

MENALAC AWARDS 2024



**HONORING THE BEST IN THE MENA LEISURE,
ENTERTAINMENT & ATTRACTIONS INDUSTRY**

**6TH MARCH 2024
ADDRESS SKY VIEW HOTEL, DUBAI, UAE**

AWARDS BROCHURE 2024

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OVERVIEW

MENALAC AWARDS 2024

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 6th 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 06, 2024, 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 2024 edition of the awards will feature 27 award categories, honoring the best attractions across different segments, best initiatives and campaigns, best products and best personalities.

Best Amusement Inspection & Certification Body Award has been newly created to recognize and celebrate excellence in the inspection & certification of MENA amusement attractions.

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, 2024 – giving the participants over a month 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 2024 entries for awards will open on December 15, 2023. If your brand, company, theme park, waterpark, FEC, visitor attraction, edutainment centre, unique visitor attraction, sport and adventure based centre, excelled and/or surpassed current standards and reached outstanding performance during the past year (2023), please enter the awards by nominating to one or as many as you want of the 27 categories.

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

MENALAC AWARDS WINNERS 2023



Ferrari World

ABU DHABI - MIRAL EXPERIENCES
BEST THEME PARK



ATLANTIS AQUAVENTURE

BEST WATERPARK



MAGIC PLANET

AL ZAHIA, SHARJAH - MAF LEISURE,
ENTERTAINMENT & CINEMAS
BEST FEC



SKYVIEWS OBSERVATORY

DUBAI - EMAAR ENTERTAINMENT
**MOST UNIQUE VISITOR
ATTRACTION**



KIDZANIA

DUBAI, DUBAI MALL - EMAAR
ENTERTAINMENT
BEST EDUTAINMENT/ PLAYScape



SKI DUBAI

MALL OF EMIRATES, DUBAI - MAF LEISURE,
ENTERTAINMENT & CINEMAS
**BEST SPORT ADVENTURE-BASED
ENTERTAINMENT**



AYA

WAFI MALL, DUBAI - HYPERSPACE
**BEST NEW LEISURE/
ENTERTAINMENT CONCEPT**



REEL CINEMAS

DUBAI MALL, DUBAI - EMAAR ENTERTAINMENT
BEST CINEMA EXPERIENCE



WARNER BROS

WORLD ABU DHABI - MIRAL EXPERIENCES
BEST DAY OUT

MENALAC AWARDS WINNERS 2023



YAS ISLAND

ABU DHABI - MIRAL EXPERIENCES
**BEST INTEGRATED LEISURE
DESTINATION**



AYA HAS LANDED IN DUBAI

THE METEOR SHOWER CAMPAIGN - HYPERSPACE
MOST UNIQUE MARKETING CAMPAIGN



ONE GOOD HEART

FUN CITY PAKISTAN
BEST CSR PROGRAM



AMC DAERA LOYALTY PROGRAM

AMC CINEMAS
BEST CUSTOMER LOYALTY PROGRAM



ATLANTIS AQUAVENTURE

EXTRAORDINARY COLLEAGUE ENGAGEMENT
**BEST EMPLOYEE ENGAGEMENT
INITIATIVE**



MOBILE WALLET BY MAGIC PLANET

MAF LEISURE, ENTERTAINMENT & CINEMAS
**MOST INNOVATIVE APPLICATION OF
TECHNOLOGY**



SNOW OMAN

MAF LEISURE, ENTERTAINMENT & CINEMAS
**BEST DESIGN FOR A LEISURE &
ENTERTAINMENT FACILITY**



BIG WAVEZ

CITY WALK, JEDDAH - ZAMPERLA
**BEST NEW PRODUCT/ ATTRACTION/
INSTALLATION FOR AMUSEMENT
PARKS & VISITOR ATTRACTIONS**



WIBIT PEAKZ - WIBIT

**PRODUCT/ATTRACTION/INSTALLATIO
N FOR WATER PARKS & WATER
RESORTS**

MENALAC AWARDS WINNERS 2023



BLITZ'

