STREAMLINING BUSINESS AVIATION WORKFLOWS – POST AERO 2026 INTERVIEW WITH STACK.AERO CAT BUCHANAN

News / Business aviation, Events / Festivals

At AERO Friedrichshafen 2026 STACK.aero announced new integration with Leon Software, creating a unified workflow for charter operators and helping them generate revenue growth. Four very busy days full of meetings with clients, colleagues, and curious visitors. I had the opportunity to discuss the event and more with Cat Buchanan, Director of Business Development at STACK.aero.

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T.O.: Can you share your impressions of the AERO 2026, from « small exhibitor » point of view?

C.B.: It was a great show with a fantastic amount of energy. It was wonderful to see so many people come to the show. That said, we did struggle with footfall in Hall A1, and given we're a small exhibitor, this wasn't great. I would definitely re-think our placement next year.

T.O.: Each exhibition means meeting new potential clients, are you satisfied with AERO 2026 results?

C.B.: In terms of meeting new potential clients. It was ok… only ok. But this was also our first time at the show and you always learn lessons from this. Next year we will look to be placed elsewhere, and I think that will create much better results.

T.O.: From your perspective, can you share BizAv trends you've noticed this year?

C.B.: We're seeing an increasing desire and need to go digital in the business aviation market, more specifically in terms of charter brokers. They have realized that using Excel sheets, Post-It notes and PDFs is inefficient and are moving towards streamlining their businesses as they choose to grow. We saw a 56% increase in charter trips using STACK.aero's customer relationship management platform in 2025 and are seeing continued uptake in 2026. In addition, 55% of our current customers expanded their use of our software platform last year to take advantage of additional functionality. We expect that a significant proportion of day-to-day broker workflows will be digital-first within the next 12 to 24 months, if not fully digital from end to end. As the sector digitalizes, it is becoming more connected and integrated, which in turn is generating demand for further digitalisation and integration – in short, people are recognising the inefficiencies of siloed systems and no longer want to work in them. Digital platforms that synchronize functionality, data and dynamic information are becoming essential to maintain streamlined services.

T.O.: Cybersecurity is a topic discussed so many times, still clients are always willing to be absolutely sure to be on the safe side. Any improvements you can share from this point of view?

C.B.: Our STACK.aero system leverages the architecture of the world's leading customer relationship management (CRM) system, Salesforce.com, which brings enterprise-grade cybersecurity to our customers, such as robust encryption, continuous security monitoring, strict access controls, and compliance with globally recognized security standards.

T.O.: An obvious question, were you surprised EBACE 2026 to be cancelled?

C.B.: No. I think the feedback has been clear from the industry for numerous years and people were fed up with it being in Geneva. The new format last year was refreshing but it didn't address the underlying issue. My wish is for it to become a travelling show (like Schedulers and Dispatchers) that goes to different European cities each year. This would keep it fresh, new and

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exciting.

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