



AIX 2018 FACTS & FIGURES

AIX is the world's largest business event dedicated to source the latest innovations, technologies and products for the cabin interiors, inflight entertainment and passenger comfort industries. This year **603 exhibitors** showcased their latest products and innovations to an international audience of senior airline buyers.

AIX 2018 welcomed **over 14000 attendees** for 3 days of business.



Exhibitors		Visitors & VIPs	
Size of show	27,938 sqm	Total Visitors (including VIPs)	8,062
Exhibiting companies	603	Total VIPs – Airlines and Lessors	1,203
Main stand holders	357	Total Unique Airlines	262
Sharing companies	250	Total Unique Leasing companies	24
First Time Exhibitors	61	Media Attendees	196

Exhibitor Geographical Representation

Europe, America, Asia

Visitor Geographical Representation

Europe, America, Asia & Middle East

VIP
 NPS
 68

VISITOR
 NPS
 45

VIP
 Satisfaction
 91%

VISITOR
 Satisfaction
 83%

Top Product Areas of Interest





Top 3 Visitor Objectives

Looking for new ideas, trends and developments
Networking and nurturing relationships
Looking for a business deal

Social Media Presence

#AIX

Twitter 6,938
Instagram 445

#AIX

“ I am here to look at what’s new in the industry and to see the latest and greatest. ”

Hawaiian Airlines



“ I’ve never been to an interiors show before, I’ve missed out to be honest. It’s impressive and I’ve learn a lot today..... it’s given me lots of ideas and opportunities to try new things out and I find the suppliers here very adventurous and willing to try new so I’ll come back next year for sure. ”

Air Asia



“ What brings me to the show are the different suppliers, many of them who we are also working with so it’s nice to see them personally here and to talk to them. We will definitely be back next year to search and see new suppliers. ”

Swiss International Airlines

