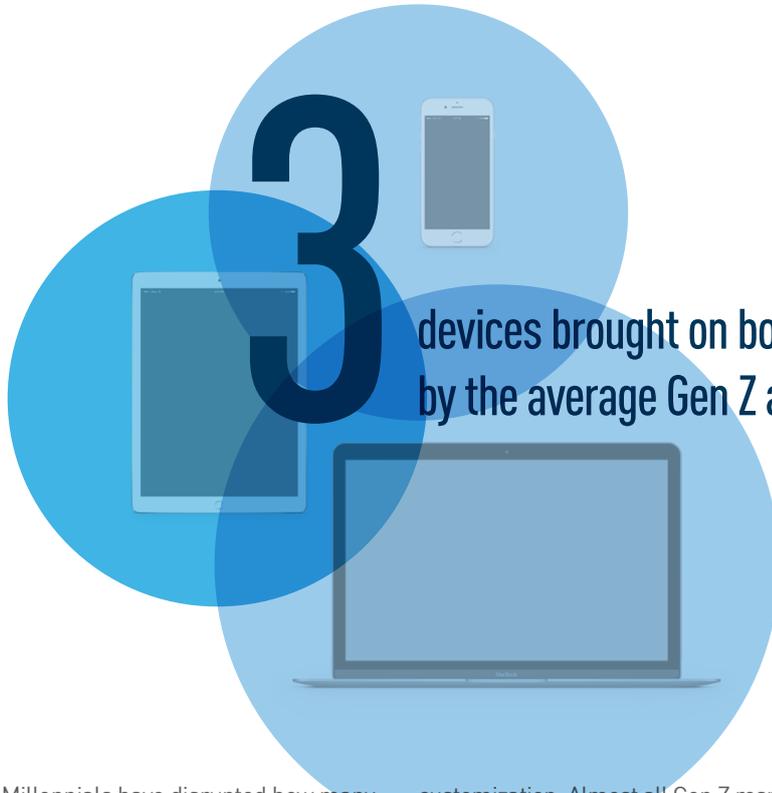


Gen Z Travelers: All About the Experience



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3 devices brought on board each flight by the average Gen Z air traveler



While Millennials have disrupted how many airlines do business, there's already a new generation of air travelers following closely behind—Generation Z.

Generation Z is commonly considered to include those born between 1995 and 2011 – meaning older Gen Z'ers are just starting their careers and younger Gen Z'ers are still in school. For this generation, the focus is on the inflight experience.

When booking flights, the Gen Z traveler cares about the details that will make their inflight experience more memorable, catering to their device - such as inflight entertainment, inflight Wi-Fi, games, and in-seat power. At the same time, they are less concerned about price and flight schedule than other generations.

Their expectations are high. In fact, this group is more likely to consider inflight amenities as a necessity when traveling. Equally critical is their desire for

customization. Almost all Gen Z respondents (an astounding 97%) are interested in personalization on a future flight.

This group boasts the highest inflight device usage of any generation, which is driven by nearly universal usage of smartphones in flight. Furthermore, they are the first generation to prefer watching inflight entertainment on their personal device over a seatback screen and they also claim the highest rate of inflight internet usage. In addition, they are more likely to assume that streaming TV and movies, messaging through apps, and watching live TV will all be available in flight.

As such, airlines will need to keep this generation's needs in mind as new inflight offerings are being considered. They should also explore solutions that embody the entire travel experience for this generation, allowing Gen Z'ers to thrive within their native environment, using their own mobile devices and apps.

What's different about Gen Z travelers?

- They prefer their own devices (primarily smartphones)
- They are more tech savvy (so they are comfortable at multi-tasking)
- They expect more from their inflight experience (including multiple entertainment options and the ability to stream their favorite content)

Gogo research includes survey results from Gen Z travelers ages 18 and older. The Global Traveler Research Series is an annual research study commissioned by Gogo. The purpose of the study is to explore the changing behaviors and attitudes of airline passengers around the world. For additional Gogo studies, visit gogoair.com/globaltraveler.

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