



VIASAT TO BRING IN-FLIGHT CONNECTIVITY TO 40 ADDITIONAL KOREAN AIR AIRCRAFT

News / Airlines



Korean Air selected Viasat to power in-flight connectivity onboard 40 additional aircraft. The latest aircraft set to be connected in the Korean Air fleet will be 40 Boeing 787s, following news shared last year that Korean Air had committed to equipping 30 Airbus A321Neos with Viasat connectivity – its first in-flight connectivity partnership. This announcement will bring the total number of Korean Air aircraft to be equipped with Viasat’s connectivity solution to 70, with all aircraft scheduled to enter service by the end of 2027.

By adding connectivity to the cabin across so many aircraft, Korean Air is committing to meeting passenger expectations for increased connectivity while onboard. With the high-speed in-flight Wi-Fi enabled by Viasat, Korean Air passengers will be able to browse the internet, enjoy social media, stream video and audio, shop online, catch-up with work, and more – all from the comfort of their seats.

Kenneth Chang, Executive Vice President and Chief Marketing Officer at Korean Air, commented: “Our focus on enhancing passenger experience is crucial to our business – and adding more connectivity to our fleet will be a key step forward in achieving this. Bringing Viasat’s reliable, high-speed connectivity to more Korean Air flights means even more of our valued passengers will be able to benefit from exceptional Wi-Fi onboard.”

Don Buchman, Vice President and General Manager, Commercial Aviation at Viasat, said: “Korean Air is a world class airline, and we’re really pleased to be extending our relationship as they continue to innovate to meet passenger demand for quality in-flight connectivity. We know that passengers around the world want to be connected in-flight, and our robust satellite network brings the reliable connectivity that enables this. We look forward to continuing to collaborate with Korean Air to leverage consistently fast, high-quality Wi-Fi to deliver distinct digital experiences to more of its passengers.”

In Viasat 2023 Passenger Experience Survey, 81% of passengers in South Korea said that quality in-flight Wi-Fi would make them more likely to rebook with an airline. This comes as 80% said being connected to Wi-Fi during a flight is “important” to them – demonstrating the growing demand for in-flight connectivity from passengers.

20 MARCH 2024

ARTICLE LINK:

<https://connect.50skyshades.com/news/airlines/viasat-to-bring-in-flight-connectivity-to-40-additional-korean-air-aircraft>