

MENALAC AWARDS 2023

The only credible Leisure & Entertainment
Awards Ceremony for the industry by the industry.



15 March 2023
Address Sky View Hotel, Dubai, UAE

CONTENTS

2

○ Overview

3-5

○ MENALAC
Award Winners

6-8

○ Awards Jury Panel

9-20

○ Awards 2022
Categories, Submission
Requirement and
Eligibility Criteria

OVERVIEW

MENALAC AWARDS 2023

THE ONLY CREDIBLE LEISURE AND ENTERTAINMENT AWARDS CEREMONY
FOR THE INDUSTRY BY THE INDUSTRY

Following on the tremendous success and reception across the industry of the first four editions, the 5th edition of the Annual MENALAC Awards Gala, the only industry awards that recognise excellence and achievements, setting benchmarking standards for the Middle East and North Africa (MENA) leisure and attractions industry, will be held on March 15, 2023, during Dubai Entertainment and Amusement and Leisure (DEAL) Show, in Dubai, UAE. It will celebrate the industry and reward excellence, outstanding performance and achievements in various facets of the leisure and entertainment industry.

The 2023 edition of the awards will feature 29 award categories, up from 27 offered last year, reflecting an expansion of the industry awards.

Award Category Best Integrated Leisure Destination has been newly created to recognize a Resort, Mall, Shopping Centre, or Community within the MENA region that provides the best mix of dining, retail and entertainment experience. Award Category Best New Product for FEC is now split into 2 distinct award categories - Best New Product For Arcade, VR, Redemption & Novelty, and Best New Product (Ride & Attraction for FECs), with the aim of recognizing the distinct products that cater to the FEC segment.

Following the submission of the nomination, each nominee will undergo a strict and rigorous vetting and judging process to determine the award win in each category. Nomination submission will close on January 31st, 2023 – giving the participants over 2 months to prepare and submit the nominations.

The objective of the annual MENALAC Leisure Industry Awards is to raise the standard of the leisure attractions industry in the Middle East and set new benchmarks for the industry locally and globally.

The 2023 entries for awards will open on December 14, 2022. If your brand, company, park, waterpark, FEC, visitor attraction, edutainment centre, unique visitor attraction, sport and adventure based centre, cinema, excelled and/or surpassed current standards and reached outstanding performance during the past year (2022), please enter the awards by nominating to one or as many as you want of the 29 categories.

The Awards & Gala is presented by MENALAC, the only Regional Trade Association serving the MENA region leisure and entertainment industry.

MENALAC AWARDS WINNERS 2022



MOTIONGATE DUBAI
BEST THEME PARK



ATLANTIS AQUAVENTURE
BEST WATERPARK



TEKZONE JEDDAH AL SHAYA
BEST FEC



QASR AL WATAN
BEST UNIQUE VISITOR ATTRACTION



LITTLE EXPLORERS
BEST EDUTAINMENT PLAYSCAPE



CLYMB Abu Dhabi
BEST SPORT ADVENTURE-BASED
ENTERTAINMENT



DOHA OASIS QUEST
BEST NEW LEISURE ENTERTAINMENT
CONCEPT



MUVI CINEMA
BEST CINEMA EXPERIENCE



ATLANTIS AQUAVENTURE
BEST DAY OUT

MENALAC AWARDS WINNERS 2022



ANNUAL PASS CAMPAIGN
by Farah Experiences
BEST SALES & MARKETING CAMPAIGN



MUVI CINEMA
BEST CSR PROGRAM



Toy Promotion- Landmark Leisure
BEST CUSTOMER LOYALTY PROGRAM



Al Hokair's FOR YOU PROGRAM
BEST EMPLOYEE ENGAGEMENT INITIATIVE



DREAMSCAPE
MOST INNOVATIVE APPLICATION OF TECHNOLOGY



CLYMB Abu Dhabi
BEST INTERIOR DESIGN FOR A LEISURE FACILITY



Super Air Race by Zamperla
BEST NEW PRODUCT FOR THEME PARKS



MammothBLAST Water Coaster
by ProSlide
BEST NEW PRODUCT FOR WATER PARKS



STORM by Triotech
BEST NEW PRODUCT FOR FECS

MENALAC AWARDS WINNERS 2022



HYPERRIDE by Triotech
BEST NEW CONCEPT



ASI
SUPPLIER OF THE YEAR



MAF
**BEST INNOVATION IN HEALTH
& SAFETY**



RENJITH Radhakrishnan
of Al Othaim
BEST INDIVIDUAL SAFETY ACHIEVEMENT



ATLANTIS ATLAS PROJECT
**BEST IMPACTFUL SUSTAINABILITY
CAMPAIGN OF THE YEAR**



Moustafa Mohamed - Landmark Leisure
**BEST ESTABLISHMENT MANAGER; BELOW
250000 VISITOR TRANSACTION**



Shuaeb Abduljallil Musabih Dubai Municipality
**BEST ESTABLISHMENT MANAGER; ABOVE 250000
VISITOR TRANSACTION**



Prakash Vivekanand
**LEISURE AND ENTERTAINMENT
PERSONALITY OF THE YEAR**



Prakash Vivekanand ASI
MENALAC Hall of Fame 2022

AWARDS JURY



Cameron Mitchell
Founder,
Consult ME



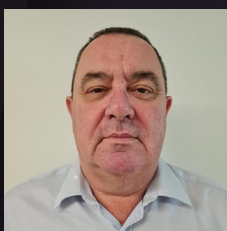
Amin Rashmani
Managing Director, MENA
TAIT Group



Milton Dsouza
VP - Parks SELA,
KSA



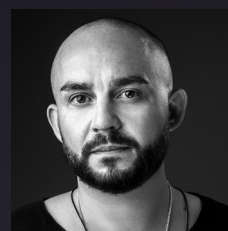
Alex Schrott
Head of Amusement Rides
TUV SUD



Kevin Howe
Contracts Administration Director,
Jacobs



Philip Baker
VP Business Development,
Proslide

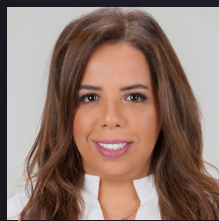


Joe Bright
CEO,
Scruffy Dog Creative Group

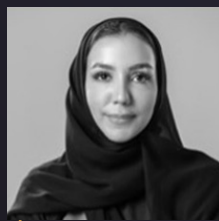


Andrew Such
Interim Chief Executive Officer,
AMC Cinemas KSA (SEVEN)

