

Inflight Internet Provides Benefits Well Beyond Browsing



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88%

of passengers feel that an airline improves the passenger experience by offering high-quality inflight internet

9 in 10

passengers indicate interest in tasks beyond simple browsing while connected to the inflight internet.

Passengers would like to tap into all the internet offers. They want airlines to provide a more personalized experience allowing them to:

- Stream movies, music, and TV shows on their personal devices from their favorite online streaming services
- Watch their favorite shows where they left off on the ground
- Enjoy real-time, up-to-the-minute access to sports and news through live TV; waiting until landing is too late

As the world becomes more connected, expectations for connectivity have overtaken nearly all frontiers. The aviation industry is no exception as nearly nine in ten flyers want to see internet on their flights.

Passenger desire for inflight internet is apparent well before they step onto the plane; three in ten travelers look for internet when booking their flight. In fact, **the importance of internet availability when booking has increased substantially** from 2017. Then, it was the ninth most important factor. In 2018, it's number seven—only a few places behind price and flight options.

Today, air travelers who use inflight internet spend their time online performing basic online activities, such as web browsing,

checking email, and using social media. But passengers have the desire to go beyond these basic tasks to fully utilize the internet as they would on the ground. Traditional connectivity no longer meets the expectations of today's multi-tasking, digital-savvy travelers.

By offering inflight internet, airlines not only meet the needs of their passengers today, but demonstrate they are equipped to meet the growing expectations of passengers tomorrow, too. Furthermore, inflight internet can be beneficial for airlines. In fact, passengers say that experiencing high quality inflight internet would make them feel more loyal to an airline and be more likely to recommend it.

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 gogofair.com/globaltraveler.