

54th

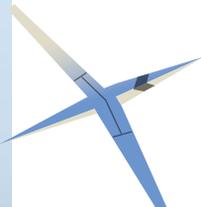
INTERNATIONAL PARIS AIR SHOW

Paris • Le Bourget • 19 > 25 June 2023

SHOW
REPORT



EDITORIAL



For its 54th edition, from 19 to 25 June 2023, the Paris Air Show once again confirmed its status as the world's largest event dedicated to the industry.

After an absence of 4 years, this new edition was a time for reunions, sharing and discussion for every professional in the sector.

The Show is at the heart of the sector's economic life, the showcase for the industry and its ecosystem. It brought together all the key players in the aerospace sector, with 2,498 Exhibitors, 300 start-ups, 293,000 Visitors and 1,850 journalists.

A place of opportunities and meetings, the Show represents a fantastic platform for exchanges and business, with nearly 150 billion dollars worth of contracts signed this year.

Numerous events were organised throughout the week:

- The Paris Air Lab on the theme of air transport decarbonation was a huge success,
- The Paris Air Mobility, a new flagship event that brought together the world's leading players in urban air mobility,
- The Start-Me-Up operation, which welcomed 300 start-ups from all over the world throughout the Show,
- « L'Avion des Métiers » (Careers Plane) and « l'Aéro Recrute » to meet new talent,
- The various events organised for the Public Weekend were a delight for young and old alike.

Visitors were also able to admire the 150 aircraft displayed on the static display area, as well as the spectacular air show put on every afternoon.

The international dimension of the show was further strengthened by the presence of 322 Official Delegations from over 100 countries, and the visit of the French President and a large part of the French government.

For its 54th edition, the Paris Air Show once again demonstrated that it is the high point in the economic life of our industry and a reflection of the passion that drives us.



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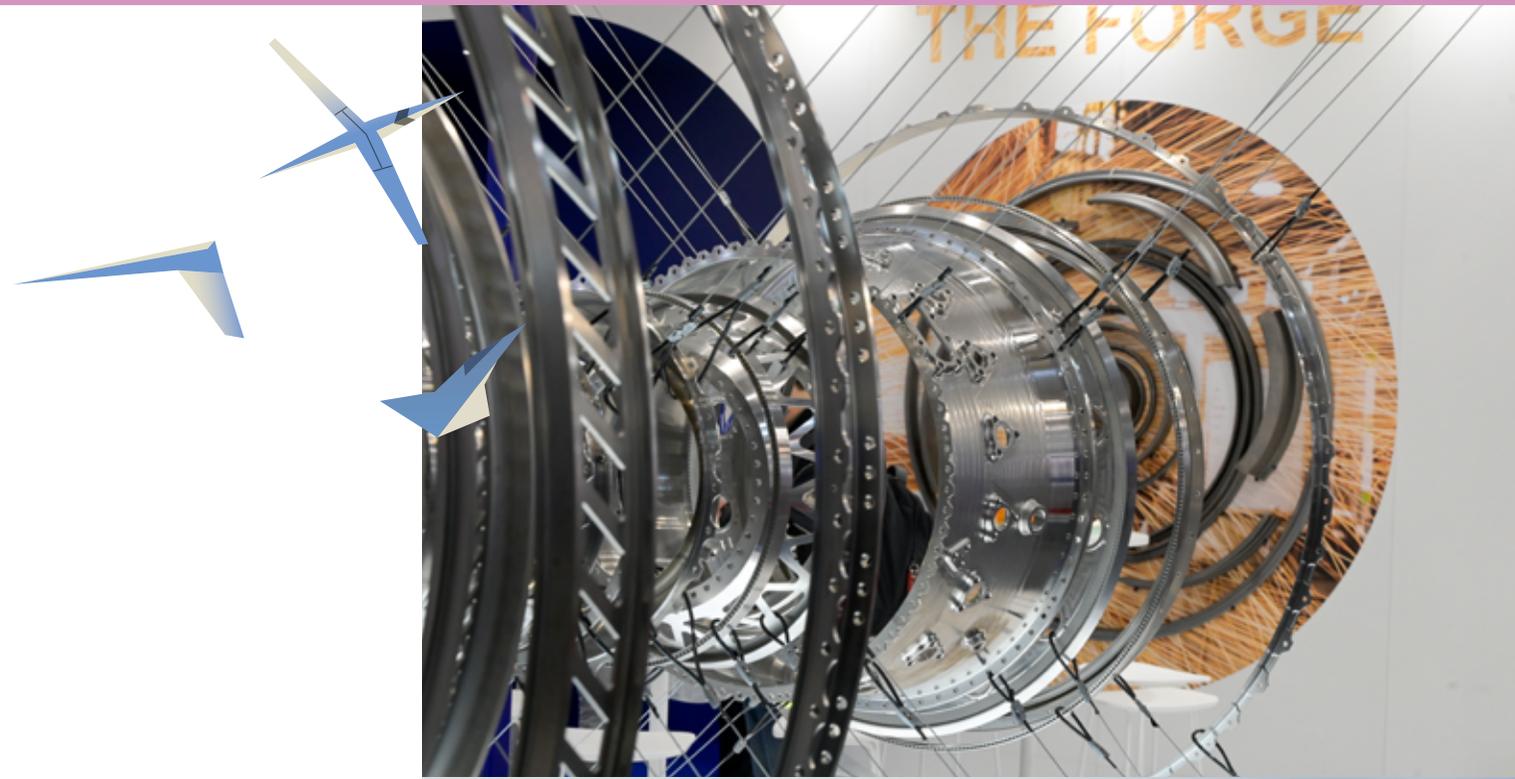
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KEY FIGURES