JUDGING CATEGORIES 1-10,13,14



Sheikha Monira Al Sabah
CEO
Play Enterprises &
Co-Founder Trampo Extreme



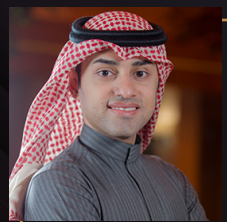
Zeina Dagher
CEO,
Emaar Entertainment



Mark D. Haak Wegmann
Managing Director,
Majid Al Futtaim Leisure,
Entertainment & Cinemas



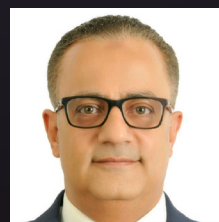
Mr. Alwalid Al Baltan
CEO,
Rafeeh Entertainment



Mishal Al Hokair
Deputy CEO,
Al Hokair Group



Chris Van Der Merwe
General Manager,
Rixos Qetaifan Island North



Mohammed Khalifa
Manager,
Seef Entertainment



Silvio Liedtke
CEO,
Landmark Leisure

JUDGING CATEGORIES 11,12,15-22

AWARDS JURY



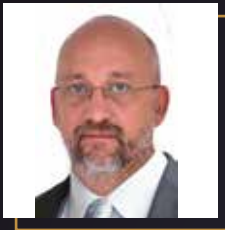
Mr. Peter Stubbs,
Director HSE,
Majid Al Futtaim Leisure,
Entertainment & Cinemas



Mr. Grahame Campbell,
Group HSE Manager,
Jumeirah Beach
& Wild Wadi



Mr. Alex Schrott,
Head of Waterparks,
Amusement Parks,
Rides & Structures –
Middle East, TUV SUD



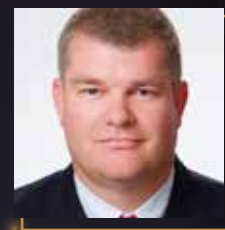
Mr. Mauritz Christiaan Janeke,
Director of HSE
Farah Experiences



Mr. Ralph Pesgens,
Global Head of CC Amusement
Parks & Leisure Industry,
TUV NORD



Mr. Steven Putzeys,
Operations Manager,
M.H. Al Shaya Leisure
& Entertainment



Marius De Venter,
Director, Health & Safety,
Atlantis Dubai



Louie Logramonte,
Centre Manager,
Orange Wheels



Mr. Rahul Rahalkar,
HSE Manager,
Al Othaim Leisure & Tourism Co.



Mr. Mohammed Ashraf KM,
HSE Manager,
Doha Oasis Quest



Mr. Shady Mohammed,
Operations/ Assistant Manager,
Adventureland

JUDGING CATEGORIES 23-24



Tatiana Antonelli Abela
Founder & Managing Director
Goumbook



Caragh Curran
Managing Director
Sustainable Tourism Consultants

JUDGING CATEGORY 25

AWARDS JURY



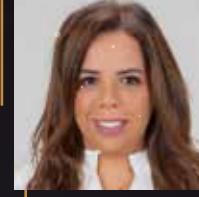
Mr. Mishal Al Hokair,
Deputy CEO
Al Hokair Group



Mr. Silvio Liedtke, CEO,
Landmark Leisure



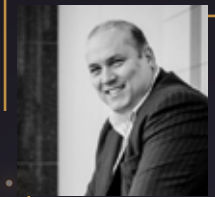
Dr. Janaradana Dattakumar,
Director of Operations,
Antic's Land



Sheikha Monira Al Sabah,
CEO
Play Enterprises &
Co-Founder Trampo Extreme



Mr. Kareem Fayed,
General Manager
Entertainment- GCC
Abdullah Al Othaim
Leisure & Tourism Co.



Mr. Mark D. Haak Wegmann
Managing Director
MAF Leisure Entertainment
& Cinemas (UAE)



Ms. Shifa Yusuffali,
CEO,
Ideacrate Edutainment



Mr. Prakash Vivekanand,
Managing Director,
The Zone Amusement Arcade



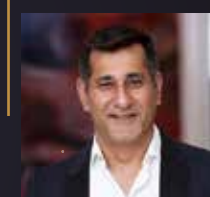
Mr. Chris Swartz,
Park Manager,
Wild Wadi



Zeina Dagher,
CEO,
Emaar Entertainment (UAE)



Chassan Assi,
COO,
Trampo Extreme



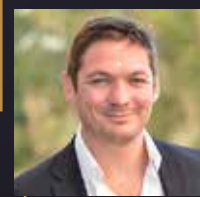
Mr. Shazad Ali Abdullah,
CEO,
Cheeky Monkeys Playland



Mr. Jamie Charlesworth,
Director of Operations,
Saudi Entertainment Ventures
(SEVEN)



Mr. Rajiv Sangari,
VP- International Business
& Special Projects
IMG Worlds of Adventure



