

Hope Is High for Flying With Wi-Fi

Airline passengers have a positive outlook on the future of Wi-Fi



Wi-Fi Loyalty

Passengers want in-flight Wi-Fi loyalty programs along with frequent flier programs.



30% of passengers

think an **in-flight Wi-Fi rewards program** would provide a **quicker benefit** than today's frequent flier programs.



Fliers are more interested in **free Wi-Fi (19%)**

than in attractive **frequent flyer reward programs (13%)** or **flights that serve free food (13%)**.



Close to one in five

(17%) have **switched from their preferred airline** to another with better **Wi-Fi offerings**.



Productivity Soars With Wi-Fi

Passengers can get more done with in-flight Wi-Fi, with 83% saying they are as focused or more focused when doing personal tasks on a plane rather than at home.

Passengers have used in-flight Wi-Fi to:



Catch up on the latest news

39%



Plan their next vacation

19%



Buy a last-minute gift

16%



Pay an overdue bill

13%



Close a business deal

11%



Pay their mortgage or rent

10%



In-flight Wi-Fi Can Make Flying More Efficient

In the next five years, passengers expect to be able to use in-flight Wi-Fi to:



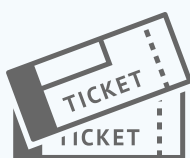
Alert friends and family **about flight delays (71%)**



Stream video **without interruptions (69%)**



Get timely information **about destinations (66%)**



Automatically rebook connecting **flights in case of delays (59%)**



For crew members, **share information with other planes (58%)**