Exhibition



2,498

Exhibitors from 48 countries



300

Start-ups from 21 countries



70

hectares of exhibition space

50 000 sqm

in the halls

311 Business chalets

representing **35 000 sqm**
of built area



150

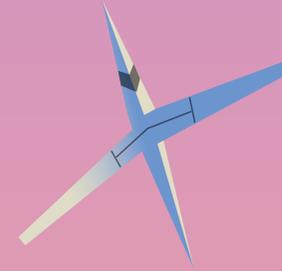
aircraft and 210 flying displays

Visitors

292,579

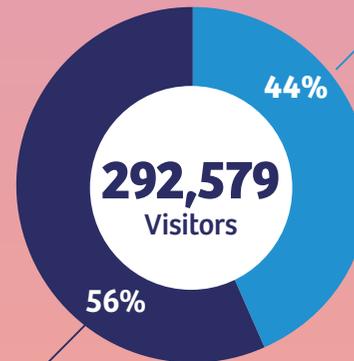
unique Visitors

Representing **380 000**
entries during the week



127,312

Trade Visitors



165,267

General Public
Visitors



1,850

accredited journalists
from **75 countries**



150 billion dollars'

worth of contracts signed during the
Show including the sale of 1,300 aircraft



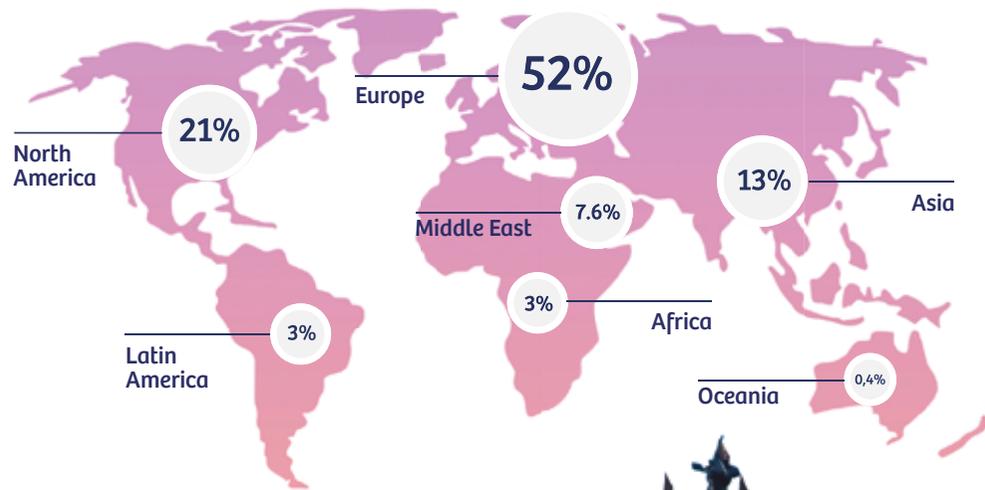
322

Official Delegations from
over 100 countries

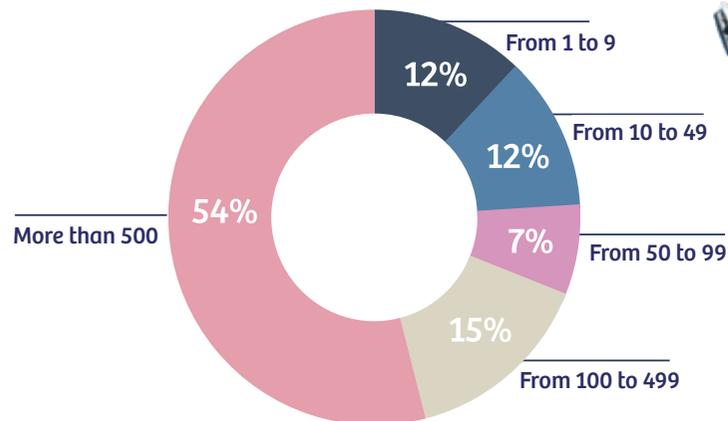


TRADE VISITORS

Breakdown by geographical origin



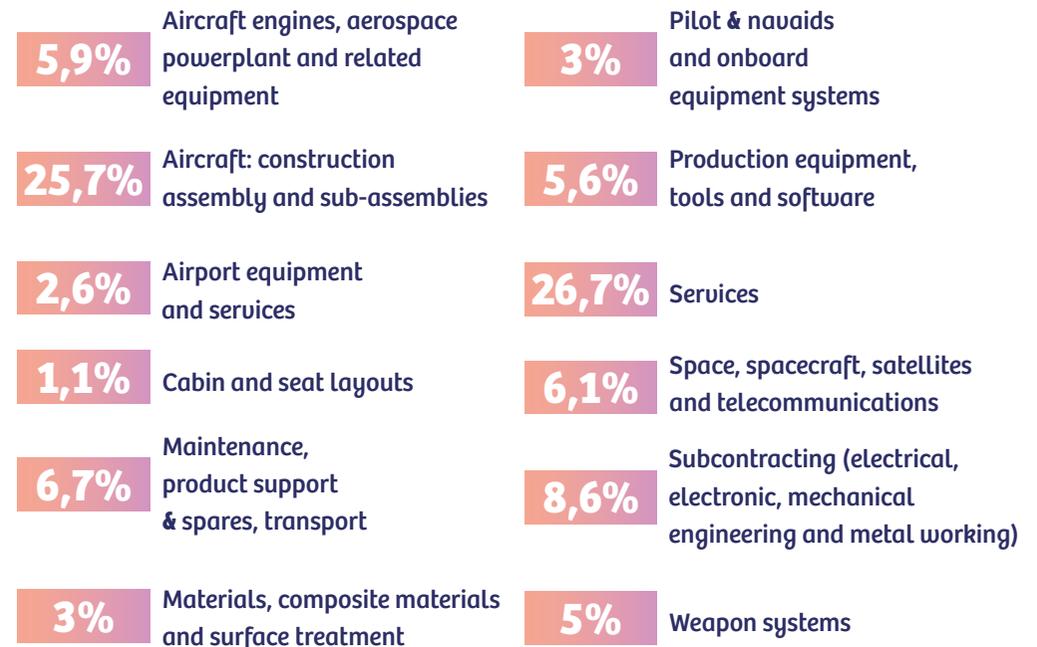
Breakdown by company size (number of employees)



130,000 Trade Visitors attended the Show including 42% from outside France from 169 countries



Breakdown by activity



GENERAL PUBLIC VISITORS

An enthusiastic General Public

The Airshow is a magical opportunity for the whole family to get to grips with the Aerospace world!