Mr. Mike Rigby,
Executive VP Middle East & India,
Whitewater



Alex Schrott,
Head of Amusement
RidesWaterparks,
TÜV SÜD Middle East



Alwalid Al Baltan,
CEO,
Rafeeh Entertainment Group
KSA

JUDGING CATEGORIES 26-28

AWARDS CATEGORIES

CATEGORY NAME	OPEN TO
1. BEST THEME PARK	THEME PARK OPERATORS
2. BEST WATERPARK	WATERPARK OPERATORS
3. BEST FEC	FEC OPERATORS
4. MOST UNIQUE VISITOR ATTRACTION	VISITOR ATTRACTION OPERATORS
5. BEST EDUTAINMENT / PLAYScape	EDUTAINMENT/PLAYSCAPE OPERATORS
6. BEST SPORT / ADVENTURE-BASED ENTERTAINMENT	SPORT / ADVENTURE-BASED ENTERTAINMENT OPERATORS
7. BEST NEW LEISURE/ ENTERTAINMENT CONCEPT	NEW LEISURE/ENTERTAINMENT CONCEPT OPERATORS
8. BEST CINEMA EXPERIENCE	CINEMA OPERATORS
9. BEST DAY OUT	ATTRACTION, SEASONAL EVENT, LEISURE ACTIVITY OPERATORS
10. BEST INTEGRATED LEISURE DESTINATION	LARGE RESORT DEVELOPMENTS, MALLS & RETAIL DEVELOPMENTS, URBAN RESORTS, MIXED-USE DEVELOPMENTS & INTEGRATED COMMUNITIES
11. MOST UNIQUE MARKETING CAMPAIGN	OPERATOR & MANUFACTURERS/SUPPLIERS
12. BEST CSR PROGRAM	OPERATOR & MANUFACTURERS/SUPPLIERS
13. BEST CUSTOMER LOYALTY PROGRAM	OPERATORS
14. BEST EMPLOYEES ENGAGEMENT INITIATIVE	OPERATORS
15. MOST INNOVATIVE APPLICATION OF TECHNOLOGY	OPERATOR, MANUFACTURERS/SUPPLIERS AND TECHNOLOGY PROVIDER
16. BEST DESIGN FOR A LEISURE & ENTERTAINMENT FACILITY	DESIGN CONSULTANTS, INTERNATIONAL DESIGN & ARCHITECTURAL FIRMS, DEVELOPERS OR OPERATORS WHO WISH TO BE RECOGNISED FOR THE DESIGN OF THEIR FACILITY
17. BEST NEW PRODUCT/ATTRACTION/INSTALLATION FOR AMUSEMENT PARKS & VISITOR ATTRACTIONS	MANUFACTURERS/SUPPLIERS & THEMEING CONTRACTORS
18. BEST NEW PRODUCT/ATTRACTION/INSTALLATION FOR WATER PARKS & WATER RESORTS	WATERPARK RIDE & ATTRACTION MANUFACTURERS/SUPPLIERS
19. BEST NEW PRODUCT - ARCADE, VR, REDEMPTION & NOVELTY	ARCADE, VR, REDEMPTION & NOVELTY MANUFACTURERS/SUPPLIERS
20. BEST NEW PRODUCT (RIDE & ATTRACTION) FOR FECS	FEC RIDE & ATTRACTION MANUFACTURERS/SUPPLIERS
21. MOST NEW UNIQUE CONCEPT ATTRACTION	MANUFACTURERS/SUPPLIERS
22. SUPPLIER OF THE YEAR	MANUFACTURERS/SUPPLIERS/DISTRIBUTORS
23. BEST INNOVATION IN HEALTH & SAFETY	OPERATORS
24. BEST INDIVIDUAL SAFETY ACHIEVEMENT	OPERATORS
25. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN OF THE YEAR	OPERATOR & MANUFACTURERS/SUPPLIERS
26. BEST ESTABLISHMENT MANAGER; BELOW 250000 VISITOR/TRANSACTION	OPERATORS
27. BEST ESTABLISHMENT MANAGER; ABOVE 250000 VISITOR/TRANSACTION	OPERATORS
28. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR	OPERATOR & MANUFACTURERS/SUPPLIERS
29. MENALAC HALL OF FAME	

CATEGORIES

1. BEST THEME PARK

(WHO SHOULD APPLY: THEME PARK OPERATORS)

This award recognizes an outstanding indoor or outdoor AMUSEMENT OR THEME PARK in the MENA region that has shown remarkable success in operations, winning a vote of confidence. It is a popular attraction delivering thrill-filled excitement for visitors, has signature touches or attractions that make it stand out from other theme parks, has efficient operations and has led by example by setting benchmark standards for the MENA theme park industry.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe your Theme Park or Amusement, the number of attractions, type of attractions, attraction features in terms of customer centricity, addition of new attractions, shows and events conducted, annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc., its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.

- Describe the initiatives undertaken by the park operation, special shows & events, and success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the Theme Park (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Theme Park operations in the MENA that have been fully operational on or before December 31, 2022
- All amusement and theme parks with an area in excess of 25,000 Sqm (250,000 Square feet)
- Annual Visitations Exceeding 250,000 customer visits per year
- Clean Health and Safety Record

THEME PARK OPERATORS

NOMINATE NOW

2. BEST WATER PARK

(WHO SHOULD APPLY: WATERPARK OPERATORS)

This award recognizes an outstanding indoor or outdoor WATER PARK in the MENA region that has shown remarkable success in operations, winning a vote of confidence. It is a popular attraction delivering fun-filled excitement for visitors, has signature touches or attractions that make it stand out from other waterparks, has efficient operations and has led by example by setting benchmark standards for the MENA waterpark industry.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe your Water Park, number of attractions, type of attractions, attraction features in terms of customer centricity, addition of new attractions, shows and events conducted, annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc., its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.

- Describe the initiatives undertaken by the park operation, special shows & events, and success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the Water Park (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Waterpark operations in the MENA that have been fully operational on or before December 31, 2022
- All waterparks with an area in excess of 15,000 Sqm (150,000 Square feet)
- Annual Visitations Exceeding 150,000 customer visits per year
- Clean Health and Safety Record

WATERPARK OPERATORS

NOMINATE NOW

3. BEST FEC

(WHO SHOULD APPLY: FEC OPERATORS)

This award recognizes an outstanding indoor or outdoor, location-based Family Entertainment Centre (FEC) in the MENA region, which has been a popular attraction in its country, offering a range of amusement attractions and arcade games targeted at players of all ages, has shown remarkable success by winning customer confidence, has signature touches and attractions that make it stand out from its competitors, has efficient operations, exceptional customer service and sets the standards in terms of guest experience within the FEC industry. Entry name to read as brand-location (eg: Magic Planet-Mall of the Emirates)

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe your location-based FEC in terms number of attractions, arcade games, type of attractions, attraction features in terms of customer centricity, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), the addition of new concepts/attractions, shows and events conducted, annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc.,

- Describe its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.

- Describe the initiatives undertaken to enhance business or overcome the business challenges, the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the FEC (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all FEC operations in the MENA that have been fully operational on or before December 31, 2022
- All indoor entertainment operations in excess of 1,500 Sqm
- Annual Visitations Exceeding 50,000 customer visits per year
- Clean Health and Safety Record

FEC OPERATORS

NOMINATE NOW

CATEGORIES

4. MOST UNIQUE VISITOR ATTRACTION

(WHO SHOULD APPLY: VISITOR ATTRACTION OPERATORS)

This award recognizes an outstanding visitor attraction in the MENA region, which has shown remarkable success in the profitable expansion of operations and winning customer confidence. This category includes indoor or outdoor leisure/recreational/ landmark destinations such as gardens, zoos, aquariums, museums and tourist attractions.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe your destination, its key attractions/features in terms of customer centricity, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), the addition of new concepts/attractions, shows and events conducted, annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc.,

- Describe its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.
- Describe the initiatives undertaken to enhance business or overcome the business challenges, and the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the Visitor Attraction (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Visitor Attractions in the MENA that have been fully operational on or before December 31, 2022
- All visitor attractions with an area in excess of 5,000 Sqm
- Annual Visitations Exceeding 100,000 per year
- Clean Health and Safety Record

