

# Skift.

## IDEA AWARDS

### YOUR ONE-STOP GUIDE TO ENTERING THE SKIFT IDEA AWARDS

#### Key Information

**Entries open:**

30 January, 2024

**Entries close:**

13 June, 2024

**Entry fees:**

Early Bird Pricing: **\$449.00**

Regular Pricing: **\$549.00**

Final Pricing: **\$599.00**

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# Skift.

Log in or register

Email

**Continue**

or log in with

Facebook X (Twitter)

Google LinkedIn

Skift

Welcome to the Skift Awards portal

Start here

- 1 Create your account
- 2 Select your chapter
- 3 Choose your category
- 4 Start your entry
- 5 Submit your entry

Submissions will be opening soon. You can pre-register your interest for 2024 by visiting the [website](#).

Share

f X p in v

Key Information

Submissions Open

**Skift IDEA Awards:** 30 January, 2024  
**Skift Meetings Awards:** 05 March, 2024  
**Skift Short Term Rental Awards:** 22 May, 2024

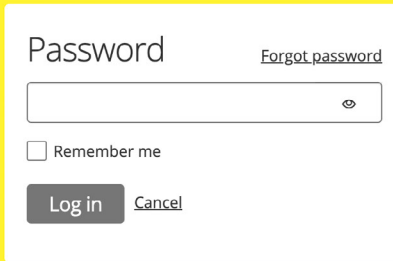
## How do I register for an account?

Registering for an account is easy! Simply navigate to <https://skiftawards.awardsplatform.com> and enter your email address (or mobile number) before clicking **Continue**.

If your email or mobile number is not associated with another program you'll be asked to confirm your identity with a six digit security verification code before providing your first name, last name, and a 12-character password.

If you have previously created an account, you will simply need to enter your registered email address (or phone number), along with the password attributed to your account.

# Skift.



Password [Forgot password](#)

Remember me

## What if I forgot my password?

If you've forgotten your password, there's no need to worry. From the home page, enter your email address and click continue. You will then be directed to the login page, where you can click the Forgot password link shown and follow the prompts.

If you have any issues logging in that cannot be resolved via the above, please reach out to the team on [awards@skift.com](mailto:awards@skift.com).

- Profile
- Downloads
- Log out

# Skift.

## My entries

 Advanced

Hello, Skift Awards!

You have no entries yet. What are you waiting for?

[Start entry](#)



## How do I change my login information?

You can update your login information at any time by clicking on your name in the top right corner of the page and selecting **Profile**.

From here, you can change your email address or set a new password.



## Edit profile

Profile

Account fields

Security

Preferences

## Subscriptions

[Important information about subscriptions](#)

- Broadcast emails
- Notification emails
- Notification SMSs

## Cookies

- Necessary
- Analytics
- Social sharing
- Marketing

Save

## Dark mode

- Disabled
- Automatic (based on your OS configuration)
- Enabled

## I'm not receiving any email communications from you. What can I do?

If you aren't receiving communications from us, there are a few things you can check:

- Look for the message in your junk or spam folders or any social/promotional tabs that you have configured in your inbox. Broadcasts and notifications from the platform can occasionally be routed to these areas.
- Mark the domain from which notifications and broadcasts are sent, app.awardforce.com, as allowed or safe listed.
- Check your profile settings to see whether you've opted out of broadcasts and notifications. To do so, **click on your name in the top right corner of the page** and then open the **Preferences** tab. Ensure all of the subscription options are checked, as this is how we will communicate with you throughout the process.

# Skift.

## My entries

 Advanced

Hello, Skift Awards!

You have no entries yet. What are you waiting for?

[Start entry](#)



## How do I create an entry?

Once you've logged into the platform, you will be routed directly to the **Entries** page. To create an entry, click the **Start entry** button.

**Top Tip:** There is the option to download a blank PDF entry for reference. From the **Entries** page, select your chapter from the chapter drop down, followed by the category you would like to enter. The option to download a blank PDF entry will then appear.

