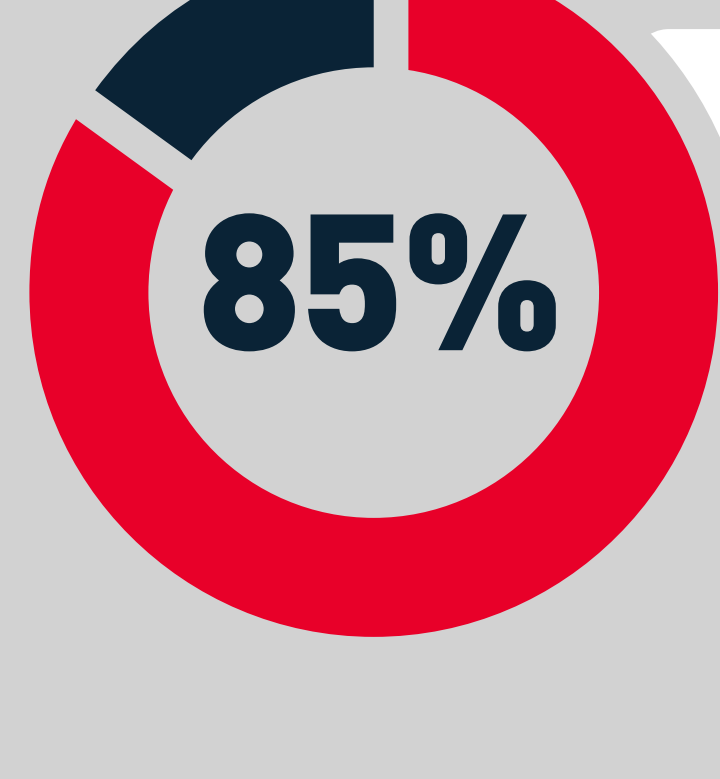
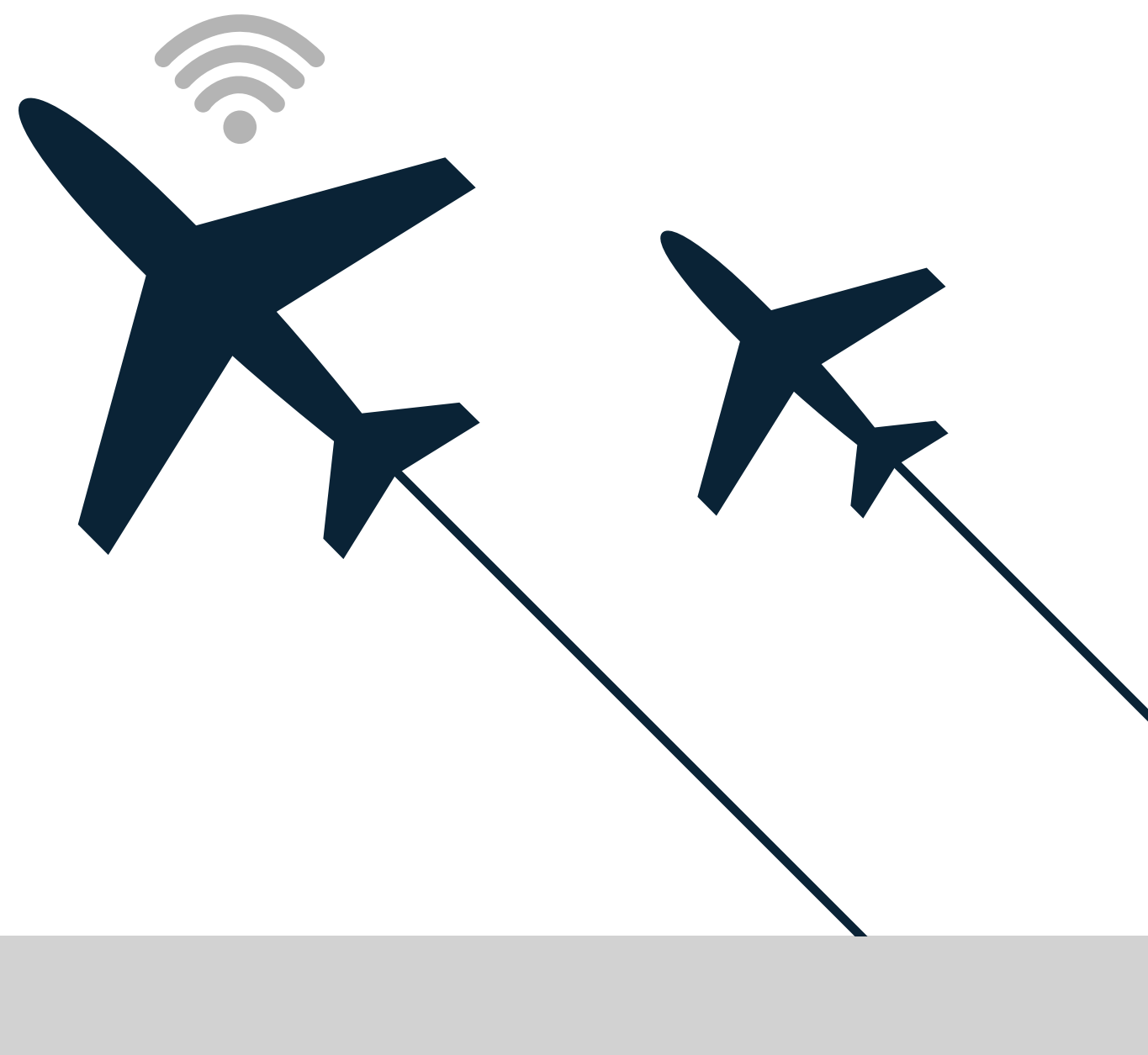