VISITOR ATTRACTION OPERATORS

NOMINATE NOW

5. BEST EDUTAINMENT / PLAYScape

(WHO SHOULD APPLY: EDUTAINMENT/PLAYSCAPE OPERATORS)

This award recognizes an outstanding Play Area, Playscape or Educational Entertainment (edutainment) Facility in the MENA region, which has shown remarkable success in their operations, winning customer confidence, and expanding their operations with the addition of new concepts or new locations. It is a popular attraction among children promoting curiosity, learning, exploration, excitement, fun and social engagement among children in an innovative way that makes it stand out from its competition.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe your operation, its key attractions/features in terms of customer centricity, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), the addition of new concepts/attractions, shows and events conducted, annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc.,

- Describe its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.
- Describe the initiatives undertaken to enhance business or overcome the business challenges, and the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the Play Area, Playscape or Edutainment Center (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Edutainment operations & Playscapes in the MENA that have been fully operational on or before December 31, 2022
- All visitor attractions with an area in excess of 600 Sqm
- Annual Visitations Exceeding 36,000 per year
- Clean Health and Safety Record

EDUTAINMENT/PLAYSCAPE OPERATORS

NOMINATE NOW

6. BEST SPORT / ADVENTURE-BASED ENTERTAINMENT

(WHO SHOULD APPLY: SPORT / ADVENTURE-BASED ENTERTAINMENT OPERATORS)

This award recognizes an indoor or outdoor sport or adventure-based entertainment facility including bowling operations in the MENA region, which has shown remarkable success in its operation and winning customer confidence, expanding their operations with the addition of new concepts or new locations. This award is for facilities whose main attractions will comprise bowling, golf, indoor sports arenas, escape rooms, paintball, shooting, laser tag, air parks & inflatables, trampoline parks, rope & adventure courses, caving experience & climbing facilities.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe your operation, its key attractions/features in terms of customer centricity, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), the addition of new concepts/attractions, shows and events conducted, annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc.,

- Describe its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.
- Describe the initiatives undertaken to enhance business or overcome the business challenges, and the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the sport / adventure-based entertainment facility (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Sport & Adventure-Based entertainment operations in the MENA that have been fully operational on or before December 31, 2022
- All visitor attractions with an area in excess of 1,000 Sqm
- Annual visitations exceeding 50,000 per year
- Clean Health and Safety Record

SPORT / ADVENTURE-BASED ENTERTAINMENT OPERATORS

NOMINATE NOW

CATEGORIES

7. BEST NEW LEISURE / ENTERTAINMENT CONCEPT

(WHO SHOULD APPLY: NEW LEISURE/ENTERTAINMENT CONCEPT OPERATORS)

New ideas are the lifeblood of the Leisure & Entertainment industry and this category seeks to recognize and commemorate the realization of such ideations. As such, this award recognizes operators who have established successful new leisure and entertainment concepts that are different from the existing offering and unique to the industry.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe the uniqueness of your novel Operation, its key attractions/features in terms of customer centricity, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc.,

- Describe its economic & success indicators in terms of footfall, revenue, repeat visits, annual growth in revenue (if operational for more than a year) and its long-term sustainability.
- Describe the initiatives undertaken to enhance business or overcome the business challenges, and the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the new leisure/entertainment concept (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all New Leisure & Entertainment Operations with Unique Concepts in the MENA that have been fully operational on or before December 31, 2022
- New FEC Openings with traditional FEC offerings of Rides, Games and Playscapes do not qualify for this category.
- Annual visitations exceeding 36,000 per year
- Clean Health and Safety Record

NEW LEISURE/ENTERTAINMENT CONCEPT OPERATORS

NOMINATE NOW

8. BEST CINEMA EXPERIENCE

(WHO SHOULD APPLY: CINEMA OPERATORS)

This award recognizes an outstanding cinema operator in the MENA region, which has shown remarkable success in operating venues that offer novel cinematic experiences using the latest in technology and enhancing customer engagement and operating great concessionary experience. An operator that provides experiences that make it stand out from other cinema operators.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe the uniqueness of your Cinema Operation, types of experiences offered, features in terms of customer centricity, technology commissioned, seat experience, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), annual customer traffic, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc.

- Describe its economic & success indicators in terms of footfall, revenue, repeat visits, annual growth in revenue (if operational for more than a year) and its long-term sustainability.
- Describe the initiatives undertaken to enhance business or overcome the business challenges, and the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the Cinema Operation (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Cinema Operations in the MENA that have been fully operational on or before Dec 31, 2022
- All visitor attractions with an area in excess of 1,000 Sqm
- Annual Visitations Exceeding 50,000 per year
- Clean Health and Safety Record

CINEMA OPERATORS

NOMINATE NOW

9. BEST DAY OUT

(WHO SHOULD APPLY: ATTRACTION, SEASONAL EVENT, LEISURE ACTIVITY OPERATORS)

This award recognizes any operation, seasonal event, or activity in the Leisure and Entertainment Industry within the MENA region. This award is for such operations who offer an all-round family experience offering multiple entertainment concepts within the same facility in excess of 4 hours per visit, go the extra mile to provide outstanding guest experience, may offer an F&B experience as an add-on, and demonstrate outstanding customer centricity.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

Describe your operation, its key attractions/features in terms of customer centricity, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), the addition of new concepts/attractions, F&B operations, shows and events conducted, annual customer traffic, average dwell time per customer visit, popularity amongst local residents and tourists, rankings on popular portals like google trip advisor, etc.,

- Describe its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.
- Describe the initiatives undertaken to enhance business or overcome the business challenges, and the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the Facility (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all operations, seasonal events or activity in the Leisure and Entertainment Industry in the MENA that have been fully operational on or before December 31, 2022
- All visitor attractions with an area in excess of 5,000 Sqm
- Annual Visitations Exceeding 50,000 per year
- Clean Health and Safety Record

ATTRACTION, SEASONAL EVENT, LEISURE ACTIVITY OPERATORS

NOMINATE NOW

CATEGORIES

10. BEST INTEGRATED LEISURE DESTINATION

(WHO SHOULD APPLY: LARGE RESORT DEVELOPMENTS, MALLS & RETAIL DEVELOPMENTS, URBAN RESORTS, MIXED-USE DEVELOPMENTS & INTEGRATED COMMUNITIES)

This award recognizes any Urban Resort, Mall & Retail Destination, or Integrated Community Development within the MENA region that provides the best mix of retail, F&B and Leisure & entertainment experience.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Describe your Urban Resort, Mall & Retail Destination, Integrated Community Development operation, its key attractions/features in terms of customer centricity, size in square feet/meters, location (stand-alone or part of any retail or mixed-use development), the addition of new concepts/attractions, F&B operations, shows and events conducted, repeat visits, annual customer footfall, average dwell time per customer visit, popularity amongst local residents and tourists, initiatives undertaken, rankings on popular portals like google trip advisor, etc.,
- Describe its economic success indicators in terms of year-on-year growth in visitors, repeat visits, annual growth in revenue and its long-term sustainability.
- Describe the initiatives undertaken to enhance business or overcome the business challenges, and the success of marketing campaigns in attracting customers and staying ahead of the competition.

