



# INFLIGHT CONNECTIVITY GUIDE

for Private Charter Operations

In today's connected world, passengers expect seamless and reliable internet access no matter where they are, **even at 40,000 feet.**

This growing demand for inflight connectivity is not only evident among commercial airlines but also in the private charter aviation industry. For private charter operators, providing inflight connectivity is an increasingly important service, not just for passenger satisfaction but also for the overall business value. However, there are still several challenges that private charter

operators face when it comes to installing and maintaining inflight connectivity, including cost, installation downtime, and long-term ROI considerations.

This guide will explore what private charter passengers care about regarding inflight connectivity, the business value of providing it, and how to address the pain points that operators face during installation and implementation.



# What Do Private Charter Passengers Care About?

## Consistent Connectivity

Charter passengers are accustomed to high-end services and expect connectivity that is reliable, seamless, and fast.

The majority are business executives, high-net-worth individuals, and celebrities who rely on continuous communication for work, entertainment, and staying in touch with personal matters. Whether it's catching up on emails, attending video conferences, or watching a movie, these passengers are accustomed to the same connectivity experience they have on the ground.



## Key passenger concerns include:

### SPEED

Slow connections can lead to frustration, especially for passengers who rely on the internet for work or business-related matters.

### RELIABILITY

Passengers expect connectivity that is consistently stable throughout the flight, regardless of the aircraft's altitude or location.

### EASE OF USE

The installation and setup of Wi-Fi should be intuitive. The onboard system should function similarly to the user experience they have on their smartphones or laptops.



## Security and Privacy

Another significant concern for private charter passengers is the security and privacy of their data. With more sensitive information being shared digitally, passengers want to be assured that their communications are secure while in the air. Ensuring that the network is encrypted and compliant with industry standards for data privacy will be a major selling point for operators offering inflight connectivity.



## Entertainment Options

In addition to connectivity for work, passengers also want access to entertainment options. Streaming content, online gaming, and staying connected with social media are increasingly important for private charter passengers. Providing fast, reliable connectivity ensures that passengers can enjoy a premium entertainment experience during their flight.

# Business Value and ROI of Inflight Connectivity for Charter Operators

## Increased Customer Satisfaction and Loyalty

Offering inflight connectivity provides a competitive edge in the crowded private jet market.

Passengers expect a seamless experience, and adding connectivity to your fleet increases overall satisfaction. Happy passengers are more likely to return, recommend the service, and pay premium rates for the added convenience and comfort. As customer expectations evolve, not providing connectivity could lead to losing business to competitors who offer it.



*I had a flight, and we exclusively had a G5 with Luxaviation. We sold the flight for \$170,000 and the client expected Wi-Fi onboard the aircraft. One week prior to departure, the broker that booked the flight realized the aircraft had only ground-based Wi-Fi and there was no Wi-Fi during the flight. So, we lost the flight and I found out that they booked a G550, new aircraft five years difference in year of manufacture, and they booked that for \$220,000.00.*

***We could have made \$50,000.00 more just if the aircraft had inflight Wi-Fi"***

***- UK Based Charter Operator***



## New Revenue Streams

Incorporating connectivity into your private jet services can open up additional revenue streams.

Operators can monetize internet access by offering it as a paid service, whether as a standalone charge or as part of a premium package. For example, operators can offer tiered pricing models, where basic connectivity is free, but faster speeds or higher bandwidth are available at an additional cost.

**SkyTicket** with Gogo is a secure and easy-to-deploy platform that lets you offer voucher or credit card payment services through your own customized portal. Fully flexible and hassle-free, it puts you in complete control, manage access and pricing for each mission directly - even while in the air.

## Features of SkyTicket

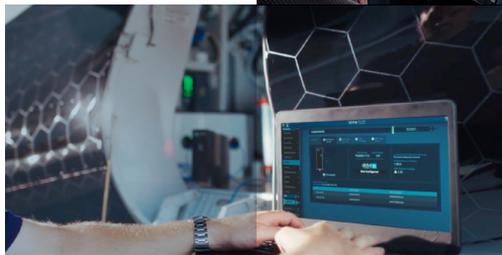
- Administrator Dashboard Puts the operator in control, allowing their team to manage the captive portal experience and respond to feedback from a rich set of usage analytics.
- Configurable Data Package Pricing Operators can control passenger-facing connectivity pricing to either off-set service costs or drive new revenue streams.
- Configurable Captive Portal Operators can now modify the captive portal elements to match their passenger-facing branding at a fleet, sub-fleet, and individual aircraft level.
- High-Throughput Connectivity Service compatible with Intelsat FlexExec, Inmarsat Jet ConneX (JX) and SwiftBroadband (SBB), and Viasat Ka- or Ku-band.



## Enhanced Operational Efficiency

Connectivity can be an effective tool for operators to monitor their fleet's operations.

By implementing an inflight connectivity system, operators can access real-time data on aircraft performance, fuel usage, and maintenance needs. This data can help operators make better decisions about routing, scheduling, and maintenance, ultimately improving operational efficiency and reducing costs.



