Top 3 Activities on in-flight Wi-Fi:

1. Travel apps/sites
2. Airline’s app/site
3. Emails

Top Willingness to Pay:

1. On any flight length in New Zealand: 77%
2. On any flight length in Japan: 74%
3. On any flight length in Indonesia: 72%
4. On any flight length in Australia: 70%

Most important Wi-Fi attributes:

- Reliability: 75%
- Speed: 19%
- Price: 6%

From proprietary 2016 GfK/Inmarsat research
Sample of over 9,000 passengers from 27 countries who have flown in the past 12 months, the largest known survey of its kind.

“I would pay more for faster in-flight Wi-Fi” - 69%

“When I can connect to Wi-Fi, my in-flight experience is much better” - 89%
Across all countries, on any length flight, the majority of passengers prefer to have the option of

- **54%** in-flight Wi-Fi
- **16%** IFE
- **18%** meal
- **8%** duty free

32% bring 3 devices on board

86% of passengers prefer to choose an airline that offers in-flight Wi-Fi

and all are willing to pay for in-flight Wi-Fi

77% of passengers expect Wi-Fi to replace traditional IFE in the next 5-10 years

**PASSENGER PERSONAS IN ASIA PACIFIC**

- **Core Communicator**: 51% use social networks on their smartphone so often they lose track
- **Family Flyers**: 81% would be likely to pay for the service to allow their child to connect a device
- **Corporate Connector**: 73% will pay for faster Wi-Fi
- **Content Curator**: 75% prefer to consume their own content