

Passenger Experience Conference 2026 unveils record airline lineup



The Hamburg Messe on April 7, 2025 ahead of PEC, WTCE and AIX 2025

Passenger Experience Conference ([PEC](#)) 2026 will bring together speakers from a record 20+ airlines, including [United Airlines](#), [Virgin Atlantic](#), [Saudi Airlines](#), and [Fiji Airways](#), alongside designers, technology providers, and industry innovators.

Taking place on Monday, April 13, 2026 at Hamburg Messe, the one-day conference is set to deliver its most comprehensive look at the end-to-end passenger experience yet – covering everything from data-driven digital journeys and next-generation inflight entertainment and connectivity (IFEC) to personalized wellness, inclusive cabin design and strategies for more sustainable air travel.

Ahead of Aircraft Interiors Expo ([AIX](#)) and World Travel Catering & Onboard Services Expo ([WTCE](#)), PEC 2026 will give attendees the chance to step back from day-to-day challenges and engage with big-picture thinking on how the passenger experience is evolving across different airline models and markets. More than 30 sessions across three focused streams – Digital First: Personal, Intelligent & Intuitive; Wellness, Comfort & Human-Centric Design; and Sustainability & the Eco-Conscious Traveller – will explore how airlines are designing journeys that are more connected, inclusive and environmentally responsible.

"PEC 2026 is shaping up to be one of our most ambitious editions yet," said Archana Dharni, Event Director of AIX. "With the largest-ever lineup of airline speakers and a programme that dives into every facet of the passenger journey, it's truly a unique chance to explore the future of air travel. We can't wait to welcome delegates to PEC to share ideas, challenge assumptions and ignite the next wave of passenger experience innovation."

Main stage highlights

The main stage will feature "The Great UXcape," a keynote panel with Akuila Batiweti, Chief Customer Officer, Fiji Airways; Rossen Dimitrov, Chief Guest Experience Officer, Saudi Airlines; and Steven Greenway, Chief Executive Officer, flyadeal. The session will discuss how airlines – from low-cost to long-haul full-service – are redesigning every passenger touchpoint, blending technology, personalisation and connectivity to make journeys smoother, more intuitive and memorable.

In another highlight, Tero Taskila, Chief Executive Officer and Chairman, beyond, will present "Executive travel: Unrivalled luxury, Unmatched performance," showcasing the world's first premium leisure airline. He will demonstrate how design, technology and craftsmanship combine to deliver an inflight experience that exceeds passenger expectations.

Sessions across three streams

Sessions in the Digital First; Personal, Intelligent & Intuitive stream will examine how technology is shaping smarter, more seamless journeys. Discussions will cover data-driven personalization, next-generation IFEC, and how airlines can harness technology to create smoother, more intuitive passenger experiences. Speakers confirmed include Dominic Green, Director, Inflight Entertainment, United Airlines; Mohamed K. AbdelRehim, CEO, SKYFive Arabia; and Jonas von Kruechten, Founder and Principal Advisor, dgtlsky.

The Wellness, Comfort & Human-Centric Design stream will explore passenger wellbeing, accessibility, and inclusivity. Sessions will highlight strategies to reduce fatigue and travel stress, design cabins and services that accommodate diverse needs, and create truly human-centred experiences. Speakers include Clemens Strauss, Vice President, Customer Experience, Product and Marketing, Eurowings; Blake Emery, Board Member, All Wheels Up; and Brent Jump, Head of Sales and Marketing, Caynova AG.

The Sustainability & the Eco-Conscious Traveller stream focuses on practical strategies for greener air travel. Discussions will cover sustainable operations, intermodal connectivity, and innovations that enhance the passenger experience while reducing environmental impact. Confirmed speakers include Paul Mills, Former Head of Inflight Services, Virgin Atlantic Airways, among others.

New sessions are being added to the program regularly, with more to be announced ahead of the conference.

The day of insights will close with a networking reception, free for all PEC delegates, bringing together industry professionals for an informal evening of conversation and relationship-building over cocktails, global cuisine and live music.

Passenger Experience Conference will take place on Monday, April 13, 2026, at the Hamburg Messe, Germany, ahead of Aircraft Interiors Expo and World Travel Catering & Onboard Services Expo from April 14 to 16. Visitors and exhibitors at AIX and WTCE can upgrade their badge to attend the full day at PEC or join the evening networking reception.