XREALITY PAVILION, KSA – HOLOCATE
**BEST NEW PRODUCT (ARCADE,
VR, REDEMPTION & NOVELTY)**



ZAMPERLA

NEBULAZ, YABEELA, BAHRAIN
**BEST NEW PRODUCT (RIDE &
ATTRACTION) FOR FECS**



WHITEWATER

ICON TOWER VERTICAL WATER PARK
**MOST NEW UNIQUE CONCEPT
ATTRACTION**



**AMUSEMENT SERVICES
INTERNATIONAL LLC**
SUPPLIER OF THE YEAR



MAJID AL FUTTAIM ENTERTAINMENT

BEST INNOVATION IN HEALTH & SAFETY



AJITH AJAYAN

EMAAR ENTERTAINMENT
BEST INDIVIDUAL SAFETY ACHIEVEMENT



MAJID AL FUTTAIM ENTERTAINMENT
DARE TODAY. CHANGE TOMORROW - HEALTH & SAFETY
**BEST IMPACTFUL SUSTAINABILITY
CAMPAIGN OF THE YEAR**



HAKAM AL AHMAD

AL HOKAIR GROUP
**BEST ESTABLISHMENT MANAGER BELOW
250000 VISITOR/TRANSACTION**



MOKHTAR MUSLEH

DUBAI AQUARIUM AND UNDERWATER ZOO -
EMAAR ENTERTAINMENT
**BEST ESTABLISHMENT MANAGER ABOVE
250000 VISITOR/TRANSACTION**



ZEINA DAGHER

EMAAR ENTERTAINMENT
**LEISURE AND ENTERTAINMENT
PERSONALITY OF THE YEAR**



ALBERTO ZAMPERLA

ZAMPERLA
MENALAC HALL OF FAME

AWARDS JURY



Ella Baskerville
BUSINESS DEVELOPMENT DIRECTOR
Blooop



Gerard Slenders
EXECUTIVE VICE PRESIDENT
Intamin



Jack Cook
PRESIDENT
Bob's Space Racers



Bruce Quay
COO
Aquatic Development Group



Andrea Munari
MANAGING DIRECTOR
I.E. Park – Soli Bumper Cars



Robert Cirijak
FOUNDER & CEO
Wibit Sports



Valeria Rizzo
BUSINESS DEVELOPMENT DIRECTOR
Red Raion



Borislav Atanasov
DEPUTY CEO
RollGlider (Walltopia)



Davide Camaiora
MANAGING DIRECTOR
VIVATICKET



Tom Anstey
EDITOR-IN-CHIEF
Planet Attractions

JUDGING CATEGORIES 1-8 & 11-12



Julien Kaufmann
CEO
Miral Experiences



Mark D Haak Wegmann
CEO
Emaar Entertainment



Ahmed Yusuf
CEO
Seef Entertainment



Mohammed Attia
GENERAL MANAGER
Al Hokair Group
(Entertainment Division)



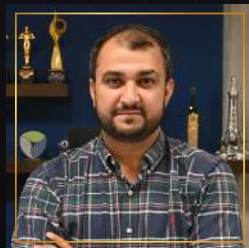
Mohammed Al Hinai
Managing Director
Fun Zone Oman



Juan Richards
GENERAL MANAGER
Atlantis Aquaventure



Heiko Engels
GENERAL MANAGER
Doha Oasis Quest



Ammar Motan
CEO
Onederland



Chris May
CEO
Dubai Golf

JUDGING CATEGORIES 9-10 & 13-21

AWARDS JURY



Peter Stubbs
DIRECTOR - HSE
Majid Al Futtaim Leisure,
Entertainment & Cinemas



Ralph Pesgens
GLOBAL HEAD OF FCC AMUSEMENT PARKS
& LEISURE INDUSTRY
TUV NORD



Alex Schrott
HEAD OF AMUSEMENT RIDES
& STRUCTURES
TUV SUD



Shady Mohammed
OPERATIONS/ ASSISTANT MANAGER
Adventureland



Rahul Manohar Rahalkar
TECHNICAL MANAGER
Al Othaim Leisure & Tourism Co.



