



## Study: Millennials Expect Same Wi-Fi Experience in the Air as at Home

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### Gogo Global Traveler Study Shows Connectivity Affects Airline Passenger Choices and Experience

CHICAGO, May 16, 2017 /PRNewswire/ -- Gogo (NASDAQ: GOGO), the leading global provider of broadband connectivity products and services for aviation, found that nearly 50 percent of millennial travelers expect their connected experience in the air to be the same as on the ground. This key finding from Gogo's Global Traveler study *The Travelers of Tomorrow* shows that connectivity anywhere and everywhere is no longer a hope, it's an expectation. This study uncovers in-flight connectivity trends from "future travelers" between the ages of 18 and 35, because their preferences will ultimately shape the future of travel.



"Passengers simply expect more from inflight connectivity today -- no longer is there a distinction between enjoying movies at home, sending emails from a café or binge watching at 35,000 feet," said Alyssa Hayes, Director of Insights at Gogo. "As our research suggests, younger travelers are most comfortable with headphones on, laptop open and smartphone in hand. As the leader in inflight connectivity, we can help airlines keep pace with passenger expectations now and in the future with Gogo 2Ku high speed connectivity."

Not only are these passengers expressing hopes for the future, but they also are making travel decisions today based on connectivity:

- While 90 percent of future travelers have a preferred airline, 48 percent said they would choose another airline if Wi-Fi was not available on their preferred flight.
- Future travelers are more likely to multi-task on their devices during flights with 46 percent of the 18 to 35 age bracket using Wi-Fi and watching a movie or show on their device compared to just 33 percent of travelers older than 35 doing so.
- Ninety-two percent of future travelers are interested in using their own device in flight, and 48 percent said they prefer to stream their own content to their own device.
- Sixty-three percent of future travelers think more flights should offer Wi-Fi, and 56 percent of them use their smartphone on the plane compared to just 27 percent of older travelers.

Gogo's 2Ku technology allows passengers to have the same experience in the air as on their couch at home. The new technology enables streaming video, fast browsing and multi-device viewing. 2Ku can be found today on more than 170 aircraft across several global airlines. More than 1,600 total aircraft are slated to receive the technology representing 13 global airlines.

The *Travelers of Tomorrow* study is the first of the 2017 Gogo Global Traveler Research Series, Gogo's global study that examines travelers' inflight habits, behaviors and preferences. It covers 15 countries across six regions around the world and includes data collected from more than 4,500 travelers who flew within the last year. To learn more, visit [gogoair.com/globaltraveler](http://gogoair.com/globaltraveler)

#### **About Gogo**

With more than two decades of experience, Gogo is the leader in inflight connectivity and wireless entertainment services for commercial and business fleets around the world. Gogo connects aircraft, providing its airlines partners with the world's most powerful network and platform to help optimize their operations. Gogo's superior technologies, best-in-class service, and global reach help planes fly smarter, airlines partners perform better, and their passengers travel happier.

Today, Gogo has partnerships with 17 commercial airlines and has installed in-flight connectivity technology on 3,000 commercial aircraft. More than 4,200 business aircraft are also flying with its solutions, including the world's largest fractional ownership fleets. Gogo also is a factory option at every major business aircraft manufacturer. Gogo has more than 1,000 employees and is headquartered in Chicago, IL, with additional facilities in Broomfield, CO, and various locations overseas. Connect with us at [gogoair.com](http://gogoair.com) and [business.gogoair.com](mailto:business.gogoair.com)

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