

# How Inflight Wi-Fi Increases Aircraft Resale Value

## SUMMARY

Inflight connectivity has transformed from a luxury amenity to an operational expectation for business aviation. Today's buyers demand more than comfort, they expect to run multiple applications, including video calling, video streaming, and internet browsing, on multiple devices simultaneously. As a result, aircraft equipped with modern inflight Wi-Fi consistently command higher resale value, experience faster transaction times, and attract a broader pool of qualified buyers.

This white paper explores the impact of inflight connectivity on aircraft valuation, the shift in buyer expectations, and the role modern networks like Gogo Galileo and Gogo 5G play in supporting long-term asset value.

## THE NEW STANDARD: CONNECTIVITY AS A CORE FEATURE

Only a few years ago, inflight Wi-Fi was considered a nice-to-have feature. Today, it's an essential one. Business aviation travelers now expect the same seamless connectivity at 40,000 feet that they have in the office.

Across the market, brokers and valuation experts report:

- Aircraft without Wi-Fi are increasingly considered "incomplete."
- Equipped aircraft attract more inquiries.
- Lack of connectivity or older connectivity systems are one of the top reasons buyers request a price reduction.
- Sellers with newly installed systems, including Gogo's AVANCE platform, see a strong return on investment.

Connectivity is no longer an accessory; it is a core system that influences operational flexibility, passenger experience, and long-term aircraft competitiveness.



## HOW INFLIGHT WI-FI IMPACTS RESALE VALUE

### 1. Higher Marketability and Faster Transaction Times

Aircraft equipped with inflight Wi-Fi typically spend less time on the market, as connectivity is now a baseline requirement for business travelers and corporate flight departments. Brokers consistently report that connected aircraft receive more qualified leads and fewer objections during negotiations.

### 2. Price Premium for Connected Aircraft

Buyers increasingly view inflight Wi-Fi as essential infrastructure, similar to extreme range and speed for non-stop global travel, larger cabins for comfort, or luxury interiors. The presence of a modern, supported, serviceable connectivity system often results in a resale value premium. Aircraft without connectivity are more likely to face:

- Price reductions
- Buyer hesitation
- Required installation negotiations

### 3. Higher Appeal to Charter and Fractional Operators

Owners planning to place their aircraft on charter benefit significantly from having inflight Wi-Fi installed. Charter operators prefer aircraft that meet passenger expectations, and connected aircraft consistently deliver higher charter utilization, creating an additional value narrative during resale.

### 4. Reduced Modernization Costs for Buyers

Aircraft equipped with the latest connectivity hardware reduce a buyer's upfront investment. This makes a listing more attractive and accelerates the decision-making process.



## BUYER EXPECTATIONS: WHAT TODAY'S OWNERS DEMAND

Business aircraft buyers have evolved. They expect:

- High-speed inflight connectivity
- Reliable coverage across North America or globally
- Systems compatible with modern devices and apps
- Future-ready hardware that won't become obsolete

A growing number of buyers now ask about connectivity early in the process, sometimes even before schedule, maintenance status, or refurbishment history. For many owners and executives, connectivity isn't optional; it's vital for productivity and continuity of operations.

## THE ROLE OF GOGO SYSTEMS IN SUPPORTING AIRCRAFT VALUE

### Gogo AVANCE and SDR: Future-Ready

The Gogo AVANCE and SDR platform power thousands of aircraft with reliable connectivity leveraging both air-to-ground, LEO, and GEO networks. AVANCE and SDR systems support streaming, video conferencing, and VPN access, capabilities buyers increasingly expect.

#### Key value-preserving advantages:

- Scalable platform architecture
- Over-the-air software updates
- Multi-bearer capability
- Upgrade paths to new networks

Aircraft with AVANCE systems are easier for brokers to position, as buyers recognize the system's longevity and broad support network.

## Multi-Orbit, Multi-Band: A New Era of Connectivity

The next generation of inflight connectivity is defined by multi-orbit, multi-band capabilities allowing passengers to connect to both air-to-ground, LEO, and GEO networks. This approach delivers a level of performance, resilience, and global reach that single-network systems cannot match.

For aircraft owners and prospective buyers, multi-orbit, multi-band connectivity offers meaningful advantages that directly influence resale value:

- **Higher reliability and availability:** By connecting across multiple networks, aircraft experience fewer coverage gaps and enjoy more consistent performance worldwide.
- **Optimized performance:** Leveraging multiple frequency bands allows the system to route data more efficiently, resulting in lower latency, higher throughput, and a smoother user experience.
- **Mission flexibility:** Whether the aircraft primarily flies domestic routes or global missions, buyers gain confidence knowing their connectivity can adapt to different flight profiles and operating environments.



## THE LONG-TERM VALUE CASE: CONNECTIVITY AS AN ASSET

Inflight Wi-Fi is no longer a consumable, it's an asset that protects and enhances aircraft value over time. With networks evolving rapidly, the ability to install, upgrade, and modernize is a key differentiator for owners looking to maximize return at resale.

### A connected aircraft:

- Appeals to a broader market
- Delivers a superior passenger experience
- Reduces the buyer's upfront investment
- Integrates seamlessly with modern aviation operations

With more than 8,000 business aircraft flying with Gogo systems today, connectivity is a proven factor in aircraft competitiveness.

## CONCLUSION

Inflight Wi-Fi has moved beyond convenience, it has become an essential component of aircraft value and buyer expectation. As the industry adopts faster, aircraft without connectivity will face growing disadvantages at resale.

Equipping an aircraft with modern inflight connectivity is one of the most reliable ways to increase marketability, accelerate transaction speed, reduce negotiation friction, and protect long-term asset value. For brokers and owners seeking to differentiate their aircraft in a competitive market, connectivity is no longer optional, it's strategic.

