PAX Verified Award gains industry momentum ahead of 2027 ceremony



Iberia received the inaugural PAX Verified Award in 2026

Introduced in 2026, the PAX Verified Award is gaining traction across the aviation industry, with several airlines participating in the program in hopes of earning the distinction in 2027.

Unlike traditional industry awards, the PAX Verified Award is based on firsthand passenger experience, recognizing exceptional quality in airline cabin service, comfort and the overall passenger journey. Distinct from the other award recipients of the annual PAX Readership Awards program, the Verified Award is not readership-based. There is no nomination or voting process. Recipients are determined and notified directly by the PAX team.

“The response to the PAX Verified Award has been very encouraging, with airlines recognizing the value of an award based on firsthand experience rather than nominations or public voting,” says Aijaz Khan, Publisher of *PAX International* and *PAX Tech*. “Our goal is to recognize the airlines that are truly delivering an exceptional passenger experience, and we look forward to seeing the program continue to grow.”

Recipients are selected by the PAX Publisher and its team of experienced aviation journalists. To be eligible for the 2027 award, an airline cabin must be personally experienced by a PAX Publisher or Editor between September 1, 2026 and March 20, 2027.

Copyright DutyFree Magazine. All rights reserved.

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

Copyright DutyFree Magazine. All rights reserved.