

Condé Nast Traveler

FUTURE OF TRAVEL

Bright Ideas in Travel 2024

Our most expansive list yet of the players, places, and projects moving the travel industry into the future.

BY CNT EDITORS

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Our Bright Ideas in Travel list, [first launched in 2022](#), recognizes the players, places, and projects that are approaching travel's most pressing issues with thoughtfulness and zeal. In our third iteration of [this franchise](#), we've selected trailblazers who have demonstrated a positive impact on the travel industry in 2024 or celebrated a significant milestone in their efforts to prove how travel can move our world forward. Their unique and pioneering approaches straddle the realms of sustainability, community, inclusion, accessibility, conservation, innovation, and [wellness](#) (a category we've added for the first time this year).

Some of the honorees on the 2024 Bright Ideas in Travel list are making a point of thinking big: managing a worldwide wildlife census, creating an open-source map with hundreds of thousands of users, even creating trails and bike paths that span an entire country (or eight). But more focused projects can have just as powerful an impact when they direct their attention to the needs of a community—or the experiences of individual travelers. This year's honorees range from countries, airlines, and tech giants to startups, small nonprofits, and even a handful of operations that started out as one-person shows. Needless to say, a bright idea can look like a lot of things—and we're excited to celebrate all of them.

This year's list is more expansive than ever, with 71 innovators touching every US state (plus Washington, DC) and more than 75 countries across every continent (yes, even a few in Antarctica). It's also more relevant than ever: These bright ideas—around [slow and low-carbon travel](#), [citizen science that assists conservation and climate research](#), and [community-driven tourism strategies](#) to ensure locals are helped, not hurt, by international travel—show us the industry's potential as a force for good when we invest in people and the planet.

CRUISES

Ecoventura | 

Ecoventura, the [Galápagos expedition](#) yacht operator, opened its own recycling facility on San Cristóbal Island in 2022. Two machines help process and compact all recyclables, taking strain off of the already saturated waste management system: one condenses plastic and paper products into dense blocks, and the other breaks down bottles and other glass items into a fine powder. This allows more efficient transportation to mainland Ecuador—in the cargo hold of regularly scheduled [Avianca](#) passenger planes—where the bulk of the recycling infrastructure is located. So far in 2024, the facility has processed more than 13,000 pounds of material. Other sustainability initiatives include habitat restoration on Santa Cruz Island for the endangered Galápagos giant tortoise, a project Ecoventura launched on Earth Day 2024.

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Ecoventura