## Better Communication with Ground Support

With inflight connectivity, pilots and flight crews can stay in constant communication with ground control and maintenance teams.

This improves operational safety and enhances overall efficiency. If a technical issue arises, the crew can relay important information, ensuring quick resolution before it becomes a bigger problem. Additionally, if the flight is delayed, passengers can be kept informed with accurate, real-time updates.



## Competitive Advantage

In a highly competitive market, offering inflight connectivity provides a clear differentiator.

It shows that the operator is committed to meeting the demands of modern passengers. As more operators adopt inflight connectivity, those who don't risk falling behind. By offering this premium service, charter operators can command higher prices, further enhancing profitability.

## Long-Term Value and Cost Saving

While the upfront costs of installing inflight connectivity may seem high, the long-term savings and added value can offset these expenses.

High-quality solutions can be an investment in long-term customer retention, operational efficiency, and even the resale value of aircraft. By increasing customer satisfaction and driving more revenue, operators will see a strong ROI over time.

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*“The benefits are obvious for the owners who are using the plane, but it’s also about what’s in it for them at the end. The resale value of your aircraft will definitely be positively affected when you sell it. All other things being equal, **an aircraft with Wi-Fi will book and sell before an aircraft that doesn’t have it.**”*

*– President of Charter Fleet  
near Palm Springs, CA*



# Pain Points in Installing Inflight Connectivity and How to Address Them

## Installation Costs

One of the main deterrents for private charter operators when considering inflight connectivity is the cost of installation.

High-quality inflight connectivity systems can have a hefty initial cost, especially when considering the installation of antennas, routers, and integration with the aircraft's systems.

## Solution

**To mitigate this issue**, operators should assess their fleet's usage and determine the best type of connectivity for their needs. For example, satellite-based systems may require a higher upfront investment, but they provide more consistent global coverage.

In contrast, air-to-ground systems may be more affordable but are limited to specific regions. By carefully considering these options and selecting the most cost-effective system based on fleet size and flight routes, operators can manage upfront expenses.

Operators should also view the installation as an investment in their fleet's long-term value, as **connectivity can increase passenger satisfaction and generate additional revenue streams**.

MAKING INFLIGHT  
CONNECTIVITY  
**AFFORDABLE**

Gogo offers a variety of promotions to enable all aircraft to fly with connectivity.

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## Aircraft Downtime During Installation

Another challenge that private charter operators face is aircraft downtime during the installation process.

Having an aircraft out of service for an extended period can result in lost revenue, especially for high-demand aircraft.

## Solution

Choose a system that is **easy to install and can minimize downtime**. Look for providers who offer modular systems that can work in tandem with other scheduled maintenance, reducing disruption. Look for connectivity systems that work in the unpressurized area of the aircraft, which frees up baggage space for charter passengers. Moreover, ensuring that the installation process is well-managed and efficient can help get the aircraft back in operation as quickly as possible.

Operators can also assess which aircraft in their fleet require connectivity first, based on usage frequency, and plan installation schedules around peak demand periods to minimize downtime.



# Leverage **Dealer Expertise** for Quicker Installation

Choose from our trusted authorized MRO network of more than 120 dealers worldwide, including certifications for every business aviation airframe. Our authorized dealers offer special programs, from additional savings and mobile installs to reserved space.

**Connect with one of our partners today** to begin your journey to unparalleled inflight connectivity and customer support.



## Maintenance and Operational Complexity

Maintaining an inflight connectivity system can be complex, requiring regular software updates, system diagnostics, and troubleshooting.

Additionally, some operators may lack the technical expertise required to troubleshoot issues.

## Solution

To address this, charter operators should partner with a provider that offers robust customer support and training for flight crews. Having 24/7 technical support and a well-established maintenance network ensures that issues can be quickly addressed with minimal disruption to operations. In addition, investing in a system that is easy to monitor and diagnose will help streamline maintenance and reduce the burden on the operators.

Additional offerings of **over-the-air (OTA) system software updates** replace the manual and time-consuming USB kit method for supplying system software updates. This allows customers to deliver touch-free updates to their system software for one aircraft or an entire fleet, from anywhere in the world, expediting routine maintenance, saving money, and increasing fleet visibility.

# Conclusion

Inflight connectivity is no longer a luxury; it is a necessity for private charter operators aiming to meet the expectations of modern passengers.

While there are challenges associated with installation and maintenance, the benefits far outweigh the initial investment. By offering reliable, high-speed internet access, operators can increase passenger satisfaction, enhance operational efficiency, and create new revenue streams.

Addressing concerns such as installation costs, aircraft downtime, and maintenance

complexity can make the process more manageable and ensure a smooth transition to providing inflight connectivity. Ultimately, private charter operators that invest in inflight connectivity will see a substantial return on investment in terms of customer loyalty, operational advantages, and an enhanced competitive position in the marketplace.





# Ready to connect your fleet?

Get in touch with a Gogo connectivity expert today.

CONNECT