Mohammed Ashraf Mohammed
HSE MANAGER
Doha Oasis Quest



Steven Putzeys
OPERATIONS MANAGER
M.H. Alshaya Leisure & Entertainment



Mauritz Christiaan Janek
DIRECTOR OF HSE
Miral Experiences



Marius De Venter
DIRECTOR, HEALTH & SAFETY
Atlantis Dubai



Louie Logramonte
CENTRE MANAGER
Orange Wheels



Paul Slater
EXECUTIVE DIRECTOR - QHSE
SEVEN



Anshu Kheda
HEALTH & SAFETY MANAGER
Landmark Leisure



Ryan Philips
OPERATIONS DIRECTOR
Safety Skills Training



Daniel Schoppen
VP DESIGN & DEVELOPMENT
Intamin



Wael Katergi
EXECUTIVE MANAGER
Fun Zone Oman



Chris Napier
SAFETY, COMPLIANCE
AND COMPETENCE DIRECTOR
Mellors Entertainment

JUDGING CATEGORIES 23 & 24

AWARDS JURY



Mishal Al Hokair
Deputy CEO
Al Hokair Group



Silvio Liedtke
CEO
Landmark Leisure



Dr. Janardana Dattakumar
Director of Operations
Antic's Land



Alwaleed Al Baltan
CEO
Rafeeh Entertainment Group



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



Joe Teixeira
Managing Director - Food
& Beverage; Entertainment
Majid Al Futtaim Cinemas,
Leisure & Entertainment



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



Shifa Yusuffali
CEO
Ideacrate Edutainment



Prakash Vivekanand
FOUNDER & MANAGING DIRECTOR
The Zone Amusement Arcade



Chris Swartz
Executive Director - Attractions
SEVEN



Shazad Ali Abdullah
CEO
Cheeky Monkeys Playland



Ghassan Assi
COO
Trampo Extreme



Hind Galadari
Head - Attractions & Ticketing Operations
Expo City-Dubai



Mohamed Al Hinai
Managing Director
FunZone Oman



Mike Rigby
Executive VP, Middle East & India
WhiteWater



Davide Camaiora
Managing Director
Vivaticket

JUDGING CATEGORIES 25-26

AWARDS CATEGORIES

CATEGORY NAME	OPEN TO
1. BEST THEME PARK	THEME PARK OPERATORS
2. BEST WATERPARK	WATERPARK OPERATORS
3. BEST FEC	FEC OPERATORS
4. BEST VISITOR ATTRACTION	VISITOR ATTRACTION OPERATORS – GARDENS, ZOOS, AQUARIUMS, MUSEUMS & TOURIST ATTRACTIONS
5. BEST EDUTAINMENT CENTRE	EDUTAINMENT/ PLAYScape OPERATORS
6. BEST PLAY AREA/ PLAYScape	EDUTAINMENT/ PLAYScape OPERATORS
7. BEST SPORT/ ACTIVE ENTERTAINMENT	SPORT/ ADVENTURE-BASED ENTERTAINMENT OPERATORS
8. BEST DAY OUT MERGÉ WITH BEST INTEGRATED LEISURE DESTINATION	ATTRACTION, SEASONAL EVENT, LEISURE ACTIVITY OPERATORS
9. BEST MARKETING CAMPAIGN	OPERATOR & MANUFACTURERS/ SUPPLIERS
10. BEST CSR PROGRAM	OPERATOR & MANUFACTURERS/ SUPPLIERS
11. BEST CUSTOMER LOYALTY PROGRAM	OPERATORS
12. BEST EMPLOYEES ENGAGEMENT INITIATIVE	OPERATORS
13. MOST INNOVATIVE APPLICATION OF TECHNOLOGY	OPERATOR, MANUFACTURERS/ SUPPLIERS AND TECHNOLOGY PROVIDER
14. 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
15. BEST NEW PRODUCT/ ATTRACTION/ INSTALLATION FOR AMUSEMENT PARKS & VISITOR ATTRACTIONS	MANUFACTURERS/ SUPPLIERS & THEMEING CONTRACTORS
16. BEST NEW PRODUCT/ ATTRACTION/ INSTALLATION FOR WATER PARKS & WATER RESORTS	WATERPARK RIDE & ATTRACTION MANUFACTURERS/ SUPPLIERS
17. BEST NEW PRODUCT – ARCADE, VR, REDEMPTION & NOVELTY	ARCADE, VR, REDEMPTION & NOVELTY MANUFACTURERS/ SUPPLIERS
18. BEST NEW PRODUCT (RIDE & ATTRACTION) FOR FECS	FEC RIDE & ATTRACTION MANUFACTURERS/ SUPPLIERS
19. MOST NEW UNIQUE CONCEPT ATTRACTION	MANUFACTURERS/ SUPPLIERS
20. SUPPLIER OF THE YEAR	MANUFACTURERS/ SUPPLIERS/ DISTRIBUTORS
21. BEST AMUSEMENT INSPECTION BODY AWARD	INSPECTION & CERTIFICATION BODIES
22. BEST INNOVATION IN HEALTH & SAFETY	OPERATORS
23. BEST INDIVIDUAL SAFETY ACHIEVEMENT	OPERATORS
24. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN OF THE YEAR	OPERATOR & MANUFACTURERS/ SUPPLIERS
25. BEST ESTABLISHMENT MANAGER	OPERATORS
26. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR	OPERATOR & MANUFACTURERS/ SUPPLIERS
27. MENALAC HALL OF FAME	