For categories, see next page.

There are 25 categories to choose from that sit under five main parent categories:

## **Industry Innovators**

- Hotels
- Tourism
- Business Travel
- Airlines
- Airports
- Tour Operators
- Activities & Attractions
- Visionary 2030

## **Change Makers**

- Sustainability
- People & Community
- Leadership
- Rising Star - Editors Choice
- DEI Champion - Editors Choice

## **Creative Thinkers**

- Marketing
- Content
- Digital Design
- Physical Experiences

## **Problem Solvers**

- Business Outcomes
- Data Provider
- Communications

## **Travel Technology**

- Operational Streamlining
- Workforce Efficiency
- Traveler Journey
- Sustainability Tech
- Best Use of AI



My entries → Entry form → Start entry

All questions must be answered, unless marked optional.

- Start here
- Company Information
- Submission
- Attachments
- Confirmation

Welcome

Category

INDUSTRY INNOVATORS



Forward-thinking projects that drive a sector forward and make an impact with consumers.

Activities & Attractions

This award will recognize exceptional projects that are redefining the future of activities, attractions and travel experiences. We are looking for initiatives that can clearly demonstrate innovation, creativity, and a commitment to excellence, that culminates in a new way for travelers to engage with experiences around the world.

Submissions will be evaluated on their ability to demonstrate how the project is at the forefront of defining the future of activities and attractions, inspiring both industry peers and travelers alike.

Download blank entry PDF for reference

Entry name

Skift Awards: Test Entry

- Save + next
- Save + close
- Preview
- Submit entry

## How do I submit an entry?

There are four sections within the submission form that you must complete - navigated via the tabs at the top of the form - that each contain a number of mandatory fields that are required in order for your submission to be successfully submitted.

My entries → Entry form → Start entry

All questions must be answered, unless marked optional.

- Start here
- Company Information
- Submission
- Attachments
- Confirmation

Company Information

You Company Role

- Internal: We're applying on behalf of our team
- External: We're applying on behalf of a client

Are you a returning entrant?

- Yes
- No

Skift Enter Cart Skift Awards

My entries → Entry form → Start entry

All questions must be answered, unless marked optional.

Start here | Company Information | **Submission** | Attachments | Confirmation

**Submission** ▾

Submission top tips:

- Craft a compelling narrative.
- Emphasize what sets your submission apart from others in the same category.
- Include eye-catching visuals, such as images or videos.
- Back your claims with data and measurable results, where applicable.
- Include endorsements or testimonials from relevant stakeholders.
- Don't miss the submission deadline. Plan ahead.
- Review your entry for spelling, grammar, and clarity.
- Regardless of the outcome, share your entry and celebrate your achievements.

All details you provide us with, including spellings, names and images, will be used across all awards marketing and PR collateral throughout the year. Make sure you proofread your entry thoroughly before submitting it.

**Good luck, and we look forward to reviewing your entry!**

Company Name

Skift

Entry Title ⓘ 6 / 20 words Please provide a title for the submission.

Skift: Redefining the future of travel

Skift Enter Cart Skift Awards

My entries → Entry form → Start entry

All questions must be answered, unless marked optional.

Start here | Company Information | Submission | **Attachments** | Confirmation


**Required Attachments** ▾

We require a number of visual assets as part of the submission process, including a company logo, supporting image and headshot (where applicable).

Please ensure that all images provided are of the **highest quality**, as we will use all provided images in marketing materials should your submission successfully progress through the process.

Company Logo ⓘ

Replace



300x200px mobile log... (3.49 kB download) ↓

**Please provide us with a high resolution company logo.**

This logo will be used in all marketing collateral should the submission be successful.

Preferred formats include:

- PNG
- EPS
- PDF
- SVG
- AI

Click Through Link:

Please provide us with a click through link that you would like the logo to lead to.

