

PAX Managing Editor Jane Hobson joins judging panel for APEX/IFSA industry awards



Winners of this year's awards will be announced on October 30 in Long Beach, California during Global EXPO 2024

The aviation industry continues to soar and APEX/IFSA members are rising to the occasion with innovations, partnerships and programs. Winners of the APEX/IFSA Awards, Best in Global Awards, Four and Five Star Awards and more will be announced at the APEX/IFSA Awards Ceremony on October 30 in Long Beach, California during [Global EXPO](#).

"APEX/IFSA Awards proudly honour the most innovative approaches to business in passenger experience from our member airlines and vendors," APEX says. "The Awards recognize a variety of elements of the passenger experience including entertainment, food and beverage, service, and connectivity. Come find out who will take home the 2024 APEX/IFSA Awards, Four and Five Star Awards and more."

PAX joins panel of judges for 2024

PAX International and *PAX Tech* Managing Editor Jane Hobson is a judge in this year's awards.

"I'm thrilled and honoured to be a judge for the first time in this year's APEX Awards because it offers a unique opportunity to recognize and celebrate the innovations that are redefining the passenger experience in the airline industry," says Hobson. "It's exciting to have the opportunity to evaluate the₁

cutting-edge innovations and to spotlight the companies and ideas that are truly elevating the industry."

Registration is required to attend the awards ceremony at the Long Beach Convention Centre.



Jane Hobson, Managing Editor, *PAX International* and *PAX Tech*

A look at some of the different awards

- **APEX/IFSA Awards**

The APEX/IFSA Awards recognize specific achievements that are successfully implemented in the past year (July 2023 to June 2024). A panel of judges review and score all submissions to determine finalists which will be judged in-person at Global EXPO next month.

The awards recognize innovations in the following categories:

APEX Awards

Innovation Award for Best Inflight Connectivity

Innovation Award for Best Inflight Entertainment

APEX/IFSA Awards

Innovation Award for Best Cabin

IFSA Awards

Best Inflight Food or Beverage

Best Onboard Amenity

- **APEX Five Star and Four Star Airline Awards (formerly the APEX Official Airline Ratings)**

The APEX Five Star and APEX Four Star Airline Awards are the first airline rating program based solely on certified passenger feedback. The industry's most anticipated honor is based on neutral, third-party passenger feedback and insights gathered through APEX's partnership with travel-organizing app [Triplt® from Concur®](#). Using a five-star scale, more than one million flights have been rated by passengers across nearly 600 airlines from around the world and independently certified by a professional external auditing company.

APEX Five Star™ and APEX Four Star recognize airlines in four categories:

Global airlines

Major airlines

Regional airlines

Low cost carriers



- **CEO Lifetime Achievement Award**

APEX has announced that [Air France](#) and [KLM Group](#) Chief Executive Officer Benjamin Smith will receive the CEO Lifetime Achievement Award this year. This award honours industry leaders who have dedicated their lives to the enhancement of the passenger experience and advancing the industry. This award is reserved only for individuals that drive transformative change for the industry.