Mark your calendars: PAX Readership Awards nominations open October 13

GIC International Catering wins Airline Caterer of the Year Europe at the 2026 PAX Readership Awards

Who deserves a moment in the spotlight? The 2027 PAX Readership Awards are almost here—and your nominations will help get things started.

Nominations open October 13, giving *PAX* readers the opportunity to recognize the people and businesses making a difference in the travel industry.

“The strength of the PAX Readership Awards comes from our readers, the people who know this industry and see outstanding work in action every day,” says *PAX* Publisher Aijaz Khan. “We are proud to give them a platform to recognize that work, and we cannot wait to see who they champion for 2027.”

Watch this space for nomination details and more information about this year’s awards. To make sure you don’t miss the launch, subscribe to *PAX* and follow us on Instagram and LinkedIn.

Have a favorite in mind? Get ready to make it count.

Important dates and deadlines

- Nominating period: October 13, 2026 to January 15, 2027
- Voting period: January 22, 2027 to February 19, 2027

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- Awards ceremony: April 7, 2027

Updates to this year's process
This year, nominations will require a press release and image of the nominated product to be eligible, so prepare these assets now.

What are the PAX Readership Awards?
PAX invites the industry to take part in the PAX Readership Awards each year. These awards honor achievements in airlines, amenities, technology and more and are selected based on industry nominations and votes. Celebrating the achievements of our industry peers, the PAX Readership Awards remain one of the most respected honors in the sector—shining a spotlight on the companies that are shaping the future of the passenger experience.

Why enter?
Participating in the PAX Readership Awards is an excellent way to gain industry recognition for a product or service, for both airlines and suppliers. These prestigious awards reflect industry opinion and culminate in an invitation-only ceremony at the Radisson Blu in Hamburg, Germany.

How are the winners selected?
Winners are determined entirely by readership votes, making the PAX Readership Awards a true reflection of the industry's voice. Once nominations close, readers cast their votes online, with results tallied and announced at the annual awards ceremony. Nominations with the most votes win. A minimum of 50 votes is required to qualify an entry.

What are the categories?
The PAX Readership Awards categories include submission opportunities for airlines, amenities suppliers, food and beverage suppliers, caterers, technology suppliers and more.

Is there a submission limit?
There is no limit to how many categories you can enter. You can submit as many nominations as you would like ahead of the 2027 deadline. All valid nominations will then appear on the voting form.

Who is eligible?
Airlines, caterers, suppliers and service providers from around the world are eligible to nominate and be nominated. Companies of all sizes are welcome—from global leaders to regional specialists making a difference in passenger experience.

The PAX Readership Awards celebrate standout achievements that have been successfully implemented between March 2026 and March 2027. To qualify, entries must showcase true innovation—significant updates to existing programs or introduce something new.

What is the submission process?
PAX Readership Awards 2027 nominations are open to industry professionals and readers of PAX. Participants can submit their nominations online via the official nomination form which will be available soon, highlighting the company, product or service they believe deserves recognition.

All nominating parties must submit their full name, phone number, e-mail, company name and position/title. All nominating parties must consent to receive email communications from *PAX* and must complete the form accurately by selecting a category, a region, a company name and a reason for nomination to finalize the nomination.

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qualify an entry.

Winners will be announced at the PAX Readership Awards ceremony at the Radisson Blu Hotel on April 7, 2027, in Hamburg, Germany. The exclusive ceremony is by invite only.

PAX Verified Award 2027
Selected by the Publisher and *PAX*'s team of experienced aviation journalists, this award recognizes exceptional quality in the passenger experience. To be eligible, an airline cabin must be personally experienced by a *PAX* Publisher or Editor between October 1, 2026, and March 20, 2027. The recipient will be determined and notified by the *PAX* Publisher and team. There will be no nominations or opportunity to vote. This award is not readership based.

Questions about the awards should be directed to Publisher Aijaz Khan: aijaz@globalmarketingcom.ca.

Watch this space for more details to come!

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