

Connected Aircraft & Passenger Peace of Mind

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of passengers are made anxious by turbulence

93%

of airline passengers report
"Knowing pilots flying my
aircraft have real-time weather
information puts me at ease"

People enjoy traveling. In fact, 85% of global travelers say they "Love to Travel." Air travel, in particular, brings about a wide range of emotions for travelers. While this range varies depending on the trip's purpose and the experience of the traveler, travel remains an emotional experience.

It all starts with the excitement and anticipation of taking a trip and the destination. This excitement turns into anxiety as the trip planning gets underway and the departure date moves closer. Days or hours before the flight, anxiety often peaks stemming from a desire to make sure bags are packed and there's enough time to get to the airport. All this emotion is felt

even before boarding the plane. Once on board, tensions may decrease as travelers get settled in for the flight. However, for many, concern remains. In fact, a majority of travelers have some level of anxiety brought on by potential turbulence.

Real-time weather and automated turbulence reporting delivered through inflight internet can help pilots avoid adverse conditions and help soothe passenger anxiety levels. Ultimately, a more comfortable flight—without the nerve-racking effects of turbulence—could have a positive impact on the passenger experience as well as the overall customer perceptions of the airline.

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 across the world. For additional Gogo studies, visit gogair.com/globaltraveler.

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