

## Asia-Pacific leads air travel recovery as premium demand surges

- A Monitor Desk Report

Date: 06 August, 2025



Dhaka: The Asia-Pacific region has emerged as the fastest-growing aviation market in 2024, according to IATA's World Air Transport Statistics (WATS) report released this week.

Economy travel in the region surged 28.6 percent, reaching over 500 million passengers, while premium class traffic grew by a robust 22.8 percent—outpacing other global regions.

“The Asia-Pacific market is driving global aviation’s comeback,” said Willie Walsh, Director General, IATA. “We’re seeing growth across both leisure and business segments, with a noticeable uptick in demand for premium travel experiences.”

This trend reflects a wider global shift, as travelers worldwide increasingly opt for comfort and flexibility. The report also notes that

other regions—including Europe, the Middle East, and North America—showed similar patterns, with premium growth often outpacing economy.

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