The **Submission** tab is the most important section of the form, as this is where the mandatory elements of your submission that will be judged is collected (should your submission successfully progress through the process).

Once all required fields have been completed, you can click the **Submit entry** button from any tab to submit your entry, or navigate through to the **Confirmation** tab.


The screenshot shows the 'Confirmation' tab of the submission form. At the top, there is a navigation bar with 'Skift' and 'Enter' on the left, and 'Cart' and 'Skift Awards' on the right. Below the navigation bar, the breadcrumb trail reads 'My entries → Entry form → Start entry'. A note states 'All questions must be answered, unless marked optional.' A horizontal menu contains five tabs: 'Start here', 'Company Information', 'Submission', 'Attachments', and 'Confirmation' (which is highlighted). Below the tabs, there is a section titled 'Entry confirmation' with a dropdown arrow. A warning message says: 'Don't forget, after submitting the entry fee, you may continue editing your entry until the final deadline. That said, enter early to secure the best rate!' The main content area has a heading: 'Is your Skift IDEA Awards entry final and ready for review?'. Below this heading, there is explanatory text: 'You may submit and pay for an incomplete submission, with the ability to edit up until the final deadline. You can pay now so your entry is saved in our system in order to take advantage of the lower entry rate. However, if your submission is final, please check the box below and our team will begin the review process.' A checkbox is checked and labeled 'My submission is complete and ready for review (optional)'. At the bottom, there are four buttons: 'Save + next', 'Save + close', 'Preview', and 'Submit entry'. A right-pointing arrow is visible in the bottom left corner of the form area.

You will not be able to submit your entry if any of the mandatory fields are left incomplete. These elements will be highlighted within the system via a **red notification**.

Skift Enter Cart Skift Awards

My entries → Entry form → Edit entry

All questions must be answered, unless marked optional.

 Whoa! That's not ready yet - please check the highlighted fields and tabs.

Start here | Company Information | **Submission** | Attachments | Confirmation

**Submission** ^

Company Name  
Skift

Entry Title ⓘ 6 / 20 words Please provide a title for the submission.  
Skift: Redefining the future of travel

Company Overview ⓘ 97 / 100 words Please provide a short company overview. (Max. 100 words)  
Skift (verb) - origin: Nordic languages - meaning: Shift; transformation.  
As the daily homepage for the world's largest industry, we are the leading news source for travel executives. We've proven ourselves as the information and intelligence brand at the center of it all, monitoring the ever-evolving transformation into the future of travel.  
Every day, our award-winning team of journalists provides pivotal media insights on key travel

**If you are looking to submit your entry early in order to make the most of the lower entry rates, you may include placeholder language within these sections for the purpose of submitting and come back at your convenience to edit up until the entry deadline.**

Press (fn) F to exit full screen

## Cart

	Quantity	Amount
<b>Early Deadline</b> Entry: Skift Awards: Test Entry   Chapter: Skift IDEA Awards   Category: INDUSTRY INNOVATORS: Activities & Attractions   Slug: GLWkgwJD	1	\$ 449.00
	Sub-total	\$ 449.00
	Payment processing fee (0.00%)	\$ 0.00
	GST (0%)	\$ 0.00
	<b>Total</b>	<b>\$ 449.00</b>

Add more entries to cart

Apply discount code

256 bit SSL encryption secured checkout



### Billing currency

USD

### Billing address

Company name (if applicable)

Country

Address

City / suburb

State

Postcode

### Payment method

American Express

Diners Club

Discover

## How do I pay for an entry?

Upon clicking the **Submit entry** button, you'll be directed to a cart to complete the check out. Provide the required billing information, such as country and address, and click **Proceed to payment**. If you have been provided with a discount code, you will have the opportunity to include it on this page.

Next, you'll be redirected to a page to supply your credit card information and complete the payment.

If you are submitting more than one entry, you can click the **Add more entries to cart** button to pay for all of your submissions in one batch. Upon clicking, you'll be redirected to the **Entries** page. From here, you can create a new entry or edit an existing entry before submitting.

