



2024 Shortlist Announced

Skift IDEA Awards: Meet the 2024 Finalists

Adam Stacey, Skift

Skift Take

For the sixth year, Skift IDEA Awards will recognize and celebrate excellence in design, creativity, and innovation across travel by spotlighting the brands and businesses that are driving the industry forward. See the 2024 finalists below.

— *Adam Stacey*

It's an exciting day at Skift HQ, as we reveal the hotly anticipated finalists for the 2024 **Skift IDEA Awards**.

The sixth edition of **Skift IDEA Awards** has been our biggest to date, and solidifies its standing as the [travel industry's most coveted achievement](#) for excellence in design, creativity and innovation.

This year's Skift IDEA Awards categories were split across five criteria groups:

1. **Industry Innovators:** Forward-thinking projects that drive a sector forward and make an impact with consumers.
2. **Change Makers:** Organizations elevating the Travel Industry's role as a force for good by affecting meaningful change.
3. **Creative Thinkers:** Marketing, strategy and technology that inspires and pushes the industry forward.
4. **Problem Solvers:** Service providers who offer solutions, address business challenges, or use technology to guide the industry.
5. **Travel Technology:** Technology providers offering innovative technological solutions that are guiding the industry forward.

Over 350 submissions were received this year, with 122 submissions making it through to the final round.

These submissions – which are proving the future of travel is imaginative, disruptive, and more purpose-driven than ever before – are now set to be reviewed and scored by our [independent panel of judges](#), consisting of a selection of the industry's most respected leaders and experts.

Take a look at the full list of 2024 Skift IDEA Awards finalists below:

CHANGE MAKERS

SUSTAINABILITY

- [Hurtigruten](#) | From Farm, to Table, to Farm
- [Ras Al Khaimah Tourism Development Authority \(RAKTDA\)](#) | A Destination of the Future
- [Banyan Group](#) | Rewilding Cities, One Pocket Forest at a Time
- [Trafalgar Travel](#) | We're saying NO to "More Stuff"
- [Beyond Green](#) | Scaling Positive Impact in Travel
- [Destination British Columbia and Partners](#) | The British Columbia Tourism Climate Resiliency Initiative