

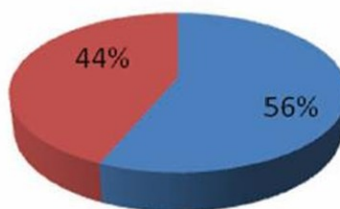


In-flight Wi-Fi and travel insurance? Pairings to consider...

By Mary Kirby
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Where is having Wi-Fi access most relevant?

■ Airport before boarding ■ Hotel or other hotspot during trip



Right then. Here is something worth thinking about. A recent survey conducted by Airsavings - a company that specializes in providing ancillary revenue solutions for airlines - has revealed the following about today's travelers:

- 1) Some 68% of travelers surveyed expressed that having access to WI-FI Internet access was important to them while traveling.
- 2) When it comes to ancillary service offerings, **71% of those surveyed responded they liked the idea of a travel insurance policy that also included 30 minutes of complimentary Wi-Fi Internet access.**

And while the Airsavings chart above shows a preference for pre-flight airport Wi-Fi, that other 46% slice representing hotel or "other hotspot" is nothing to sniff at.

So should Aircell work with airlines to pair Gogo in-flight Wi-Fi access with travel insurance? And what about pairing a desirable service like Gogo with other "high-margin services" in order to maximize the revenue of both?

Again, something to think about. For Airsavings' full report, [go here](#).

