

APEX and Crystal Cabin Award join forces to introduce Seamless Journey award



The graphic is a dark blue promotional poster for the APEX Seamless Journey Award. At the top left, it features the APEX logo (The Airline Passenger Experience Association) and the Crystal Cabin Award logo. Below these is the 'SEAMLESS JOURNEY AWARD' logo, which includes a stylized trophy icon. The central text reads 'WINNERS TO BE HONORED AT THE APEX AWARD CEREMONY'. Below this, a location pin icon is followed by 'SWISSÔTEL THE STAMFORD, SINGAPORE'. A calendar icon is followed by the date '19 NOVEMBER 2026' and the time '19:00 – 22:00'. The right side of the graphic is a collage of four images: the Singapore skyline with the Merlion, a group of award winners holding their trophies, a man in a suit speaking at a podium, and a night view of the Singapore skyline reflected in water. Two stylized starburst graphics are in the bottom left corner.

APEX
THE AIRLINE PASSENGER
EXPERIENCE ASSOCIATION

**CRYSTAL
CABIN
AWARD®**

**SEAMLESS
JOURNEY
AWARD**

WINNERS TO BE HONORED AT THE
**APEX AWARD
CEREMONY**

**SWISSÔTEL THE STAMFORD,
SINGAPORE**

**19 NOVEMBER 2026
19:00 – 22:00**

APEX and Crystal Cabin Awards will present the award for Seamless Journey in Singapore on November 19

The Airline Passenger Experience Association ([APEX](#)) and the [Crystal Cabin Award](#) have joined forces to present a new award recognizing visionary concepts and solutions that connect the aircraft cabin with the wider passenger journey. The award represents the debut of the Crystal Cabin Award in Asia's growing aviation market.

The APEX/Crystal Cabin Awards Seamless Journey will be presented on November 19 during APEX FTE EXPO 2026 in Singapore. Submissions for Seamless Journey are open today and close on September

The cooperation brings together two internationally recognized aviation organizations with complementary perspectives, the September 3 press release said. The Crystal Cabin Award contributes its established reputation, together with its rigorous evaluation process and international expert jury. APEX contributes its expertise as a global airline and supplier association with a vision of advancing sustainable, innovative and collaborative solutions that enhance every passenger's travel experience. By recognizing solutions that connect the aircraft cabin with the wider end-to-end travel experience, the new award complements both the Crystal Cabin Award's focus on cabin innovation and the APEX Innovation Awards' recognition of advances in airline passenger experience.

"Over the past two decades, the Crystal Cabin Award has established a global platform for innovations that transform the aircraft cabin. With 'Seamless Journey', we are deliberately broadening that perspective," said Angela Wockert, Project Manager of the Crystal Cabin Award. "The new award extends our eight established categories by recognizing solutions that connect the cabin with the airport, ground services and the many touchpoints before and after a flight. APEX is the ideal partner for this initiative: its global community represents the full spectrum of the passenger experience. Together, we can give cross-sector ideas and collaborations the international platform they deserve."

"While aircraft interior innovation is fundamental to the passenger experience, its impact is amplified when it integrates seamlessly with every other touchpoint of the trip – from the boarding gate to baggage claim," said APEX Group CEO Dr. Joe Leader. "'Seamless Journey' pairs the Crystal Cabin Award's rigor on the aircraft interior with APEX's view of the passenger's entire path, debuting in Singapore as Asia's aviation market increasingly sets that agenda. Airlines, airports, and manufacturers built this category together because none of them can deliver a seamless trip alone."

Seamless Journey: connecting every stage of travel

The Seamless Journey award recognizes "visionary concepts that break down the boundaries between the aircraft cabin and the wider travel experience."

Seamless Journey celebrates ideas that connect the onboard experience with what happens before, between and beyond flights — from airport and ground services to transfers, destination experiences and post-flight interactions.

Entries should demonstrate how the aircraft cabin can become an integrated part of a seamless travel ecosystem, creating new experiences and possibilities that extend beyond the aircraft interior. The category is intended to spotlight solutions that connect different stages, services and stakeholders throughout the passenger journey. Innovations may include cabin features, digital interfaces and platforms, connected services, airport and ground solutions or integrated end-to-end journey concepts.

At the heart of the category is cooperation, the press release said. Delivering a genuinely seamless journey requires airlines, airports, manufacturers, suppliers, technology providers and service partners to work across traditional boundaries. The partnership between APEX and the Crystal Cabin Award reflects this collaborative approach.

APEX FTE EXPO in Singapore

The award will be presented on the second day of APEX FTE EXPO, taking place from November 18 to 19 at the Marina Bay Sands Expo & Convention Centre in Singapore. The award ceremony will be hosted at Swissôtel The Stamford on November 19.

For the first time in a decade, APEX brings its flagship APEX Global EXPO to Asia, combining its

customer experience heritage with Future Travel Experience's long-established regional innovation platform for a global mega-event with the launch of the unified APEX FTE EXPO.

This powerful collaboration connects airline, airport and technology leaders from across APAC and beyond to showcase the ideas, solutions and partnerships redefining the future of travel.

With more than 2,000 participants expected, including representatives from 100+ airlines and airport operators worldwide, attendees will experience a large-scale exhibition and dynamic conference program featuring C-suite interviews, real-world case studies and high-level discussions exploring the strategies, technologies and collaborations shaping the next era of air transport.

APEX/Crystal Cabin Award "Seamless Journey" timeline

Submissions for the "Seamless Journey" award are now open. Key dates include:

- **September 3:** Submissions open
- September 30:** Submission deadline
- November 19:** Presentation of the APEX/CCA Award during APEX FTE EXPO in Singapore

Application information and submission materials are available through the [Crystal Cabin Awards website](#).