GENERAL AVIATION SERVICE - STRATEGIC OUTLOOK: 2025 PERFORMANCE, 2026 EXPANSION AND SAFETY EXCELLENCE

News / Business aviation

This is the perfect time to review the full results for the past year, analyze successes and areas for improvement, and adjust this year's strategy if necessary. The Spanish business aviation market is unique and very interesting. I have chosen three major topics for discussion: investment & operational feedback; Spanish record year & base revelations; peak season & "quiet period" strategy; commitment to excellence. I had to patient myself to get all the relevant information from the management team at General Aviation Service Spain. It's a real challenge to get the top management together at the same time, but we finally succeeded. Here is a summary of our discussion with Juan A. Guerreiro, Luis Hurtado Barrutia and Jaime Utrera.

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Investment & Operational Feedback

T.O.: You started the past year with a significant investment in new equipment for the various bases. Can you tell us if you are satisfied with it and what feedback you have received from customers and teams to date?

GAS: We are extremely satisfied. The massive investment in ground handling equipment (GSE)—including new aircraft steps, baggage belts, GPU, Tow trucks —has fundamentally changed our operational flow.

Internal Feedback: Our teams report a significant reduction in "turnaround anxiety." Reliable, equipment allows them to focus 100% on the passenger rather than technical troubleshooting and dependance on providers.

Customer Feedback: Operators have noticed the fluidity. In the world of Business Aviation, "invisible service" is the gold standard. By handling mid-to-large cabin jets more efficiently, we've received high marks for speed and professionalism across our network.

The Spanish Record Year & Base Revelations

T.O.: Spain has once again broken records for visitor numbers and air traffic. What were the surprises and revelations regarding traffic for each GAS base?

GAS: Spain shattered records in 2025 , and the "revelations" at our bases were profound:

Madrid (LEMD): The surprise was the resilience of winter traffic. It is no longer a seasonal hub but a year-round luxury transit point.

Barcelona (LEBL): With a huge growth, the revelation was the necessity of "drop-and-go" operations, using Reus (REU) and GRO as a strategic parking satellite.

Málaga (LEMG): We saw a younger, more global demographic demanding fast turnarounds and the contracts with major operators really exploded the metrics.

Alicante (ALC) & Valencia (VLC): Both reached historic highs. They have transitioned from "overflow" airports to primary General Aviation hubs for corporate and residential luxury travelers.

Palma and IBZ: The usual here, concentrated peak for 3 months and the main point was to maintain staff the whole year and reinforce it with manpower in advance to avoid burnout. The reinforcement of OCC team dedicated to have 24/7 slot management has proven to be a key factor., as important as having staff on the ground servicing crews and passengers.

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The 2026 Peak Season & "Quiet Period" Strategy

T.O.: During the slightly quieter months, what plans does GAS have in preparation for the 2026 peak season?

GAS: A "quiet period" is a myth in Spain, but we use the lower-intensity months (Nov–Feb) as our Engine Room:

Staffing & "Extreme" Training: We are running scenario-based simulations for the F1 Madrid Grand Prix (Sept 2026)—the single biggest GA event of the year.

Expansion at Reus (REU): REU is our "Great Start" of 2026, seeing an important jump with renewed contracts with major operators. We are positioning staff there to handle the spillover from Barcelona.

The Levant Strategy (VLC/ALC): We are optimizing our ramp agility in Valencia and Alicante to handle the new EU Entry/Exit System (EES) biometric requirements, ensuring our GA clients bypass commercial bottlenecks by working closely with authorities to assist our customers in that topic.

Commitment to Excellence: IS-BAH Stage II

T.O.: I understand you are also utilizing this time to focus on your certifications?

GAS: Correct. We are using the high-intensity summer months to renew our IS-BAH Stage II certification.

Achieving Stage II—which signifies a mature, integrated Safety Management System

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(SMS)—during our busiest season is a deliberate choice. It proves to our clients and the IBAC auditors that GAS maintains world-class safety and quality even under maximum pressure. It’s not just about having the best equipment; it’s about having the most disciplined safety culture in the Mediterranean.

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