INFLIGHT INTERNET ON LIGHT JETS AND TURBOPROPS: IS IT WORTH IT?



As inflight internet shifts from a nice-to-have to a customer and competitive necessity, we surveyed more than 350 business aviation professionals to get a sense of where the industry is at.

Ultimately, we wanted to know, when it comes to inflight Wi-Fi, is it worth it?



aviation professionals agreed
INFLIGHT INTERNET IS WORTH THE INVESTMENT.



Read on to discover more about who these professionals are and why inflight internet became a must-have amenity.



THE MARKET



WHO DID WE TALK TO?

Organizations across the light jet market: Owner/operators, fractional owners, charter/management companies, corporate flight departments.

HOW MANY PLANES DO THEY HAVE?

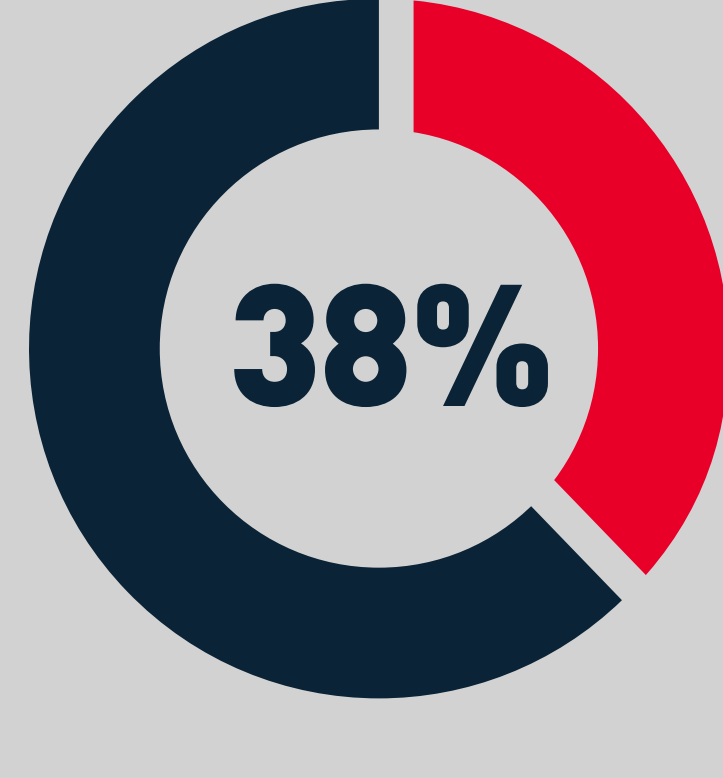
- Fleets tend to be small or large, with few in the mid-range.
- Most organizations operate either 1-3 aircraft or 10+.