Visitors can meet people from the world of aviation, take part in events, discover the aircraft of yesterday, today and tomorrow, and be dazzled by the big air show organised every afternoon!

The General Public acclaimed this edition enthusiastically, with 165,000 Visitors during the 3 days of the week end.

Breakdown by general visitors per day



EXHIBITORS AND AIRCRAFT

An international Show

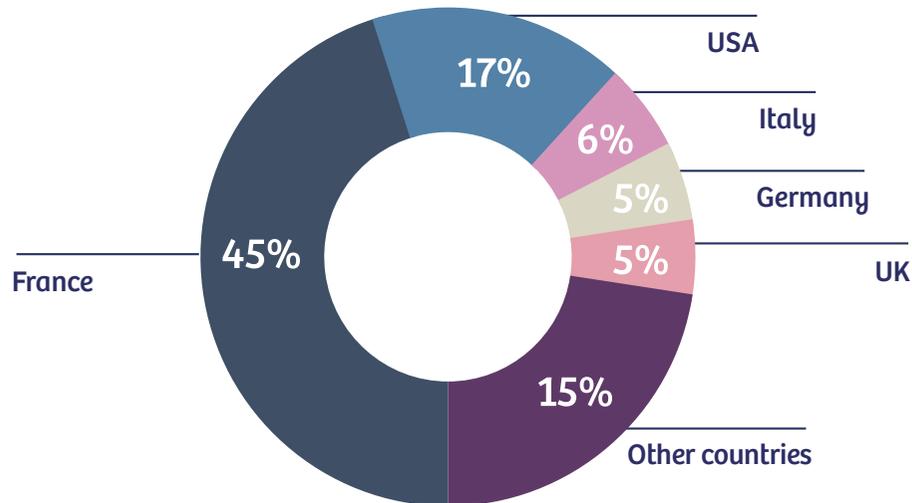
With 2,498 Exhibitors from 48 countries, the Paris Air Show has consolidated its status as the world's leading aerospace show. International Exhibitors represented more than 55% of the numbers.

86 companies of the top world 100 (Flight Global) were present at the Show.



Breakdown by country

(number of exhibitors)

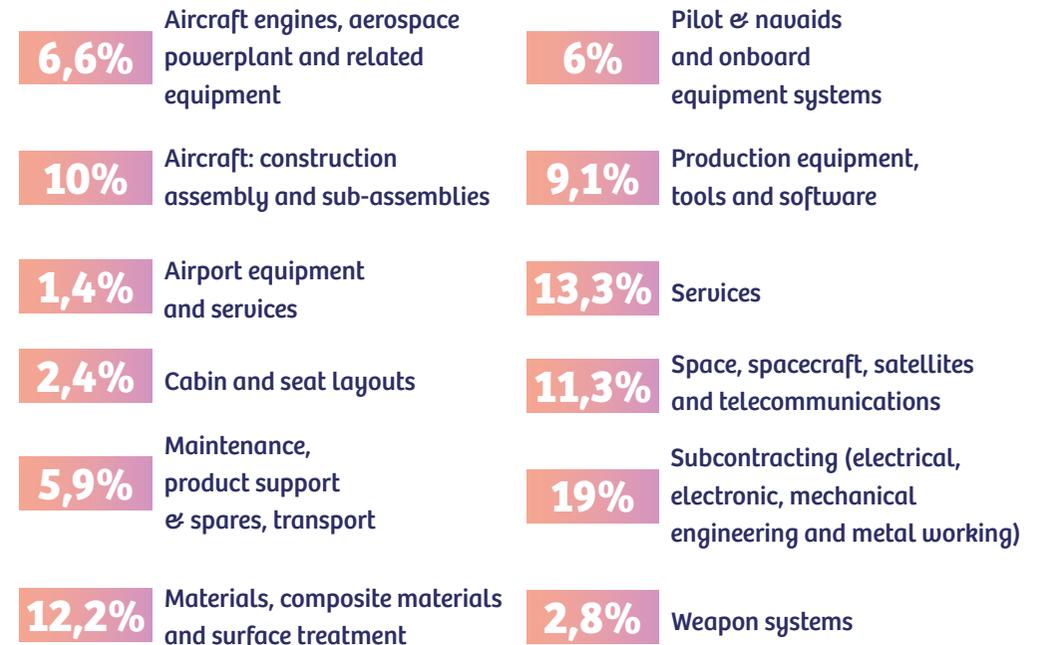


Aircraft

This year, 150 aircraft were presented during the week with 210 flying displays. Among them, new products and aircraft that have left their mark on history.