CATEGORIES

1. BEST AMUSEMENT OR 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 achieved exceptional success in the amusement park sector, enchanting visitors with its visionary design, captivating attractions, and unwavering commitment to delivering joy to all ages. From heart-racing rides that send adrenaline soaring, to intricately themed lands that transport guests to realms of fantasy, the winner of this award stands as a shining testament to the creativity, innovation, and the art of storytelling. 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, and has shown remarkable success in operations, winning a vote of confidence and has led by example by setting benchmark standards for the MENA theme park industry, successfully attracting visitors, repeat visits, and achieving remarkable profitability.

SUBMISSION REQUIREMENT:

1. Describe your Amusement or Theme Park in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your facility with a short description. Example: Home to the fastest Roller Coaster in the World.
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your facility have in all to engage your visitors
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the park operation in 2023
- **DIFFERENTIATOR FACTOR:** How is your Theme Park different from other Theme parks and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your Park in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your Park? Attach Customer testimonial video.
- **RANKING:** Provide a link to your Park's Google Reviews Page and/ or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Park.
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as Special Events hosted at the Park, Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted at the Theme Park.

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 and Amusement Park operations in the MENA that have been fully operational on or before December 31, 2023.
- 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

CATEGORIES

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 redefined the concept of aquatic entertainment, transforming water-based fun into an art form, captivating visitors with a harmonious blend of exhilarating slides, immersive attractions, and refreshing aquatic experiences. From gravity-defying rides that ignite screams of delight, to serene lazy rivers that offer relaxation and tranquility, the winner of this award stands as a beacon of innovation, creativity, and impeccable guest service. 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 shown remarkable success in operations, winning a vote of confidence, and has led by example by setting benchmark standards for the MENA waterpark industry, successfully attracting visitors, repeat visits, and achieving remarkable profitability.

SUBMISSION REQUIREMENT:

1. Describe your Water Park in terms of

- **UNIQUE ATTRACTIONS:** List the water attractions that are unique to your facility with a short description. Example: Home to the world's longest family rafting Water Coaster.
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your waterpark have in all to engage your visitors
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the waterpark operation in 2023
- **DIFFERENTIATOR FACTOR:** How is your Water Park different from other water parks and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your Park in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your water park? Attach Customer testimonial video.
- **RANKING:** Provide a link to your water park's Google Reviews Page and/or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the water park.
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as Special Events hosted at the water park, Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted at the Theme Park.

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 Water park operations in the MENA that have been fully operational on or before December 31, 2023.
- All water parks 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

CATEGORIES

3. BEST FEC

(WHO SHOULD APPLY: FEC OPERATORS)

This award recognizes an outstanding, location-based Family Entertainment Centre (FEC) in the MENA region, which has masterfully crafted an all-encompassing haven of joy and amusement for families, expertly combining an array of entertainment offerings to cater to every family member, great F&B offerings, fostering moments of togetherness, laughter, and shared experiences. From captivating games that ignite friendly competition to heartwarming shows that spark imagination, the winner of this award is a testament to the creativity, innovation, and an unwavering dedication to creating cherished memories. It 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 in operations, winning customer confidence, and 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, successfully attracting visitors, repeat visits, and achieving remarkable profitability.

