



DELUXE | PAD INSIGHTS 2027

EVENTS GENERATING PRIVATE AVIATION PEAKS **Q1 2027**

JANUARY

Russian New Year & Christmas	Russia
Golf - Hero Dubai Desert Classic - Emirates Golf Club	UAE
New Zealand Millennium Cup Regatta	New Zealand
World Economic Forum Davos	Switzerland
Paris Fashion Week Menswear Fall/Winter 2027-2028	France
St Moritz Polo World Cup on Snow	Switzerland
Paris Haute Couture Week Spring/Summer 2027	France

FEBRUARY

Rio Carnival	Brazil
Chinese New Year/Spring Festival	China
Ramadan	World
Miami International Boat Show	USA
White Turf International Horse Races - St Moritz	Switzerland
Doha Jewelry & Watches Exhibition	Qatar
Frieze LA - Los Angeles	USA

MARCH

Paris Fashion Week Womenswear Fall/Winter 2027-2028	France
GP Formula 1 Bahrain - Sakhir	Bahrain
Tefaf Maastricht	The Netherlands
GP Formula 1 Saudi Arabia - Jeddah	Saoudi Arabia
ArtBasel - Hong Kong	China

During January and February, traditionally a high travel month linked with western and Chinese New Year, we see important private aviation traffic. With Ramadan Celebrations beginning early this year (07 February-08 March 2027), we expect to see a considerable increase of middle easterners travelling both for leisure and for shopping during the month of February.

Throughout the year, the 13-event 2027 calendar of the Rolex Sail GP Championship is expected to contribute to the increase of private aviation traffic to the Championship’s new and returning stops, such as the season opener in Hong Kong (January 23-24, 2027), the return of San Francisco (April 3-4, 2027), a debut in Rome, replacing Geneva (September 11-12, 2027) and to the location of the grand final, in November / December 2027.



EVENTS GENERATING PRIVATE AVIATION PEAKS **Q2 2027**

APRIL

GP Formula 1 Australia - Melbourne	Australia
US Masters Golf Tournament - Augusta National Golf Club	USA
Watches & Wonders Geneva	Switzerland
Art Dubai	UAE
Salon Privé Supercar Show The Royal Hospital Chelsea - London	UK
GP Formula 1 China - Shanghai	China
Salon F.P.Journe Geneva	Switzerland
Singapore Yacht Festival	Singapore
GP Formula 1 Miami	USA

MAY

Biennale Venice	Italy
Cannes Film Festival	France
Frieze NY - New York	USA
Tefaf NY - New York	USA
Roland Garros - Paris	France
Eid al-Adha	World
PGA Golf Championship	USA
Fields Ranch Golf Course - Frisco Texas	USA
Glyndebourne Festival	UK
Concorso d'Eleganza Villa d'Este - Lake Como	Italy
GP Formula 1 Canada - Montreal	Canada

JUNE

GP Formula 1 Monaco	Monaco
UEFA Champions League Final - Madrid	Spain
Dragon Boat Festival - Hong Kong	China
24 Heures du Mans	France
Supercar Show Domaine Grand Malagny - Geneva	Switzerland
US Open Golf Championship	USA
Pebble Beach Golf Links - California	USA
Royal Ascot Berkshire	UK
ArtBasel - Basel	Switzerland
Paris Fashion Week Menswear Spring/Summer 2028	France
Wimbledon London	UK

The high-end watch and jewellery industry visitors at the Watches and Wonders GVA salon, (05-11 April 2027), will contribute towards an intensified private aviation traffic, to and from Geneva.

Additionally, we anticipate traditional exceptional traffic peaks in May, to and from Cannes, Nice and Côte d'Azur, coinciding with the Cannes Film Festival (11-22 May 2027) and the F1 Monaco Grand Prix (04-07 June 2027).



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EVENTS GENERATING PRIVATE AVIATION PEAKS Q3 2027

JULY

GP Formula 1 Great Britain - Silverstone	UK
Paris Haute Couture Week Fall/Winter 2027-2028	France
GP Formula 1 Austria - Spielberg	Austria
British Open Golf Championship - Old Course St. Andrews	UK
GP Formula 1 Belgium - Spa-Francorchamps	Belgium
Farnborough International Air Show	UK
GP Formula 1 Hungary - Budapest	Hungary

AUGUST

Locarno Film Festival	Switzerland
US Open Flushing Meadows - New York	USA

SEPTEMBER

Frieze Seoul	South Korea
GP Formula 1 Italy - Monza	Italy
Labour Day United States and Canada	USA
GP Formula 1 Spain - Madrid	Spain
Monaco Yacht Show	Monaco
GP Formula 1 Azerbaijan - Bakou	Azerbaijan
Paris Fashion Week Womenswear Spring/Summer 2028	France

Numerous prospective buyers of Superyachts will be attending the Monaco Yacht Show (22-25 September 2027) and we anticipate increase of private jet traffic, to the nearest airports of Nice Côte d'Azur (NCE) and Cannes-Mandelieu (CEQ)



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EVENTS GENERATING PRIVATE AVIATION PEAKS Q4 2027

OCTOBER

Chinese Golden Week	China
GP Formula 1 Singapore	Singapore
GP Formula 1 United States - Austin	USA
Paris+ Art Basel	France
Frieze London	UK
Diwali	India, World
Fort Lauderdale International Boat Show	USA
GP Formula 1 Mexico - Mexico City	Mexico

NOVEMBER

Rolex Paris Masters Tennis	France
Golf - Abu Dhabi HSBC Championship	UAE
GP Formula 1 Brazil - Sao Paulo	Brazil
New York Marathon	USA
Golf DP World Tour Championship Jumeirah Golf Estates - Dubai	UAE
Dubai Watch Week	UAE
GP Formula 1 United States - Las Vegas	USA
Davis Cup Finals Bologna & Torino	Italy
Dubai International Boat Show	UAE
Rolex Sail Grand Prix Championship Grand Final	TBA

DECEMBER

National Day UAE	UAE
GP Formula 1 Qatar - Lusail	Qatar
GP Formula 1 Abu Dhabi - Yas Island	UAE
ArtBasel Miami	USA
Christmas Carol La Scala Milano	Italy
Horse racing King George VI Chase - Kempton Park	UK

Prospective buyers of Superyachts will be attending the Fort Lauderdale International Boat Show (28 October-1 November, 2027)

Additionally, with the traditional end-of year Christmas festivities, we will observe an important peak in UHNWI leisure and luxury shopping private jet trips, in November and December.