# Skift.

## Payment received

Emails have been sent to you confirming your payment and entry submission. Please download and print your invoice for your records:

 [Invoice](#)

## You're submission has been received!

Thanks for submitting, your application is now in the running for consideration.

Check out the [website](#) for details of next steps.

In the meantime, why don't you tell your network you're in the running for a Skift Award!

We're very social, you can find us on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#).

We also have a number of exciting initiatives taking place throughout the year, take a look [here!](#)

Share



[Return to my entries](#)

## What happens after I submit my entry?

When you successfully submit and pay your entry, you will receive an automated response from the system confirming receipt.

You may make edits to your submission up until the entry deadline, at which point the system will close and no further edits will be allowed. **Please ensure you allocate ample time near to the deadline date to ensure that your submission is complete, proofed and ready for final submission.**

From the confirmation page, you will be able to download a PDF copy of your invoice for your records. You will also receive a confirmation email and your invoice via email to the email address associated with your account, so **please ensure you are subscribed to notifications from us.**

# Skift.

Start entry

My entries

Active season (2024) Current

Search list Advanced

Copy Delete Download

Displaying 1 - 1 of 1

<input type="checkbox"/>	⚙️	Entry	Chapter	Category	Status	Updated	PDF
<input type="checkbox"/>	⋮	Skift Awards: Test Entry	Skift IDEA Awards	Activities & Attractions	In progress In cart	10 minutes ago	

- Preview
- Edit
- Copy
- Delete
- Download

« < 1 > » 10

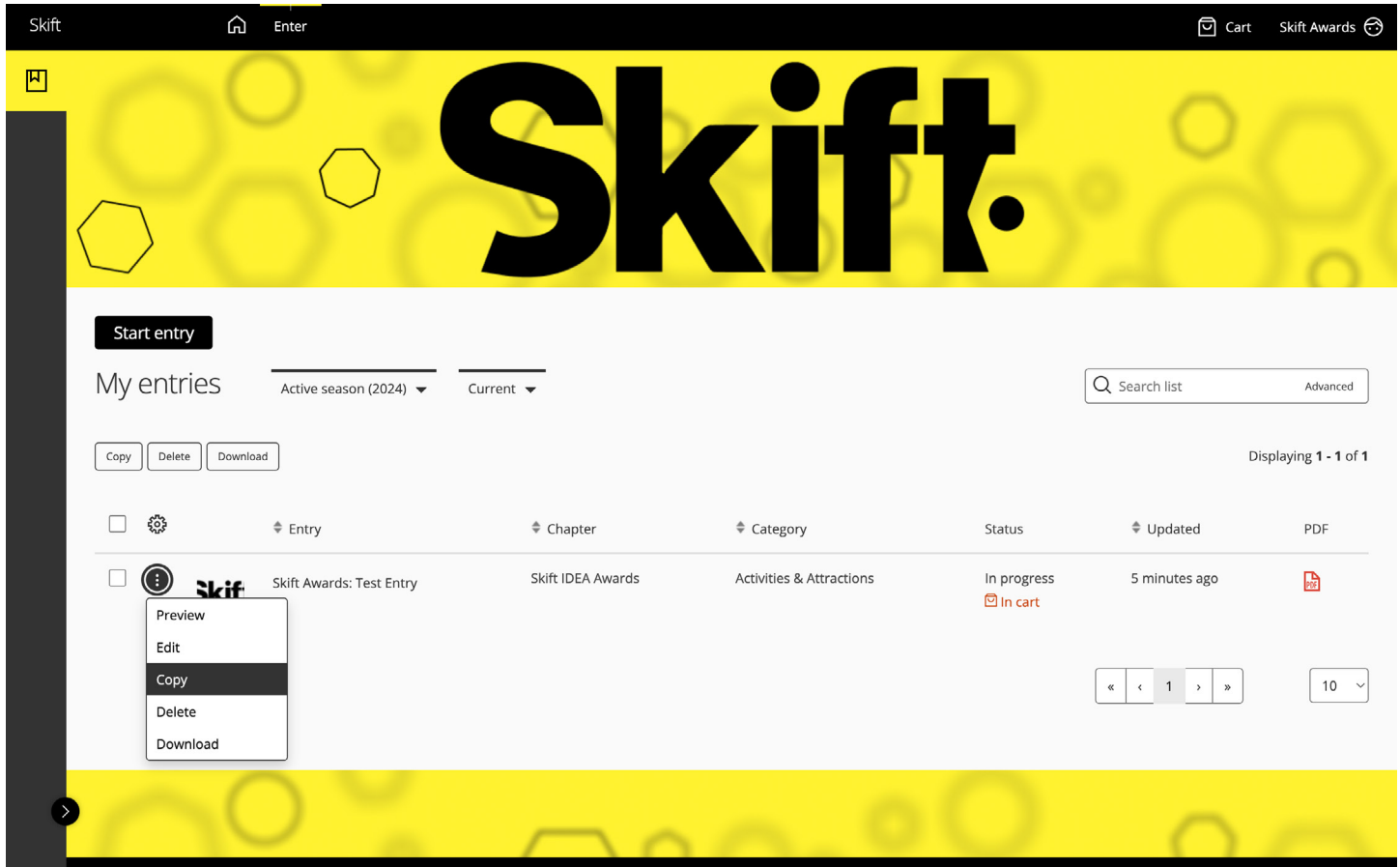
## How do I edit an existing entry?