2. Video of the Facility (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Urban Resorts, Malls & Retail Destinations, Integrated Community Developments within the MENA region that have been fully operational on or before December 31, 2022
- All visitor attractions with an area in excess of 100,000 Sqm
- Annual Visitations exceeding 250,000 per year
- Clean Health and Safety Record

LARGE RESORT DEVELOPMENTS, MALLS & RETAIL DEVELOPMENTS, URBAN RESORTS, MIXED-USE DEVELOPMENTS & INTEGRATED COMMUNITIES

NOMINATE NOW

11. MOST UNIQUE MARKETING CAMPAIGN

(WHO SHOULD APPLY: OPERATOR & MANUFACTURERS/SUPPLIERS)

Operators and Manufacturers & Suppliers serving the MENA Leisure & Entertainment industry can nominate one or more of their outstanding marketing campaigns executed from 1st January 2022 to 31st December 2022. It could be a multichannel campaign using above or below-the-line media or a campaign using social media and CRM channels.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Describe the strategic objective of the Campaign
- Describe the execution of the program
- Describe the results and their impact on the business. (Comparison of KPIs before and after would impress the jury)

2. Video of the Sales & Marketing Campaign (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Operations and Manufacturers & Suppliers serving the MENA Leisure & Entertainment industry that have been fully operational on or before December 31, 2022.
- The Sales/Marketing Campaign has been executed between January 1st, 2022 and December 31st, 2022.

OPERATOR & MANUFACTURERS /SUPPLIERS

NOMINATE NOW

12. BEST CSR PROGRAM

(WHO SHOULD APPLY: OPERATOR & MANUFACTURERS/SUPPLIERS)

This award is to recognize a company in the MENA Leisure & Entertainment Business, regardless of its size, that has developed an effective and comprehensive Corporate Social Responsibility Program in the MENA region that is credible, result-driven, addresses its core business function and reinforces its commitment to operating in an economically, socially & environmentally responsible manner.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Describe the strategic objectives, and demonstrate how your activity helped achieve them. (Comparison of KPIs before and after)
- Describe the execution of the program
- Describe the results and their impact on the business

2. Video of the Program (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to companies in the MENA Leisure & Entertainment Business that have been fully operational on or before December 31, 2022.
- The CSR Program has been executed between January 1st, 2022 and December 31st, 2022.

OPERATOR & MANUFACTURERS /SUPPLIERS

NOMINATE NOW

CATEGORIES

13. BEST CUSTOMER LOYALTY PROGRAM

(WHO SHOULD APPLY: OPERATORS)

The award recognizes operations/brands in the MENA Leisure & Entertainment Business that are building stronger and deeper loyalty with their customers in a proactive, meaningful, and, most importantly, measurable way in the MENA Region. Awards will be judged on the creativity of the program, emotional engagement, uniqueness of the program, omnichannel approach, value offered to the customer, benefits derived by the brand owner, and success of the program.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Describe the strategic objectives, and demonstrate how your activity helped achieve them. (Comparison of KPIs before and after)
- Describe the execution of the program
- Describe the results and their impact on the business

2. Video of the Program (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all operations/brands in the MENA Leisure & Entertainment Business that have been fully operational on or before December 31, 2022.
- The Customer Loyalty Program has been executed between January 1st, 2022 and December 31st, 2022

OPERATORS

NOMINATE NOW

14. BEST EMPLOYEES ENGAGEMENT INITIATIVE

(WHO SHOULD APPLY: OPERATORS)

This award will recognize an outstanding home-grown or international operator in the MENA region that has executed a remarkable employee engagement program. The award is for organizations that can demonstrate key employee engagement & development initiatives as well as strategies that have benefited the overall work culture of the organization and its workforce across all levels. This will include initiatives that engage all levels and departments within the organization.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Describe the strategic objective of the Initiative
- Describe the execution of the program
- Describe the results and their impact on the business (comparison of KPIs before and after would impress the jury)

2. Video of the Employee Initiative (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all home-grown or international operators in the MENA region that have been fully operational on or before December 31, 2022.
- The initiative has been in effect from May 01 to December 31st, 2022

OPERATORS

NOMINATE NOW

15. MOST INNOVATIVE APPLICATION OF TECHNOLOGY

(WHO SHOULD APPLY: OPERATORS, MANUFACTURERS/SUPPLIERS AND TECHNOLOGY PROVIDER)

This award will recognize how an operator of an indoor or outdoor facility in the MENA applies innovative technology to their operation and its profitability and to enhance customer experience. This award will be open to the operator, manufacturer/supplier or the technology provider.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Describe the strategic objective of the application
- Describe the technology employed and its application
- Describe the outcome and the impact of the innovation on the business (comparison of KPIs before and after would impress the jury)

2. Video of the Technology in action (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open only to all MENA operators, manufacturers/suppliers or technology providers serving the MENA Leisure & Entertainment industry that have been fully operational on or before December 31, 2022.
- The technology application has been in effect between May 1st, 2022 and December 31st, 2022.

OPERATOR, MANUFACTURERS / SUPPLIERS AND TECHNOLOGY PROVIDER

NOMINATE NOW

CATEGORIES

16. BEST DESIGN FOR A LEISURE & ENTERTAINMENT FACILITY

(WHO SHOULD APPLY: DESIGN CONSULTANTS, INTERNATIONAL DESIGN & ARCHITECTURAL FIRMS, DEVELOPERS OR OPERATORS WHO WISH TO BE RECOGNISED FOR THE DESIGN OF THEIR FACILITY)

This award recognizes design and architectural entities or individuals who have conceptualized and designed a creative and innovative leisure & entertainment facility in the MENA Region on or before December 31, 2022. This award is location-specific, being specific to a specific location

Submission Requirement:

1. Concept Design description and narration (Not exceeding 500 words) on why the concept deserves the award, and its uniqueness in terms of fit-out, theming, attractions, and entertainment mix, thus realizing an enhanced guest experience.