Breakdown by activity



OFFICIAL DELEGATIONS

322 Official Delegations



The show was inaugurated by the French President, Emmanuel Macron.



French Prime Minister Elisabeth Borne visited the Show.



222 Official Delegations from 97 countries
45 Ministers and Secretaries of State and 54 Chiefs of Staff



13 French Ministers and Secretaries of State also made visits.



100 Official National and European civil Delegations

DIGITAL SETUP

This year, the Show reinforced its digital strategy and its communication tools. In addition to the website, the Chatbot and the mobile application the Show has stepped up its communication on its social networks and launched its Tiktok account.



SIAE website

1.3 million page views
282,052 users



Mobile application

44,849 users
4.9 million page views

Most popular sections:
Aircraft, Floorplan, Exhibitors



Chatbot

Exhibitor:
9,836 questions asked

General Public:
114,964 questions asked



Social media



Subscribers: **56k**
views: **3.5M**



Followers : **25k**
views: **2.8M**



Subscribers: **21k**
views: **700k**



Subscribers: **34k**
views: **2.8M**

The hashtag #ParisAirShow reached the top 1 trend tweet in France during the week of the Show.



Subscribers: **16k**
Impressions: **1.2M**



Subscribers: **6k**
Impressions: **1.2M**



EVENTS

Paris Air Lab



The Paris Air Lab was the «standard-bearer» event for the industry's commitment to decarbonisation, the key theme of the 2023 Paris Air Show.

➤ Paris Air Lab named «the place to be» by Guillaume Faury in the media:

7 high-profile conferences

16 partner events (SESAR, IFAR, European Commission)

➤ The Paris Air Lab was the «standard-bearer» event for the industry's commitment to decarbonisation, the key theme of the 2023 Paris Air Show:

50+ leading companies contributed to the exhibition

9 9 keynotes including:

5 industry CEOs (Airbus Helicopter, ADP, AirFrance, Safran, Thales Avionics)

3 3 Top international speakers (NASA, Boeing and H55)

➤ A lively, educational exhibition that found its audience, thanks to a rich content, accessible to all visitors, decision-makers, politicians, professionals, students, and families:

1,000 sqm of exhibition

150 exhibits



EVENTS

Paris Air Mobility

PARIS AIR MOBILITY
READY FOR URBAN AIR EVOLUTION!

This new flagship event brought together the world's leading players in urban air mobility: start-ups and major groups came to showcase their eVTOLs (electric vertical take-off and landing).

This was the first time that these life-size «flying taxis» had been presented together in a one-of-a-kind exhibition space.

In partnership with Aviation Week Network, Paris Air Mobility offered a high-level, innovative, and future-oriented program.

From Tuesday to Thursday, experts in the field led conferences and debates on the major challenges facing future urban air transport networks.



The Paris Air Mobility
in a few figures:

1,000 sqm of exhibition

35 conferences

6 prototypes



EVENTS

The Careers Plane

For its fifth edition, the Careers Plane resumed its place in the Concorde Hall. The event was dedicated to both the aerospace industry's professions and the courses and training programs available to prepare for them. Its goal: Inspiring vocations and recruiting new talents!

The event allowed students from all over France - and their parents - to meet professionals from the sector, talk about their jobs and careers, and find out more about their daily lives, and perhaps even discover new interests.

In a few points, it was:

- Welcoming schools, high schools, training centres and universities.
- Professions presented by around fifty industry enthusiasts.
- A program of events and conferences on the key issues of the sector through testimonials and inspiring formats.
- An interactive and fun game to test students' knowledge of the professions presented.