This award category is **LOCATION-SPECIFIC** and the Entry name must read as (Brand Name-Location-City, Country-Parent Company). Eg: (Yabeela - Al Liwan Mall - Manama, Bahrain - Seef Entertainment)

SUBMISSION REQUIREMENT:

1. Describe your location-based FEC in terms of

- **TYPE OF FACILITY:** Stand Alone/ Part of Shopping Mall/ Part of a Community Mall/ Others _____
- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your FEC facility with a short description. Example: Home to the scariest dark ride in the region/world.
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your FEC facility have in all to engage your visitors. What is the FEC size in square meters, its location (is it stand-alone or part of any retail or mixed-use development)?
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the FEC in 2023
- **DIFFERENTIATOR FACTOR:** How is your FEC different from other FECs and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your FEC in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your FEC? Attach Customer testimonial video.
- **RANKING:** Provide a link to your FEC's Google Reviews Page and/or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** PSafety, Health and Cleanliness measures practiced at the FEC.
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as special events hosted at the FEC, Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted by the FEC

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, 2023.
- All indoor entertainment operations in excess of 1,500 Sqm
- Annual Visitations Exceeding 50,000 customer visits per year
- Clean Health and Safety Record

CATEGORIES

4. BEST VISITOR ATTRACTION

(WHO SHOULD APPLY: OPERATORS OF GARDENS, ZOOS, AQUARIUMS, MUSEUMS AND TOURIST ATTRACTIONS)

This award recognizes an outstanding visitor attraction in the MENA region, such as Global Village, Guggenheim Museum, The Museum of the Future, which has captivated the hearts and minds of visitors, offering an unparalleled experience that leaves an indelible mark, seamlessly combining imagination, storytelling, and innovation to create a world-class experience that resonates with diverse audiences. The attraction has shown remarkable success in the profitable expansion of operations and winning customer confidence, successfully attracting visitors, repeat visits, and achieving remarkable profitability. This category includes indoor or outdoor leisure/ recreational/ landmark destinations such as gardens, zoos, aquariums, museums, and tourist attractions.

SUBMISSION REQUIREMENT:

1. Describe your Visitor Attraction in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your facility with a short description. Example: Home to RIPLEY's BELIEVE IT OR NOT attraction in the region.
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your Visitor Attraction facility have in all to engage your visitors.
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the Visitor Attraction in 2023
- **DIFFERENTIATOR FACTOR:** How is your Visitor Attraction different from other Visitor Attractions and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your Visitor Attraction in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your Visitor Attraction? Attach Customer testimonial video.
- **RANKING:** Provide a link to your Visitor Attraction's Google Reviews Page and/or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Visitor Attraction.
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as special events hosted at the Visitor Attraction, Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted by the Visitor Attraction.

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, 2023.
- All visitor attractions with an area in excess of 5,000 Sqm.
- Annual Visitations Exceeding 100,000 per year
- Clean Health and Safety Record

CATEGORIES

5. BEST EDUTAINMENT CENTRE

(WHO SHOULD APPLY: EDUTAINMENT CENTRE OPERATORS)

This award recognizes an outstanding Educational Entertainment (Edutainment) facility in the MENA region, which has seamlessly blended education and entertainment, offering a captivating and enriching experience for young minds. From redefining the concept of learning through immersive, interactive, and engaging activities, to fostering a love for knowledge while sparking curiosity and creativity, the attraction has successfully delivered enlightening experiences that ignite the imagination and cultivate critical thinking among budding intellects. It is a popular attraction that provides a safe and stimulating environment where children can thrive intellectually and emotionally and has shown remarkable success in its operations, winning customer confidence, and expanding its operations with the addition of new concepts or new locations, successfully attracting visitors, repeat visits, and achieving remarkable profitability. This popular attraction promotes curiosity, learning, exploration, excitement, fun and social engagement among children in an innovative way that makes it stand out from its competition.

This award category is **LOCATION-SPECIFIC** and the Entry name must read as (Brand Name-Location-City, Country-Parent Company). Eg: (Cheeky Monkeys-Mirdiff Mall-Dubai, UAE-Cheeky Monkeys)

SUBMISSION REQUIREMENT:

1. Describe your Edutainment Centre in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your Edutainment facility with a short description. Example: Home to Kid's HQ Educational Classes.
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your Edutainment facility have in all to engage your visitors? What is the Edutainment facility size in square meters, its location (is it stand-alone or part of any retail or mixed-use development)?
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the Edutainment Facility in 2023
- **DIFFERENTIATOR FACTOR:** How is your Edutainment Facility different from other Edutainment Centres and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your Edutainment Centre in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your Edutainment Centres? Attach Customer testimonial video.
- **RANKING:** Provide a link to your Edutainment Centres' Google Reviews Page and/or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Edutainment Centre.
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as special events hosted at the Edutainment Centre, Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted by the Edutainment Centre.

