

# CONNECTIVITY TRENDS IN BUSINESS AVIATION

Inmarsat Aviation & CJI Survey 2023



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Inmarsat and Corporate Jet Investor (CJI) recently conducted its annual survey of business aviation professionals for 2023. Read on to discover the key insights around inflight connectivity.

## What value does/would enhanced connectivity bring to your aircraft?

By far the single greatest value owners and operators believe enhanced connectivity would bring them is an improvement in the **passenger experience**.

This is almost 6x more compelling than the next biggest benefit, and 8x more than any other single benefit.

**70%**

Improve passenger experiences

**12%**

Enhance re-sale value of your asset

**9%**

Future-proof your aircraft investment

**9%**

Contribute to package revenue

## What value does inflight connectivity deliver for you?

More than 4 out of 5 industry respondents now see inflight connectivity as a **passenger expectation**, reflecting its ubiquity in all other parts of their lives on the ground. Clearly not providing it will significantly impact the experience of principals.

Almost half also feel it adds to the revalue of their aircraft and more than a quarter said it **future-proofs** their aircraft investment.

**82%**

It's a passenger expectation

**42%**

Helps deliver a stand-out experience

**44%**

Enhances the resale value of our assets

**22%**

Contributes revenue for charter packages

**27%**

Future-proofs our aircraft investment

**10%**

Flexible routing

**19%**

Engine monitoring can improve safety / cut costs & AoG events

**7%**

Other

# What aspects of inflight connectivity are most important to you?

The data shows the mean score for each attribute on importance, from 1-7.

58% of the sample ranked **'It always works...'** as the most important feature and 80% ranked it 1st or 2nd. **Superfast connection** was the next most highly ranked, ranked 1st by 12% and 1st or 2nd by 52%. Reliable Hardware and Low Maintenance are also notable factors for operators.

6.08

It always works, wherever we fly

5.15

Superfast connection

4.0

Passenger productivity

3.8

Reliable hardware

3.68

Low maintenance

2.86

Updates are easy

2.43

Strong supplier support

## Which of these factors would you prioritise when buying/considering a connectivity solution?

**Consistent performance** comes top as the biggest priority on an average importance score, ranked 1-5: 62% rated it 1st or 2nd. **100% route coverage** was next. **High speeds** came 3rd in the race to be the No1. factor after being rated 1st or 2nd by 44% of respondents.

3.77

Consistent performance

3.28

100% routes covered

3.19

High speeds

3.09

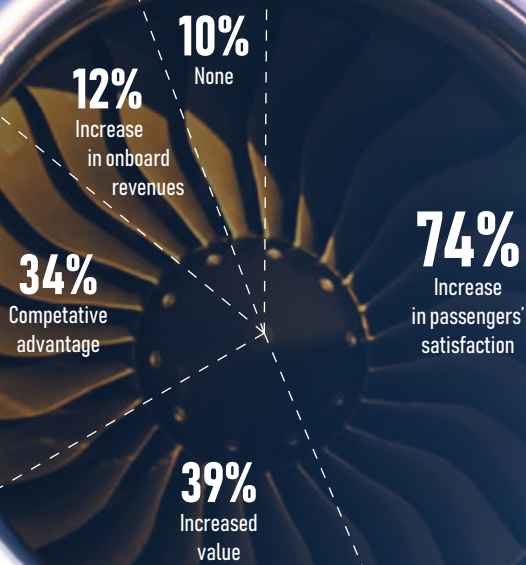
Low cost per month

1.68

Advanced applications

## What impact have you noticed since offering inflight connectivity?

By far the biggest impact of offering inflight connectivity is the increase in passenger satisfaction. Three quarters of those surveyed identified this as a consequence of the offer, almost twice as many as thought adding connectivity had led to an increase in value, and over twice as many as noticed it had delivered a competitive advantage even though this is still endorsed by a respectable third of the sample.



# THANK YOU



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