INFLIGHT CONNECTIVITY IS DRIVING LOYALTY AMONGST PASSENGERS

2/3 of passengers that have had access to inflight Wi-Fi in the last year used it.

54% of passengers agree that if only poor-quality Wi-Fi was on offer, they would prefer not to have it at all.

57% of those that feel that Wi-Fi is fundamental to daily life.

70% of passengers that have had access to inflight Wi-Fi in the last year used it.

INFLIGHT CONNECTIVITY SURVEY 2018

THE GROWING DEMAND FOR CONNECTIVITY

65% of passengers that have had access to inflight Wi-Fi in the last year used it.

81% of passengers strongly believe inflight Wi-Fi is important, and do not want.

83% of business travellers and of 91% of 18-30 year olds.

INFLIGHT CONNECTIVITY SURVEY 2018

THE IMPORTANCE OF CONNECTION QUALITY

53% of passengers are willing to exchange their inflight alcoholic beverage for Wi-Fi.

INFLIGHT CONNECTIVITY SURVEY 2018

LOVE IS IN THE AIR

57% of passengers would choose to travel with an airline that only offers inflight Wi-Fi over one that offers none.

2/3 of passengers would be more likely to rebook with an airline if inflight Wi-Fi were available.

70% of passengers would be more likely to recommend inflight Wi-Fi having tried it previously.

INFLIGHT CONNECTIVITY SURVEY 2018

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