The Careers Plane in a few figures:

17 professions presented

41 Exhibitors

EVENTS

« L'Aéro Recrute »

"L'Aéro Recrute" was deployed for the first time during the 3 Public days of the Paris Air Show.

The goal was to enable job seekers, graduates and students to come and meet companies in the sector that are recruiting.

The program of the event:

- Discuss careers with industry professionals
- Discover job offers from participating companies prior to the Show (job offers could be consulted online on the campaign website throughout the month of June)
- Submit your CV to the HR present during the 3 days of the operation

more than 200 companies participated in the operation

EVENTS



Start-Me-Up

With the “Start-me-up” operation, the Paris Air Show was the reflection of the evolution of an innovative aerospace industry by welcoming French and international start-ups.

The Show gives start-ups the opportunity to create encounters and synergies on forward-looking themes: the environment, new on-board energies, digital technologies, big data, artificial intelligence, new space, the factory of the future, new materials, the Vehicle of the future, the passenger experience...

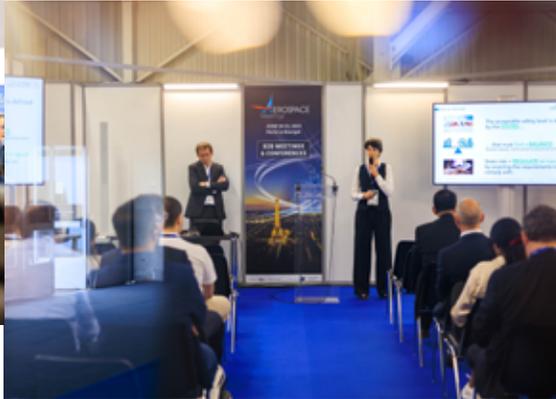
Start-Me-Up in a few points

- Two dedicated areas in Hall 2 & Hall 5,
- Round tables pitches,
- Inspiring journeys,
- Video interviews and press briefings.

Start-Me-Up in a few figures:

300 start-ups

21 countries



Aerospace Meetings Paris

The Show renewed its B2B Meetings “Aerospace Meetings Paris” in partnership with BCI Aerospace.

This service enabled a real in-depth exchange between the participants:

3,653 pre-scheduled B to B meetings were organized including supplier companies, principals and sales representatives/marketing, and purchasing/supply-chain/R&D.

It was also offered to professionals to attend conferences, individual presentations and roundtable discussions, led by key players such as Airbus, Avio Aero, Collins Aerospace, Bombardier, Leonardo, Safran, Thales...



Skytrax

Founded in 1989, Skytrax is the international air transport rating organisation.

Based in London, United Kingdom, the organisation works with over 245 airlines and 150 airports.

Commenting on the 2023 event, Edward Plaisted, CEO of Skytrax said: “We are delighted to be holding the World Airline Awards back at the Paris Air Show this year”.

Nearly 400 guests attended the «World Airline Awards 2023” and among the fifty companies. Airlines present, Singapore Airlines was named «Best company in the world», ahead of Qatar Airways.



Rocketry Challenge

The international final of the Rocketry Challenge took place at the heart of the Show, on Friday 23 June. This competition for young amateurs aged 12 to 18 consists of launching 1 raw egg in a rocket and recovering them intact on landing.

This year four teams were in the running, from France, the United Kingdom, the United States and Japan. The final was won by the British team and the award ceremony was carried out in the presence of famous astronauts: Charles Duke, Anthea Comellini, Jean-Loup Chretien, Arnaud Prost and Michael J. Bloomfield.

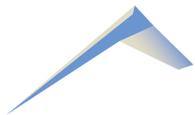
GENERAL PUBLIC EVENTS



Escape Game

For the very first time, the show presented its escape game: a family-friendly format consisting of 5 game modules with enigmas to be solved.

The game's plot was driven by Aleo, the Show's mascot. He was due to perform his big air show in 60 minutes, but his aircraft was not finished. Visitors were invited to scour the Show in search of the missing parts to make sure that it would be ready on time.



Aleo, the mascot: his village, his home

Children were able to meet up with our mascot, Aleo, in his home, and discover an exhibition retracing the major aviation and space milestones, a colouring mural, a Photo Booth and the 2023 cartoon.

