IBIZA BOOMS NEARLY 450% AS BOOKINGS INCREASE TO EUROPEAN DESTINATIONS

News / Business aviation

The boost in corporate jet bookings to European destinations has been reflected in the latest internal figures from charter company Victor, released to Corporate Jet investor. The company recorded an increase in booking requests in the first two months of 2016 for select European destinations. It has seen requests in the first two months for flights in June and July for Ibiza up by 441%; Cannes by 400%; Malaga by 220% and Barcelona by 150%.

Ibiza's only private airport Aeroport d'Eivissa has not traditionally been able to store private planes, so the best option is to charter a jet through companies like Victor and its competitors. To cater to more visitors the airstrip at the airport been granted permission to be extended to 80,000 by ENAIRE (formerly AENA) the Spanish airports body. The increase, however, may be an indication that the days of affluence are starting to make a muted return.

Comment: Why is Ibiza booming?

From speaking with flight operators, it is clear Ibiza has gentrified. Ibiza has a long history as being

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a party place – electronic music and club culture were big in the early 90s, but Ibiza had poor accommodation and it was 20- somethings travelling there.

Now, two decades on from when this club culture boomed, these clubbers are in their 40s, financially successful (entrepreneurs, bankers etc.) and want to revisit Ibiza. This time they expect a better quality of transport, accommodation, experiences and food.

Villas and boutique hotels such as Pikes hotel and Ibiza Gran offer luxury accommodation, the clubs and beach resorts now have VIP areas and champagne bars, organic farms and high end restaurants are cropping up on the island, all offering a broader range of experiences. Celebrities have also flooded to the island (recently including Anne Hathaway, Justin Bieber, Orlando Bloom, Mariah Carey etc).

This stylish luxury, coupled with Ibiza's longstanding music scene and hedonistic super-clubs, has created a variety that has fuelled ultra-high-net-worth-individuals visiting, or likely revisiting, the island.

You can now book a private jet to Ibiza (as some superstar DJs do!) arriving at 10 or 11pm local time when the apron is quieter, before heading straight to party, or to your accommodation.

The likes of Nice and Miami have always been mainstay summer destinations for Victor members – now Ibiza has advanced and joined them.

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