

Nominate now: PAX Readership Awards 2027 open for nominating



The PAX Readership Awards will return to Hamburg in April 2027, celebrating the industry's best and brightest in an exclusive, invitation-only ceremony. [Nominations are officially open now](#). Please find everything you need to know for the PAX Readership Awards 2027 below.

Important dates and deadlines

- Nominating period: Today (October 13) to January 15, 2027
- Voting period: January 22, 2027 to February 19, 2027
- Awards ceremony: April 7, 2027

The PAX Readership Awards 2027 process debuts key enhancement

- A press release and image are now required to qualify your submission



Singapore Airlines wins Best IFE and Connectivity Asia at the 2026 PAX Readership Awards

Nominating made easy

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 completely new.

“For 2027, our awards put the spotlight on the people, products and services making a difference to our readers,” says Aijaz Khan, Publisher of *PAX International* and *PAX Tech*. “From suppliers and buyers to service providers and airline executives, every reader brings a valuable perspective. We encourage them to nominate and later vote, giving the inflight community a direct voice in recognizing excellence across the industry.”

All industry players are eligible to nominate.

For the nomination to be valid, all nominating parties must:

- Submit their full name, phone number, e-mail, company name, position/title, press release and product/innovation image
- Be following PAX on [LinkedIn](#) and/or [Instagram](#)
- Be a [PAX subscribed reader](#)

Follow us and subscribe now using the links above to streamline your nominating process.



gateretail wins Best Onboard Retail at 2026 PAX Readership Awards

A minimum of 50 votes required

At the end of the nominating period, all nominations will be transferred to the voting form. Nominations must receive a minimum of 50 votes to be considered for the award. Winners are determined by receiving the highest number of votes in the category.

“Our readers see the industry’s achievements firsthand, and these awards give them a platform to recognize the work that deserves wider attention,” says Jane Hobson, Managing Editor at *PAX International* and *PAX Tech*. “The 2026 awards drew hundreds of nominations and more than 5,000 votes from around the world. For 2027, we invite you to build on that momentum. Tell us who has impressed you and help give them the recognition they deserve—nominate today!”

“Covering this industry means seeing the creativity and commitment behind its progress,” adds Robynne Trueman, Business Editor at *PAX International* and *PAX Tech*. “The 2027 awards are an opportunity for our readers to tell us whose work stands out. We look forward to celebrating your choices and the people behind them in Hamburg.”



FORMIA and Aeromexico win Best Business Class Amenity Kit North America for Lancel Business Class Amenity Kit at 2026 PAX Readership Awards

PAX Verified award gains industry momentum

This year, *PAX* is proud to announce the return of the PAX Verified award. Selected by the Publisher and *PAX*'s team of experienced aviation journalists, this award recognizes exceptional quality in the onboard passenger experience. To be eligible, a airline cabin must be personally experienced by a *PAX* Publisher or Editor, between September 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.

"The strong interest from participating airlines since we launched this award last year has been encouraging," says Khan. "Our team brings both industry expertise and firsthand experience as passengers to the judging process. For 2027, we are looking for airlines whose attention to detail makes a meaningful difference to the journey."



Iberia wins PAX Verified Award Europe at 2026 PAX Readership Awards

Winners to be announced in Hamburg

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

“Our readers and advertisers make these awards possible, and we thank them for their continued support,” concludes Khan. “We look forward to bringing the industry together for the 2027 ceremony and celebrating this year’s winners. We will share more details as the event approaches.”

Any questions about the awards should be directed to Publisher Aijaz Khan:
aijaz@globalmarketingcom.ca. Find more information on the PAX Readership Awards here, including past winners, photos and more!



Stellar Entertainment wins Best IFE by a Content Service Provider for The Stellar IFE Portal at the 2026 PAX Readership Awards