



# AFTER RECORDS SET THIS YEAR, AERO 2027 TO OFFER EVEN BETTER RESULT AND EXPERIENCE – INTERVIEW WITH TOBIAS BRETZEL

News / Events / Festivals



Organizing a major aviation event is a real challenge, even for organizers with a long history and enormous experience. The interests of exhibitors and visitors, improvements, and innovations. A strategy to ensure that the event’s development remains meaningful to professionals and the public. The 32nd edition of AERO has set new records. A total of 860 exhibitors from 50 countries were represented at AERO, more than ever before. I had the opportunity to discuss the future of this unique supply-and-demand network with AERO Show Director Tobias Bretzel :

**T.O.:** AERO 2026 just closed its doors, time to look back and see what was right, was generated some issues, what must to be improved, what are you first conclusions?

**T.B.:**The 2026 edition truly opened a new chapter for our show as we saw strong growth across the entire show sectors but with business Aviation as the the key driver of growth. The international audience grew significantly with 55% of our 37.000 visitors came from abroad. In total we welcomed more than 53.000 attendees including visitors, exhibitor staff and media

representatives.

Also Aero saw a record number of aircraft sales at last weeks event with an estimated total value between 350 and 400 Mio € across all sectors of the show. Most prominent was the record announcement of 86 aircraft sold at Tecnam Aircraft, big orders at Textron including the Luminair deal upfront the show, Bell and many many more - also amongst the large bizjet OEMs.

About improvements - our main motivation is to always improve and deliver a better result and experience next year. This means we will definitely work on the shuttle and taxi availability, as I was not happy to see people waiting too long for a ride into the city or to their hotel. We already had first talks on that with industry partners and local partners! Housing and shuttle bus connections will be further improved and diversified for 2027.

**T.O. : I know you are very interested in exhibitors feedback, can you share first impressions of this year's exhibitors?**

**T.B.:** The feedback we received from exhibitors and visitors was overwhelmingly positive. They loved the vibe at the show, doing business in a relaxed, yet professional atmosphere, the short distances between halls and static and of course the sunny spring weather! Furthermore the link between BizAv and General Aviation as a lot of exhibitors serve both parts of the industry.



**T.O. : In fact you're already started the work on 2027 edition, any big changes, big surprises?**

**T.B.:** Correct - we already started our preparations for 2027 before the 2026 edition and opened our exhibitor booking for the first time this early on-site. As a result we already received around 30 bookings from existing and new customers on-site and right after the event.

For the 2027 edition we will see many new innovative changes of different sectors. Within the AERO Business Aviation Show Hub we will reduce the duration from 4 days to 3 days (Wednesday till Friday) for Hall A1 and the Dome. For exhibitors with Business Aircraft in the Static Display we leave it in their hands if they want to open their stands on the Saturday or close it for the public, or make it by invitation only, as we still see professionals coming in on the Saturday with their family as they have to stay in their companies during the week.

**T.O.:** Almost all events are dreaming and working to grow bigger. Does AERO yet have space and opportunities to grow? What is the strategy?

**T.B.:** Yes we have! We have plenty of room in hall A1, parts of A2 and we can extend the static by going airside onto the premises of the airport. That could even accommodate bigger aircraft as the ones we have now. All these plans have been developed already and partly executed at other big international events at the venue in former years. Furthermore we want to deliver a stronger international BtoB audience for Business Aviation at AERO 2027 and are working on a new ticket and entry concept for this.

**T.O. :** Records were set, what would you wish for the next edition of AERO?

**T.B.:**Great weather, many aircraft, business deals, plenty of networking opportunities and many happy faces!



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