You can update an existing entry by either clicking on the **entry's name** or by choosing **Edit** within the overflow menu (three dots) associated with an entry.

You can make edits to your submission (even if you have paid) up until the entry deadline.

From this section you can also create a copy of an entry if you are looking to submit in more than one category. Choose **Copy** within the overflow menu (three dots) associated with an entry.

continued on next page



Simply click into the copy entry when the system finishes generating it, and you will be able to reassign the copied entry to a new category.

**Top Tip:** The purpose of this feature is to save time on entering standard required information within the form, for example business information. When using the copy feature, **always ensure that you change the language within your submission so that it is relevant to the new category**, as some categories may have different entry requirements to others. The purpose of this feature is to save time on entering standard information within the form.



# 2024 Skift IDEA Awards FAQ

## **Q. Who can enter?**

The Skift IDEA Awards are designed to recognize and celebrate the most innovative ideas that are reshaping and elevating the travel industry. We encourage entries from all corners of the world, from large enterprises to small startups, all contributing to the continuous evolution of travel and tourism.

We welcome entries from a diverse range of travel-related fields, including hospitality, aviation, technology, tourism, sustainability, and more.

## **Q. How do I enter?**

All entries for the Skift IDEA Awards need to be submitted through our online portal. This online platform will hold all of your Skift IDEA Awards entries in one place, where you can view, edit and even copy submissions should you wish to enter more than one category.

The online platform will also allow you to view all categories, criteria and the opportunity to download blank PDF entry forms for your reference. Take a look [here](#).

## **Q. What does the 2024 timeline look like?**

Following the close of the submission window, all entries will be reviewed and scored internally by the Skift Editorial Team, who have a wealth of experience and knowledge across all industries of the travel industry. Following this internal review, our shortlist will be selected.

Following the announcement of the shortlist, all successfully shortlisted submissions will be passed on to our independent judging panel for final scoring and review in order to select the winners.

## **Q: Does the entry cost guarantee an award or only a chance to be chosen?**

The entry fee does not guarantee an award, but all entries will be reviewed by our selection committee. The finalists will be announced on Skift.com and will be reviewed by our judges to make the final designation for each category.

## **Q: Does the price include all costs after entry or is there an additional cost if chosen?**

There is no additional cost to enter aside from the entry fee.

**Q: How many entries does one payment cover?**

Each entry requires payment, which is stated within the entry process in the platform for reference.

