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**Croatia and Iceland on the road to becoming top automotive industry destinations, says  
Air Partner**

**Highlights**

- Between February 2017 and February 2019, Air Partner arranged over 900 charter flights for automotive customers, flying over 83,000 passengers to over 83 destinations worldwide
- Spain most popular destination for automotive events in 2018
- Croatia and Iceland emerging as trend destinations for the automotive industry in 2019/20

Air Partner's Commercial Jets team has had a busy two years supporting the automotive industry, having flown over 83,000 passengers to 83 destinations worldwide on over 900 flights between February 2017 and February 2019. Businesses involved in the car industry continue to seek out opportunities globally to showcase new products, attend conferences and launch press events, and group charter flights remain integral to these events.

Looking at destination trends over past year, Spain has proved to be the most popular destination for automotive events, as it was in 2017. The combination of the reliable weather, the picturesque landscape and accessibility make it an industry favorite, with Barcelona, Valencia, and Palma De Mallorca the most in-demand. Portugal and the South of France also continue to be popular destinations.

In recent years, Air Partner has seen a particular rise in the popularity of Iceland and Croatia for automotive events. Reykjavik's state-of-the-art infrastructure, scenic roads and rugged terrain makes it very popular with car manufacturers promoting 4x4s. Meanwhile, Croatia's pleasant climate, attractive landscape and range of venues has made it increasingly fashionable for automotive customers. Commercial charter is particularly beneficial for travelling to Dubrovnik, Zagreb and Split, as these cities are serviced by less frequent direct scheduled flights, especially in the off-peak months.

Looking ahead to the rest of 2019 and beyond, Air Partner will continue its good work in the sector, with various opportunities on the horizon. Recently, the automotive industry has been increasingly focused on the development of electric vehicles (EVs), with global sales forecast to rise and manufacturers set to produce even more models this year. Whether it's a car launch, dealer event or press trip to promote electric vehicles, Air Partner is best placed to adapt to the changing requirements of the automotive industry and deliver optimal charter solutions.

Air Partner is highly experienced at dealing with the unique demands of automotive industry events, where time and price efficiency are key: for instance, the ability to fly out members of the press to events in a time-efficient manner ensures a greater turnout at important events. In addition, automotive customers value the convenience and flexibility of chartering, as well as the ability to tailor their travel to suit their needs. Air Partner can even offer its customers various branding opportunities: the company's ServicePLUS programme offers a range of ways of communicating a customer's brand when travelling, from customising the headrests onboard to showcasing brand logos on the aircraft exterior.

**Jon Cavalli, Trading Manager, UK Commercial Jets Division at Air Partner, commented:** *"Air Partner has worked closely with the automotive industry for a number of decades now, and we continue to support a range of leading brands, providing a level of flexibility and convenience that scheduled services simply can't match. We look forward to building on our strong performance from the last two years, and seeing which regions prove most popular for new and existing customers."*

**Ends**

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**About Air Partner:**

Founded in 1961, Air Partner is a global aviation services group that provides worldwide solutions to industry, commerce, governments and private individuals. The Group has two divisions: Charter division, comprising air charter broking and remarketing; and the Consulting & Training division, comprising the aviation safety consultancies, Baines Simmons, Clockwork Research and SafeSkys, as well as Air Partner's Emergency Planning Division. For reporting purposes, the Group is structured into four divisions: Commercial Jets, Private Jets, Freight (Charter) and Consulting & Training (Baines Simmons, Clockwork Research, SafeSkys and Air Partner's Emergency Planning Division). The Commercial Jet division charters large airliners to move groups of any size. Air Partner Remarketing, which is within the Commercial Jet division, provides comprehensive remarketing programmes for all types of commercial and corporate aircraft to a wide range of international clients. Private Jets offers the Company's unique pre-paid JetCard scheme and on-demand charter. Freight charters aircraft of every size to fly almost any cargo anywhere, at any time. Baines Simmons is a world leader in aviation safety consulting specialising in aviation regulation, compliance and safety management. Clockwork Research is a leading fatigue risk management consultancy. SafeSkys is a leading Air Traffic Control and Environmental services provider to UK and International airports. Air Partner is headquartered alongside Gatwick airport in the UK. Air Partner operates 24/7 year-round and has 20 offices globally. Air Partner is listed on the London Stock Exchange (AIR) and is ISO 9001:2015 compliant for commercial airline and private jet solutions worldwide. [www.airpartner.com](http://www.airpartner.com)