2. Video of the 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 in the MENA that have been fully operational on or before December 31, 2023.
- All visitor attractions with an area in excess of 600 Sqm
- Annual Visitations Exceeding 36,000 per year
- Clean Health and Safety Record

CATEGORIES

6. BEST PLAYSCAPE FACILITY

(WHO SHOULD APPLY: PLAY AREAS/ KIDS FACILITIES/ SOFT PLAY AREAS/ TODDLER PLAY AREAS/ KIDS PARTY CENTRES WITH SOFT PLAY)

This award recognizes an outstanding Play Area or Playscape facility in the MENA region, that provides a safe, enchanting and stimulating environment that transforms the act of play into a transformative learning journey, fostering cognitive, emotional, physical and social development in young minds. From innovative structures that encourage active exploration to interactive elements that spark imaginative adventures, the winner of this award stands as a testament to the art of creating joyful play experiences and has shown remarkable success in its operations, winning customer confidence, and expanding its operations with the addition of new concepts or new locations and promotes excitement, fun and social engagement among children in an innovative way that makes it stand out from its competition, successfully attracting visitors, repeat visits, and achieving remarkable profitability.

*This award category is **LOCATION-SPECIFIC** and the Entry name must read as (Brand Name-Location-City, Country-Parent Company). Eg: (Orange Wheel-Reem Mall-Abu Dhabi, UAE-Ideacrate Edutainment)*

SUBMISSION REQUIREMENT:

1. Describe your Playscape/Play Area in terms of

- **TYPE OF FACILITY:** Stand Alone/ Part of Shopping Mall/ Part of a Community Mall/ Others _____
- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your Playscape Facility with a short description. Example: Home to different-themed zones, each focusing on different social skills and educational elements through imaginative play.
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your Playscape Facility have in all to engage your visitors. What is the Playscape facility's size in square meters, its location (is it stand-alone or part of any retail or mixed-use development)?
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the Playscape Facility in 2023
- **DIFFERENTIATOR FACTOR:** How is your Playscape Facility different from other Playscape Facilities and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your Playscape Facility in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your Playscape Facility? Attach Customer testimonial video.
- **RANKING:** Provide a link to your Playscape Facility's Google Reviews Page and/or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Playscape Facility.
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as special events hosted at the Playscape Facility, Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted by the Playscape.

2. Video of the Play Area or Playscape (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 Play Areas or Playscapes in the MENA that have been fully operational on or before December 31, 2023.
- All visitor attractions with an area in excess of 5000 Sqm
- Annual Visitations Exceeding 36,000 per year
- Clean Health and Safety Record

CATEGORIES

7. BEST ACTIVE ENTERTAINMENT FACILITY

(WHO SHOULD APPLY: ACTIVE ENTERTAINMENT OPERATIONS such as Sports Based Entertainment Facilities, Competitive Socializing Centres, Bowling, Golf, Mini Golf, Go Karting, Trampoline and Air Parks, Adventure Courses, Paintball/Lazer Tag venues, Rock and Wall Climbing, Sky Diving, etc., and the like)

This award recognizes an outstanding active entertainment facility in the MENA region, that has elevated the concept of active recreation to a new level and embodies the essence of enjoyment through active participation of the guests. From heart-pounding challenges that push physical boundaries to engaging activities that promote teamwork and competitive socializing, this top-notch facility provides innovative experiences, promotes active entertainment and ignites a passion for movement and play. Any form of engaging entertainment facilities that requires the active participation of the player can apply for this award. Examples: bowling, golf, indoor sports arenas, escape rooms, paintball, shooting, laser tag, air parks & inflatables, trampoline parks, rope & adventure courses, caving experience & climbing facilities.

