

Moment study reveals inflight connectivity as strategic driver in APAC



Moment's APAC study reveals 95 percent of full-service and long-haul fleets in APAC are now fully or partially equipped with onboard Wi-Fi

[Moment](#) has unveiled Asia-Pacific insights from its [Inflight Connectivity Report](#), highlighting one of the world's fastest-maturing connectivity markets. The APAC region now stands out for its high legacy carrier adoption, accelerating free access models, and increasing use of connectivity as a loyalty and yield management lever. The report confirms that Wi-Fi has moved beyond optional service to become a strategic pillar of the passenger experience. The study was conducted on a global panel of 106 carriers, including 30 APAC airlines.

Legacy carriers set the regional benchmark

According to the report, 95 percent of full-service and long-haul fleets in APAC are now fully or partially equipped with onboard Wi-Fi, well above the global average of 89 percent. This result positions APAC as the region with the highest connectivity penetration among traditional airlines.

In contrast, budget carriers still lag significantly behind, with only 33 percent connected, leaving part of the short- and medium-haul market untapped. The data confirms that connectivity is no longer a premium differentiator in APAC, but a fundamental expectation embedded in the core offering.

APAC outpaces global average in free Wi-Fi adoption

Although freemium remains the leading model worldwide, Asia-Pacific stands out for its stronger shift toward free connectivity. In the region, 19 percent of legacy airlines now provide fully free Wi-Fi, compared with 13 percent globally. Additionally, 35 percent of connected APAC airlines offer complimentary messaging, as the global average is 31 percent, typically pairing free basic access with paid browsing or streaming tiers.

At the same time, carriers across Asia-Pacific are increasingly deploying loyalty-gated strategies, granting full-flight connectivity to premium cabin passengers and frequent-flyer members. As a result, inflight connectivity in APAC is evolving beyond a passenger amenity into a powerful tool for customer acquisition, engagement and retention.

Hybrid pricing models dominate the market

Across Asia-Pacific, airlines are increasingly blending duration-based, usage-based and data-based pricing strategies to build flexible commercial models tailored to diverse passenger profiles. Average pricing reflects this structured approach, with Surf & Stream packages typically ranging from \$10 to \$12 per hour and \$22 to \$25 for a full flight.

Most carriers combine duration and usage-based options, enabling them to effectively monetize connectivity while preserving accessible entry points, such as low-cost messaging tiers. This layered pricing architecture illustrates a maturing ecosystem in which airlines strategically balance passenger satisfaction, ancillary revenue generation and loyalty program integration to maximize both engagement and long-term value, the March 16 press release said.

"The Asia-Pacific market is one of the most advanced connectivity ecosystems globally, with airlines demonstrating different stages of digital maturity. Legacy carriers are setting a very high benchmark, with connectivity increasingly embedded into loyalty ecosystems and premium value propositions, whereas regional airlines are leveraging connectivity to strengthen their brand promise and commercial strategy," said Tanguy Morel, CEO & co-founder of Moment. "To address these dynamics, Moment develops its latest solutions beyond traditional in-flight connectivity, delivering modular platforms tailored to the operational complexity, regulatory landscape, and passenger expectations specific to Asia-Pacific."