- Date of Concept Design renders and executed concept pictures.
- Date of Project Completion and Project Opening
- Testimonials from project owners/investors/operators/developers and customers relating to the design of the project.
- Jury will take into account the concept design, its functionality and the executed design

2. Video of the Facility (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product at a leisure operation in the MENA Region and name the Leisure operation.

Eligibility Criteria:

- Entries are open only to all Design Consultants, International Design & Architectural Firms, Developers or Operators who have been fully operational on or before December 31, 2022.
- Any stellar or innovative design for a leisure and entertainment facility (including Theme Parks, Water Parks, FECs, Visitor Attractions, etc.) that was executed before December 31, 2022, and is presently operational within the MENA Region.

DESIGN CONSULTANTS, INTERNATIONAL DESIGN & ARCHITECTURAL FIRMS, DEVELOPERS OR OPERATORS WHO WISH TO BE RECOGNISED FOR THE DESIGN OF THEIR FACILITY

NOMINATE NOW

17. BEST NEW PRODUCT / ATTRACTION / INSTALLATION FOR AMUSEMENT PARKS & VISITOR ATTRACTIONS

(WHO SHOULD APPLY: MANUFACTURERS/SUPPLIERS & THEMEING CONTRACTORS)

This award is for a new product, ride, attraction or thematic installation specifically for use within Theme Parks, Amusement Parks or Visitor Attractions in the MENA that features new innovation, technology, and thematic ambience thus enhancing customer engagement and experience.

Submission Requirement:

1. Product/Attraction/Installation Description and Narration (Not exceeding 500 words) as to why the product/attraction/installation deserves the award, what is new in the product/installation in terms of technology and innovation, its uniqueness, its popularity, performance within the leisure operation and its value-add to the overall project.

- Date of the First installation if multiple installations are available in the UAE.
- Testimonials from minimum of 2 key operators/customers of the said product/attraction/installation.
- Describe the product / attraction / installation features and its installation within a park operation or visitor attraction in the MENA Region

2. Video of the product / attraction / installation (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product/attraction/installation at a leisure operation in the MENA Region and name the Leisure operation.

Eligibility Criteria:

- Entries are open to any product, ride, attraction, installation or thematic installation that has been operational within a Theme Park, Amusement Park or Visitor Attraction in the MENA Region that has been in operation before December 31, 2022.

MANUFACTURERS/SUPPLIERS & THEMEING CONTRACTORS

NOMINATE NOW

18. BEST NEW PRODUCT/ATTRACTION/INSTALLATION FOR WATER PARKS & WATER RESORTS

(WHO SHOULD APPLY: WATERPARK RIDE & ATTRACTION MANUFACTURERS / SUPPLIERS)

This award is for a new Product, ride, attraction or installation that is exceptionally popular with the leading industry players and featured new innovation, technology or player experience that led to its popularity at an Outdoor or Indoor water park, water-based visitor attraction or resort in the MENA region in 2022.

Submission Requirement:

1. Product/Attraction/Installation Description and Narration (not exceeding 500 words) as to why the product/attraction/installation deserves the award, what is new in the product/attraction/installation in terms of technology and innovation, its uniqueness, its popularity, performance within the leisure operation and its value-add to the overall project.

- Date of First Release.
- Date of First Sale into the MENA Region
- Number of Units sold to MENA Region
- Testimonials from minimum of 2 key operators/customers of the said product/attraction/installation.

• Describe the product/attraction/installation features within a waterpark operation in the MENA Region

2. Video of the product/attraction/installation (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product/installation at a leisure operation in the MENA Region and name the Leisure operation.

Eligibility Criteria:

- Entries are open to any new, stellar or innovative product/installation that has been operational within a Water Park, Water-based leisure facility or resort in the MENA Region that has been in operation before December 31, 2022.

WATERPARK RIDE & ATTRACTION MANUFACTURERS/SUPPLIERS

NOMINATE NOW

CATEGORIES



19. BEST NEW PRODUCT - ARCADE, VR, REDEMPTION & NOVELTY

(WHO SHOULD APPLY: MANUFACTURERS, DISTRIBUTORS OR SUPPLIERS SELLING SUCH PRODUCTS TO LEISURE OPERATIONS IN THE MENA)

This award recognizes a new product, specifically for use within arcades, FECs and indoor entertainment facilities like arcade games, redemption games, playscapes or soft play concepts, VR attractions, novelty games, kiddie rides and simulators.

Submission Requirement:

1. Product Description and Narration (not exceeding 500 words) about product features, its installation within an indoor leisure operation in the MENA Region and why the product deserves the award, what is new in the product in terms of technology and innovation, its uniqueness, its popularity, performance within the leisure operation and its value-add to the overall project.

- Date of First Release.
- Date of First Sale into the MENA Region
- Number of Units sold to MENA Region
- Testimonials from minimum 2 key operators/customers of the said product

2. Video of the Product (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product at a leisure operation in the MENA Region and name the Leisure operation.

Eligibility Criteria:

- Entries are open to any new, stellar or innovative arcade games, redemption games, playscapes or soft play concepts, VR attractions, novelty games, kiddie rides and simulators that has been operational within an FEC or Indoor Entertainment Facility in the MENA Region that has been in operation before December 31, 2022.

ARCADE, VR, REDEMPTION & NOVELTY
MANUFACTURERS/SUPPLIERS

NOMINATE NOW

20. BEST NEW PRODUCT (RIDE & ATTRACTION) FOR FECs

(WHO SHOULD APPLY: FEC RIDE & ATTRACTION MANUFACTURERS/SUPPLIERS)

This award recognizes a new multi-player ride or attraction that is primarily produced for use within Indoor Entertainment Facilities or Family Entertainment Centers (FECs).

Submission Requirement:

1. Product Description and Narration (not exceeding 500 words) about product features, its installation within an indoor leisure operation in the MENA Region and why the product deserves the award, what is new in the product in terms of technology and innovation, seat capacity, THRC, its uniqueness, its popularity, performance within the leisure operation and its value-add to the overall project.

- Date of First Release.
- Date of First Sale into the MENA Region
- Number of Units sold to MENA Region
- Narration as to why the product deserves the award, what is new in the product in terms of technology and innovation.
- Testimonials from 1 or 2 (Max) key operators/customers of the said product
- Describe the product features and its installation within an indoor leisure operation in the MENA Region

2. Video of the Product (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product at a leisure operation in the MENA Region and name the Leisure operation.

Eligibility Criteria:

- Entries are open to any new, stellar or innovative product - Ride or Attraction - that has been operational within an FEC or Indoor Entertainment Facility in the MENA Region that has been in operation before December 31, 2022.

