



# THE FUTURE OF FLYING IS LUXURY IN THE UAE, AS SURVEY REVEALS EVTOL DEMANDS

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**The future of luxury air travel is vertical, and high-net-worth individuals in the UAE are poised to embrace it. This is according to a new survey commissioned by Aircraft Interiors Expo, that reveals strong enthusiasm for eVTOL aircraft with discerning demands for bespoke luxury, cutting-edge innovation and a passenger experience that redefines first-class travel.**

The survey, conducted amongst 250 UAE-based senior business executives with a household income exceeding £250,000, found that 96.40% are likely to consider using eVTOLs for future business travel. These executives envision eVTOLs as a seamless extension of their sophisticated lifestyles, offering increased convenience and accessibility (52.40%), a novel and exciting travel experience (49.60%), and a reduced environmental impact (47.60%).

The survey delves deeper into the specific expectations of those surveyed, painting a vivid picture of the ideal eVTOL cabin experience. Nearly half (48.80%) of the respondents emphasised the importance of incorporating regional design influences, highlighting the need for culturally sensitive interiors that resonate with the unique aesthetic preferences of the UAE market. Almost half

(48.40%) stressed the need for flexible family seating configurations, demonstrating that eVTOL cabins must cater to the needs of both individuals and groups travelling together.

When considering the in-flight experience, comfort and technology take centre stage. Seating comfort is a primary desire for 41.20% of respondents, while over a quarter (26.40%) prioritise advanced in-flight entertainment systems as key to enhancing their journey, even on short flights. This reinforces the importance of creating a relaxing and engaging cabin environment, equipped with the latest technology and passenger-centric amenities. The demand for personalisation is overwhelming, with a staggering 97.60% of respondents expressing a desire for bespoke interiors, featuring customisable elements such as colour palettes, ambient lighting, and tailored entertainment options.

Archana Dharni, Event Director at AIX, commented: This survey provides invaluable data that will undoubtedly shape the conversations and innovations we see at AIX this year. With 97.60% of respondents demanding personalised eVTOL interiors, the message is clear: bespoke luxury is no longer a trend in the UAE, it's an expectation. The fact that 83.60% believe current business jet interiors are outdated highlights a crucial opportunity for our exhibitors to showcase truly innovative cabin designs that break the mold. AIX is where the industry converges to define the future of flight, and this year, we're placing a special emphasis on ensuring eVTOL cabins not only meet, but exceed the evolving expectations of this discerning clientele.”

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