THE FUNDAMENTALS

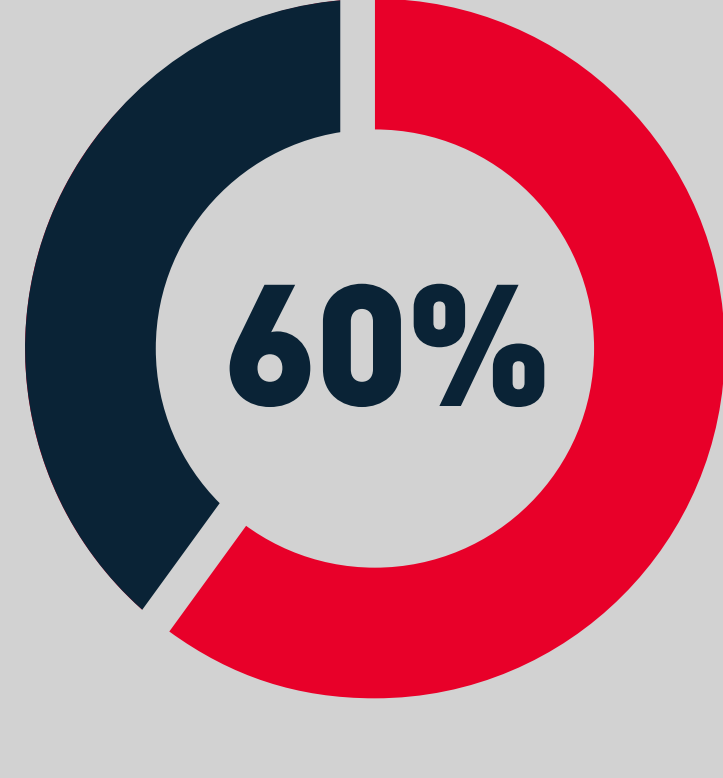
Just over half of organizations flying light jets have internet on some of their aircraft.



BIGGER COMPANIES ARE MORE LIKELY TO HAVE INTERNET ON THEIR AIRCRAFT.

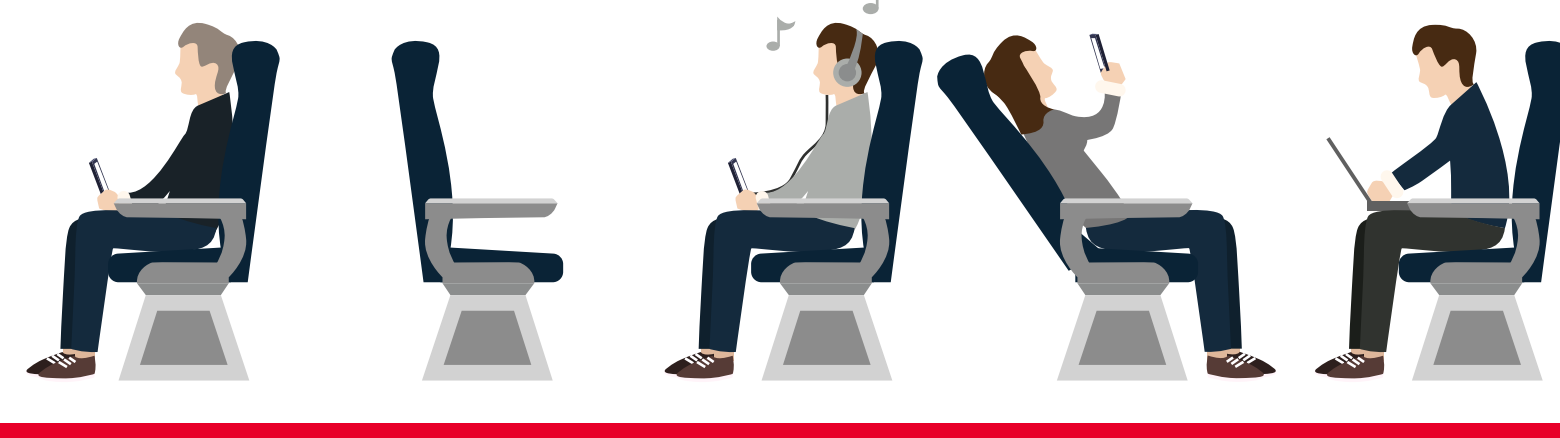


organizations with 1-3 aircraft have inflight internet on 38% of their light jets



organizations with 10+ aircraft have inflight internet on 60% of their light jets