**Q: Can I submit multiple entries?**

Yes, it's permissible as long as they are unique entries and the entries are tailored to the category criteria.

**Q: Is there a discount for multiple entries?**

Yes, once you submit your first application, you will receive a 25%-off code for additional orders in the initial confirmation email. This code is not applicable to your first entry.

**Q: Which payment methods are available?**

Payment must be made with a credit card.

**Q: Is there a timeframe during which the campaigns being submitted need to fall under?**

The entry should be active in 2024, but it is OK if it has launched earlier as long as it is still in the market or has an impact in 2024. We are also happy to further review your entry and advise.

**Q: How can I confirm that my entry was submitted?**

The easiest way to check is to sign in on this page and go to the "My Entries" tab. If you do not find your entry, please email us at [support@skift.com](mailto:support@skift.com) and we will assist.

**Q: Once I submit my entry, can I continue editing it? If yes, until when?**

Yes, after submitting the entry fee, you may continue editing your entry until the final deadline. That said, we recommend submitting early to secure the best entry rate.

**Q: How much information needs to be provided in order to submit?**

There is no minimum - you can leave anything "TBD" within the entry prompts in order to pay and secure the best entry rate. You will then be able to access your submission from the "My Entries" tab and continue editing your entry ahead of the deadline.

**Q: I'm unsure what category my brand falls under...help?**

You are welcome to submit your entry for the category you see most fit, as there is leeway within many of the categories to make a case. Our best advice is to tell your story on how your product/

campaign impacts its intended user, and how you've partnered within the travel sector to provide value to the traveler.

**Q: Some material within my entry has not been cleared yet - how can it stay confidential until it is cleared?**

Within your entry, please let us know what can and cannot be published. If your entry gets chosen as a finalist/winner, we may ask for a revised version with cleared materials so we can post when announcing results. Otherwise, we would use only what is cleared to publish publicly.

**Q: What assets will need to be included within my entry?**

As standard, you will be required to provide a high-resolution company logo and a supporting image in order to submit your nomination. These assets will be used to generate a personalized brand kit (should your submission successfully advance through the process).

The platform also offers the option to include supporting documentation to enhance your written submission. We strongly recommend using this feature, as it provides valuable context. You can include press coverage, testimonials, videos, and more. Instructions for incorporating these elements are provided throughout the process.

**Q. When will the shortlist and winners be announced?**

The shortlist will be announced in July 2024, followed by the winner announcement in August 2024.

**Q. How are the Skift IDEA Awards judged?**

Entries are scored on the criteria of:

- Purpose: Does it solve a problem?
- Innovation: Does it contribute to the future of the industry?
- Originality: Does it stand out and challenge the status quo?
- Impact: Does it have a meaningful impact on the traveler journey, business, or society?

Entries are scored based on the category criteria set out within the submission form. Each element of the form will be judged by our independent judging panel using a numerical value, with each judge score being added together to form an average score per panel. This formula enables us to ensure the scoring is as objective as possible.

**Q: Who will be a part of this year's jury?**

Aside from Skift editors, our jury is typically composed of creative business and innovation leaders from sectors adjacent to travel, who have expertise and a unique vantage point on design and consumer behavior. Our judges are involved on a voluntary basis and hand-picked by our team.

You can find a list of previous jury members here, and we will be sharing this year's list as we get closer to the deadline.

**Q: I wish to cancel my Skift IDEA Awards submission, will I receive a refund for my entry?**

Entry submissions to Skift IDEA Awards are non-refundable.

**Q. My submission has been unsuccessful, will you be able to provide me with feedback?**

Due to the number of entries we receive, we cannot guarantee that we will be able to provide individual feedback on each entry. However, please feel free to reach out to the team on [support@skift.com](mailto:support@skift.com) and we will endeavor to help however we can.

**Still have questions?**

Please reach out to [awards@skift.com](mailto:awards@skift.com) with any questions.