An extraordinary activity book and colouring pages were also available. His friends from Youpi.doc magazine, were also on hand to help them discover and understand while having fun at a science workshop.

The program included simple but amazing experiments to discover the secrets of airplane wings, aerodynamics, making an airplane... out of paper, and many other discoveries. Right next door was Aleo's village, with a huge photocall of his plane. The village offered a place to quench thirst, sit in the shade and rest.



Virtual reality

Fly over Dubai in a wingsuit, experience a first flight with the Swiss Air Patrol and wander between mountains and valleys.

These were the experiences on offer at our VR stand.

Visitors could experience 360° adventures from the comfort of their own seats thanks to virtual reality headset technology.



Virtual Patrol

The Patrouille Jet-e-sons brought you the live show of the Patrouille de France on a flight simulator.

The 8 pilots in attendance performed loops and barrels in front of you, accompanied by a commentator who detailed and explained the figures performed.

After each flight, the pilots were on hand to answer visitors' questions. VR headsets were also available to immerse visitors in a virtual reality flight.

GENERAL PUBLIC EVENTS



Fly and Fight

This event was an opportunity to celebrate aviation in all its forms.

A unique experience combining consumer flight simulation with e-sport competition in the grand setting of the Paris Air Show.

With a focus on bridging the gap between the virtual and real world, the event aimed to encourage young people to explore aviation and discover the values it embodies.

Consumer flight simulators gave visitors the chance to experience incredibly realistic flying sensations, while the e-sport competition provided an exciting competitive experience.



Music Festival

The Show welcomed weekend visitors with music and colour.

This year, the percussive beats of the Brazilian batucadas were in the spotlight, to open and close the traditional flight demonstration.

Many groups were also part of the program for the weekend: Afro-Cuban jazz, rock and roll, soul music, African balafons, pop music and jazz from New Orleans.



Photoboosts

Photoboosts were available to immortalise everyone's visit to the Show.

The photobooth in Aleo's house gave families the chance to create fun memories.

The 360 photobooth and bullet time enabled the creation of animated gifs and videos.

Finally, the photobooth in the Paris Air Mobility offered the chance to take a futuristic photo with our famous flying taxis in the background.



Spaceport USA

Charlie Duke, Apollo 16 lunar module pilot and tenth man to walk on the moon, Mike Bloomfield, space shuttle commander (three missions), and the U.S. Space and Rocket Center headlined a program designed to inspire future pioneers during the public days.

For the weekend, the US pavilion transformed its 6,000 sqm of stands into an interactive showcase. The theme was space, with immersive activities, engineering innovations and technological demonstrations designed to amaze visitors of all ages.

SERVICES AVAILABLE



Catering

With over 40 catering outlets spread across the site, the Show offered a wide variety of cuisine to suit all tastes.

From sit-down restaurants to food trucks, visitors were spoiled for choice.

Click and Collect

This new service offered to exhibitors and visitors enabled them to reserve and pick up their orders from restaurants managed by our partner Tipi.



Transports

To facilitate and optimize access to the Show, shuttles were made available to exhibitors, trade visitors and the general public at strategic points to reach the Show entrance (Bourget station, Charles-de-Gaulle airport, Fort d'Aubervilliers).

On-site, it was also possible to take advantage of the small trains that served the main points of the Show.

177,941 Visitors used the shuttles from 19 to 25 June.

549 shuttles deployed.

Professional days:
6 small trains per day
General Public Days:
2 small trains per day

Elite Pro

The ELITE Pro privileged program offers trade visitors access to a top-class service and a range of exclusive advantages: fast-track entry, golf car hire, private lounge at the heart of the Show...

The program was a huge success throughout the professional week.



Concierge service

Exhibitors at the Show were entitled to a free, top-of-the-range concierge service.

A team of concierges was on hand to help them make reservations, organise visits and outings, and make their participation at the Show and their stay in Paris an exceptional and unforgettable experience.

The Paris Air Show team would like
to thank you for your participation

WE LOOK FORWARD TO SEEING YOU AGAIN,
from **16** to **22 June 2025!**