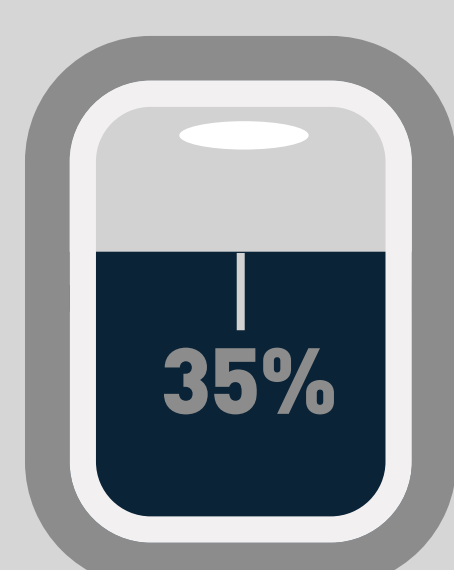
THE REASONING



85%

of organizations added internet to benefit their passengers.

BUT THEY CITED OTHER BENEFITS, TOO.



Improved competitiveness versus other business aviation



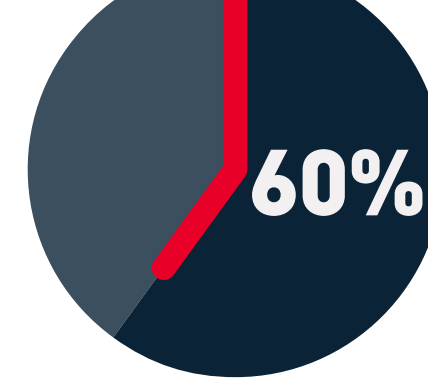
Enhanced pilot capabilities



Improved safety

DOES FLIGHT DURATION MATTER?

No. 60% of respondents stated that inflight internet is important to passengers regardless of flight duration.



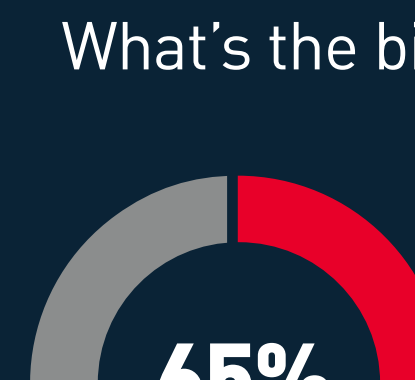
With these benefits, it's no surprise that inflight internet is a significant priority for organizations flying light jets.

Almost 75% of respondents agree that inflight internet is of medium, high or essential priority for light jets.



THE FINANCIALS

What's the biggest barrier to offering inflight internet on light jets? **Cost.**



65% of respondents cited cost-related concerns as the most significant barriers to offering inflight internet.

- These included:
- Ongoing cost for service
 - Up-front cost of equipment
 - Installation costs

ON COST, CURRENT INFLIGHT WI-FI CUSTOMERS SAY:

"Consider the cost of your time versus the cost of service. Once you do this, you may realize the value of staying connected to your teams, your family, your business. You can stay accountable and responsible, even when you fly."

- Tracy Forrest, CJ3+ Pilot/Owner, Citation Jet Pilots (CJP) Association Board Member

THE RESULTS

While cost is important, organizations with light jets overwhelmingly agree that inflight internet is worth it.



85%

85% of those surveyed with inflight internet already have it on all their aircraft or plan to roll it out to more of their fleet.

INFLIGHT INTERNET IS ALSO CRUCIAL FOR LIGHT JET RESALE.

85% of respondents see inflight internet as mandatory or a nice-to-have when purchasing aircraft.

VALUE

THE CONCLUSION

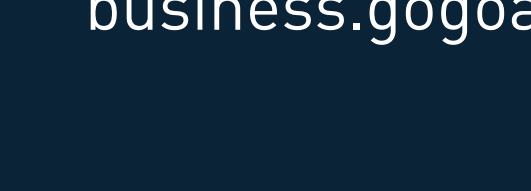
INFLIGHT INTERNET IS BECOMING MORE CRITICAL TO LIGHT JET PASSENGERS, MORE IMPORTANT FOR BUSINESS AND PLEASURE, AND MORE COMMON ACROSS THE MARKET.

Although cost concerns remain, organizations with inflight internet are leading the industry - and they're not going back.



Let's make your aircraft smarter and more productive. Explore our light jet and turboprop solutions here:

business.gogoair.com/solutions/light-jet-turbo-prop



FLY SMARTER.