Where Business Aviation Is Growing: The Airports Bucking the July Cool-Down

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In a week when the global business aviation fleet flew 21,365 flights and virtually every major hub posted a double-digit week-on-week decline, a small group of airports and city pairs moved in the opposite direction. Reading the growth story matters more than reading the decline: seasonal dips fix themselves in August, but the airports that grow through a soft week are the ones repositioning for the next demand cycle.

Hanoi (VVNB): +34.8% year-on-year

Hanoi Noi Bai's Vietnam-facing business aviation traffic grew 34.8% year-on-year in the week -- the standout APAC growth print. This tracks with what operators have been telling us for eighteen months: Vietnam's manufacturing, technology and family-office wealth is generating a genuine, sustained increase in private jet demand between Hanoi, Singapore, Hong Kong, Seoul and Tokyo. VVNB is quietly becoming a category-A stop on the Southeast Asian circuit.

Seattle Boeing Field (KBFI) and Seoul Gimpo (RKSS): rare WoW gains

Seattle Boeing Field posted a week-on-week gain in a week when the rest of the US saw sharp declines. KBFI's traffic mix -- a blend of tech-executive travel, Alaska- and Idaho-bound leisure flights, and mission-flying for Boeing itself -- is less exposed to the July 4 payback effect than pure fractional hubs. Seoul Gimpo's WoW gain reflects Korean corporate travel picking up around a mid-July trade calendar; RKSS is Seoul's business aviation airport of choice for city-centre access, avoiding the 60-minute drive from Incheon.

Coeur d'Alene <-> Seattle: +216.7% on the fastest-growing city pair chart

The Coeur d'Alene <-> Seattle corridor grew 216.7% week-on-week -- the fastest-growing city pair in the report. Coeur d'Alene has been quietly rising as an ultra-private summer retreat for Pacific Northwest and California tech wealth, and the 45-minute jet hop from Boeing Field is a natural feeder. Watch this corridor into August: private aviation demand around Coeur d'Alene tracks the summer lake-house calendar and typically peaks in the final week of July.

Departure cities: McCall, Idaho posts +50%

The fastest-growing departure city in the report was McCall, Idaho -- a small-market resort community whose private aviation footprint expanded 50% week-on-week. McCall is the archetypal example of a secondary US resort market that punches above its weight because the alternative (a 2h+ ground transfer from Boise) simply doesn't work for the client base. Expect a growing share of US secondary-resort demand to route through fields like McCall, Friday Harbor, and Jackson Hole rather than the primary metro hubs.

Operator growth: Titan Aviation, +60%

Titan Aviation posted the largest week-on-week operator gain at +60%. Growth prints of that scale off a smaller base typically reflect a new aircraft added to the fleet, a large repeating client contract, or a seasonal repositioning of the operator's book. Either way, Titan is one to watch on the medium-cabin market share tables through Q3.

The take-away for charter clients

Growth in a soft week signals structural demand, not seasonal noise. If your travel patterns touch Hanoi, Seattle, Seoul, or the US Pacific-Northwest resort circuit, expect aircraft availability to tighten and pricing to firm faster

than in the rest of the market as summer peaks. Booking early on these corridors -- and setting empty-leg alerts on the return legs out of them -- is the practical response.