FEC RIDE & ATTRACTION
MANUFACTURERS / SUPPLIERS

NOMINATE NOW

21. MOST NEW UNIQUE CONCEPT ATTRACTION

(WHO SHOULD APPLY: MANUFACTURERS/SUPPLIERS)

This award recognizes the best new-age concept attraction that has debuted or will debut in the next 3 months within any MENA Leisure & Attractions facility

Submission Requirement:

1. Concept Description (Not exceeding 500 words)

- Explain the viability of the new concept to MENA Attractions (adaptability to climate and conditions in the MENA)
- Explain why the product can be/has been an innovation success in the MENA
- Explain how the product can result/has resulted in operations delighting its guests and raising revenues
- Date of Proposed/Actual Release MENA Region
- Narration as to why the product deserves the award.
- Testimonials from minimum 2 key operators/customers and what they think of the said new concept

2. Video of the Product Concept (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to any new-age concept attraction that has debuted or will debut in the next 3 months within any MENA Leisure & Attractions facility

MANUFACTURERS/SUPPLIERS

NOMINATE NOW

CATEGORIES

22. SUPPLIER OF THE YEAR

(WHO SHOULD APPLY: MANUFACTURERS / SUPPLIERS / DISTRIBUTORS)

This award recognizes a Manufacturer, Distributor or Supplier who has made an outstanding contribution to MENA Leisure Industry operators or customers at all levels including product knowledge, market knowledge, operations knowledge, product quality, technology, product delivery, customer engagement & satisfaction and after sales support + service. These Suppliers have gone above and beyond to impress their customers during the pre-sales, sales and after-sales cycles in the year 2022.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

· A write-up about the Company and its Achievements in the MENA Market in the year 2022

· Date of proposed/actual First Sale into · Details of the Company's product installations across the MENA Region

· Video or Written Testimonials from Major Customers in the MENA Region in the Year 2022

2. **Video** of the company's product installations across the MENA Region (mp4 file not exceeding 90 sec or 5GB)

3. **Images** to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

· Entries are open to any Commercial Entity in the leisure and entertainment industry that has supplied products and associated services to the MENA Leisure & Attractions Industry in the year 2022.

MANUFACTURERS/SUPPLIERS /DISTRIBUTORS

NOMINATE NOW

23. BEST INNOVATION IN HEALTH & SAFETY

(WHO SHOULD APPLY: OPERATORS)

This award recognizes a company that has developed effective, credible and comprehensive Health & Safety Innovation that is a result-driven initiative, safe and responsible for the clean safety record of their operation(s).

Submission Requirement:

1. **Detailed Entry (Not exceeding 500 words)** Provide details of the Innovation illustrating conception, originality, novelty and creativity, technicality and patentability, measurable and numeric results achieved in terms of safety programs and the positive impact of their implementation in the operation and execution across the functions, (Sustainable and Scalable Potential) how this innovation has helped the business succeed and establish a culture where innovation can flourish in the industry.

2. **Video** of the Innovation in action (mp4 file not exceeding 90 sec or 5GB)

3. **Images** to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

· Entries are open to all operations in the MENA that have been fully operational on or before December 31, 2022.

· The Health & Safety Innovation Program has been in effect between May 1st, 2022 and December 31st, 2022.

OPERATORS

NOMINATE NOW

24. BEST INDIVIDUAL SAFETY ACHIEVEMENT

(WHO SHOULD APPLY: OPERATORS)

This award recognizes an individual who has personally championed H&S improvement and gone above and beyond the normal day job requirements to improve the standard of safety in operations, guests and colleague safety and welfare.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

· Provide details of the individual – normal role and identity of what they did beyond their normal duties to improve safety.

· Explain the need for the improvement, how it was evaluated and what they then did to improve the situation/ position.

· Provided detail of what they implemented and what they did to sustain the improvement as a lasting measure.

· In detail, using statistics and data, how those improvements benefitted the improvement area and continue to provide lasting change.

2. **Video** of the Individual Personality (mp4 file not exceeding 90 sec or 5GB) at work.

3. **Images** to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

· Entries are open to all Individuals associated with the MENA Leisure and Entertainment Industry for a minimum period of 5 years

· He / She has made a significant contribution to the MENA region attractions industry that has provided innovation, education, leadership, and/or influence both inside his/her organization and within the industry in a manner that will continue to be of value in the future

OPERATORS

NOMINATE NOW

CATEGORIES

25. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN OF THE YEAR

(WHO SHOULD APPLY: OPERATORS & MANUFACTURERS/SUPPLIERS)

This award recognizes an organization that purposely implemented a sustainability initiative to their business, changing from existing practices to new and innovative practices in line with current best practice

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Provide details of the issues being addressed, including full data analysis of the perceived problem.
- Explain the process that was undertaken to evaluate the change requirement, options considered and the methodology for the decision to pick the new project area
- Explain what was done, what stakeholders/ supply chains were used and what resources were invested (people/ finance) to implement the project.
- Using detailed data, explain the outcome in terms of sustainability-relevant data/ language and metrics (i.e. converted carbon, equivalent savings).
- Summarise the key benefits and how this will lead to more change across the wider operations.

2. Video of the Campaign in action (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all operations and all Manufacturers & Suppliers that have been fully operational on or before December 31, 2022.
- The Sustainability Campaign has been executed in the MENA between January 1st, 2022 and December 31st, 2022.

OPERATOR & MANUFACTURERS /SUPPLIERS

NOMINATE NOW

26. BEST ESTABLISHMENT MANAGER BELOW 250000 VISITORS/TRANSACTION

(WHO SHOULD APPLY: OPERATORS)

This award recognizes Establishment / Operations Managers or Business Heads with exceptional operational skills and has rendered outstanding performance from 1st January, 2022 to 31st December, 2022. Nominees would be judged on attributes like management skills, brand and product understanding, ability to deliver the brands' values, customer service, leadership and team building, crisis management, etc.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Demonstrate how the individual was able to deliver his objectives and personal KPIs, driving the success of their business and their own popularity.
- Provide data that demonstrate not only his/her business acumen supported by evidence of customer satisfaction of that unit, and strong staff engagement.
- Describe how they have remained relevant in the industry through their initiatives and passion and inspire others.

