

Passengers Want Inflight Messaging



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74%

of flyers want to be able to send messages when in flight

Today, being connected to friends and family is easier than ever. Internet or cellular network access is nearly ubiquitous, enabling individuals to stay connected by messaging loved ones wherever and whenever they want. This state of constant access has indeed impacted attitudes toward air travel - passengers now have a strong interest in having the ability to message while on a plane.

Despite healthy interest, usage of messaging apps while in flight is still relatively uncommon. In fact, only 17% of global travelers indicate using a messaging app in air within the past year. This suggests that a

barrier to mass passenger adoption exists. Most likely it is because the service is not available on the aircraft.

However, this may be changing as **several US-based airlines have already capitalized on this opportunity and now provide messaging to customers for free, or at a low cost.** Implementation of this amenity has likely had positive reception, considering 43% of global travelers consider the ability to send messages a necessity on all flights. As more airlines seek to enhance their passenger experience, this amenity, enabling their passengers to stay connected, should be a priority.

Nearly

8 in 10

air travelers say inflight internet makes them feel less anxious because they can stay in contact with friends and family.

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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