2. Video of the Individual Personality (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Individuals associated with the MENA Leisure and Entertainment Industry for a minimum period of 3 years
- He / She has made a significant contribution to the MENA region attractions industry that has provided innovation, education, leadership, and/or influence both inside his/her organization and within the industry in a manner that will continue to be of value in the future

OPERATORS

NOMINATE NOW

27. BEST ESTABLISHMENT MANAGER ABOVE 250000 VISITOR/TRANSACTION

(WHO SHOULD APPLY: OPERATORS)

This award recognizes Establishment/Operations Managers or Business Heads or a large entertainment facility with exceptional operational skills and has rendered outstanding performance during 1st January, 2022 to 31st December, 2022. Nominees would be judged on attributes like management skills, brand and product understanding, ability to deliver the brands' values, customer service, leadership and team building, crisis management etc.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Demonstrate how the individual was able to deliver his objectives and personal KPIs, driving the success of their business and their own popularity.
- Provide data that demonstrate not only his/her business acumen supported by evidence of customer satisfaction of that unit, strong sta engagement.
- Describe how they have remained relevant in the industry through their initiatives and passion and inspire others.

2. Video of the Individual Personality (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Individuals associated with the MENA Leisure and Entertainment Industry for a minimum period of 3 years
- He/She has made a significant contribution to the MENA region attractions industry that has provided innovation, education, leadership, and/or influence both inside his/her organization and within the industry in a manner that will continue to be of value in the future.

OPERATORS

NOMINATE NOW

CATEGORIES

28. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR

(WHO SHOULD APPLY: OPERATORS & MANUFACTURERS/SUPPLIERS)

This Award recognizes a Leisure and Amusement industry professional who has not only added value to his/her organization in terms of leading their business efficiently & profitably and has also contributed to the development of the MENA Leisure and Entertainment Industry. Their unparalleled leadership, work ethics and outstanding accomplishments define their candidature for this coveted award.

Submission Requirement:

1. Detailed Entry (Not exceeding 500 words)

- Describe the Personality, their ability delivers business objectives and personal KPIs, their ability to drive the success of their business and their own popularity.
- Highlight their Contribution to the MENA Leisure and Entertainment Industry in 2022, the initiatives they assumed to support the development of the local/regional industry, their passion for the business and their ability to inspire their peers.

2. Video of the Individual Personality (mp4 file not exceeding 90 sec or 5GB)

3. Images to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

Eligibility Criteria:

- Entries are open to all Individuals associated with the MENA Leisure and Entertainment Industry for a minimum period of 3 years
- He / She has made a significant contribution to the MENA region attractions industry that has provided innovation, education, leadership, and/or influence both inside his/her organization and within the industry in a manner that will continue to be of value in the future
- He / She has not applied for or won this award in the previous editions of MENALAC AWARDS

OPERATOR & MANUFACTURERS /SUPPLIERS

NOMINATE NOW

29. HALL OF FAME

This award celebrates and honors an extraordinary pioneer of the MENA Leisure & Entertainment Industry, who has accomplished their dream not merely for their own personal success, but for the growth & betterment of the industry. Industry Experts, Investors, Owners, Pioneers, Chairpersons and CEO's who have made significant contribution to the MENA Leisure Industry over the years are considered to be inducted into the prestigious MENALAC Hall of Fame. This category cannot be entered; Nominees are proposed by MENALAC Members and the Hall of Fame Inductee is selected by Board of Directors of MENALAC

The Board of Directors will review nominations against the below criteria:

- Must be associated with the MENA Leisure, Entertainment and Attractions industry for a minimum of 10 years.
- Must have been associated as a developer, operator, manufacturer, supplier, designer or consultant with family entertainment centers, Theme or amusement Parks, waterparks, Cinemas, Edutainment centers, visitor attractions.
- Must have made a significant contribution to the MENA Leisure and Attractions industry: innovation, education, leadership.

ENTRY SUBMISSION INFORMATION

WHO SHOULD ENTER:

Entries can be submitted by FECs, Theme Parks, Water Parks, Visitor Attractions, Edutainment Centres, Sport and Adventure based Operators, Cinemas that are based in the MENA region. Manufacturers, Suppliers and Designers who are supplying to/servicing the MENA operators can send their entries for the awards.

HOW TO SUBMIT:

- All Nominations entries should be submitted to menalacawards.awardsplatform.com
- Register and create your login & password, and submit your nominations with your payment for the various categories you wish to apply
- Submission format as follows:
 - Detailed entry (not exceeding 500 words) as per the requirement specified
 - Video to support the entry (mp4 file not exceeding 90 sec or 5GB)
 - Images to support your submission with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)
- Adherence to the Eligibility Criteria as listed under each award category
- Incomplete entries will not be accepted
- Entries without payment will not be accepted

ACCEPTED LANGUAGE:

All forms, supporting documents must be written in English.

DEADLINE:

All entries alongwith the payments must be submitted for judging by Tuesday, 31st January 2023.

AWARDS TIMELINES:

14 DEC 2022	Award Nominations to open online
31 JAN 2023	Final day for submission of award nominations
01 FEB 2023	Entries opened to Jury for judging
14 FEB 2023	Judging Round Closes
15 FEB 2023	All jury markings submitted to an external Auditor for scoring
25 FEB 2023	External Auditor to announce finalists
15 MAR 2023	Winners to be announced

ENTRY FEE:

USD 475 or AED 1745 (VAT inclusive) per entry for Members, USD 580 or AED 2128 (VAT inclusive) per entry for Non-Members. Payment for entries must be received by Tuesday, 31st January, 2023.

Payments can be made directly by credit card on the awards portal or by bank transfers .

Your entry will not be accepted for judging if payment is not received by 31st January, 2023.

RULINGS:

The Middle East and North Africa Leisure Attraction Council Awards Jury will determine all the eligibility rulings. The jury reserves the right to re-classify, re-categorize or disqualify entries, as well as delete any ineligible materials. All judges' decisions are final.

CREDIBILITY:

Our appointed auditor will ensure that jury results are highly confidential and will reflect the jury's choices.

Terms and Conditions:

- Entry to MENA Leisure Entertainment & Attractions Industry Awards 2023 is open to all small and large operators in the Middle East & North Africa.
- The decision of the jury panel is final
- MENALAC reserves the right for the award to be withdrawn if an entry is based on incorrect information.
- Each submission entry should include an entry form in digitized version, along with supporting photographs & graphics. Entry fee, as applicable, should be paid per each nomination at the time of submitting the form.
- Entries received after Tuesday, 31st January 2023 will not be considered.
- Attendance at the awards ceremony is must for short-listed nominees.
- Cancellation/withdrawal: No entry fee will be refunded for cancellation /withdrawal of entries by the nominee for whatever reasons.



مينالاك MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

www.menalac.org