This award category is **LOCATION-SPECIFIC** and the Entry name must read as (Brand Name-Location-City, Country-Parent Company). Eg: (Trampo Extreme-AI Nakheel Mall-Dubai, UAE-Trampo Extreme)

SUBMISSION REQUIREMENT:

1. Describe your Best Active Entertainment Facility in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your Active Entertainment Facility with a short description. Example: Home to the fastest Roller Coaster in the World.
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your facility have in all to engage your visitors. What is the Active Entertainment Facility's size in square meters, its location (is it stand-alone or part of any retail or mixed-use development)?
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the Active Entertainment Facility in 2023
- **DIFFERENTIATOR FACTOR:** How is your Active Entertainment Facility different from other Active Entertainment Facilities and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your Active Entertainment Facility in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your Active Entertainment Facility? Attach Customer testimonial video.
- **RANKING:** Provide a link to your Active Entertainment Facility's Google Reviews Page and/or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Active Entertainment Facility.
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as special events hosted at the Active Entertainment Facility, Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted by the Active Entertainment Facility

2. Video of the Active 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 Active Entertainment d in the MENA that have been fully operational on or before December 31, 2023.
- All visitor attractions with an area in excess of 1,000 Sqm
- Annual visitations exceeding 50,000 per year
- Clean Health and Safety Record

CATEGORIES

8. BEST INTEGRATED LEISURE DESTINATION

(WHO SHOULD APPLY: Any INTEGRATED Leisure development or urban getaway destination that features a multitude of facilities such as hotels and or resorts, leisure attractions, retail boulevards/malls, concert venues, indoor and outdoor features, varied entertainment and amusement offerings, F&B concepts, etc. Examples – Yas Island, Mall of the Emirates, Atlantis the Palm, etc.)

This award recognizes any Urban Resort, Mall & Retail Destination, or Integrated Community Development or Activity in the MENA that creates a comprehensive, exceptional and diverse day-long leisure experience that goes beyond traditional boundaries, offering a multifaceted blend of retail, dining, and entertainment delights. With an unwavering commitment to providing an immersive experience, this destination embodies the essence of multifaceted enjoyment and provides the best all-round mix of retail, F&B, and Leisure & Entertainment experience for the entire family, offering multiple entertainment concepts within the same facility in excess of 4 hours per visit, and goes the extra mile to provide outstanding guest experience, successfully attracting visitors, repeat visits, and achieving remarkable profitability.

SUBMISSION REQUIREMENT:

1. Describe your Attraction, Seasonal Event, Urban Resort, Mall & Retail Destination, Or Integrated Community Development in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your Integrated Leisure Destination with a short description. Example: Home to Awards winning Attractions like Atlantis Aquaventure Waterpark, The Lost Chambers Aquarium, Culinary destinations like Wavehouse, Saffron, Kaleidoscope, and retail offerings like Tiffany, Versace, Via Rodeo
- **NUMBER OF ATTRACTIONS IN ALL:** How many attractions does your Integrated Leisure Destination have in all to engage your visitors
- **NEW ATTRACTIONS:** List any new attractions, new improvisations, special shows, events, and new initiatives undertaken by the Integrated Leisure Destination in 2023
- **DIFFERENTIATOR FACTOR:** How is your Integrated Leisure Destination different from other similar destinations and what makes it so unique and stand out from its competitors?
- **CUSTOMER CENTRICITY:** Describe your Integrated Leisure Destination in terms of customer centricity, customer experience, and customer feedback.
- **POPULARITY & TESTIMONIALS:** What do your customers have to say about their visit to your Integrated Leisure Destination ? Attach Customer testimonial video.
- **RANKING:** Provide a link to your Integrated Leisure Destination 's Google Reviews Page and/or Trip Advisor Pages.
- **SAFETY, HEALTH AND CLEANLINESS:** Safety, Health and Cleanliness measures practiced at the Integrated Leisure Destination .
- **MARKETING SUCCESS:** Success of marketing campaigns in attracting customers and staying ahead of the competition.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth in 2023 over the previous year – in terms of percentage growth in visitor and revenue numbers. Also include any other business success factors to further support your entry such as special events hosted at the Integrated Leisure Destination , Awards and Recognitions Won, Incentive and MICE Events, etc..
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted by the Integrated Leisure Destination

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 Theme Park and Amusement Park operations in the MENA that have been fully operational on or before December 31, 2023.
- 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

CATEGORIES

9. BEST MARKETING CAMPAIGN

(WHO SHOULD APPLY: OPERATOR & MANUFACTURERS/ SUPPLIERS)

This award recognizes an outstanding marketing campaign within the Leisure & Entertainment industry executed in the MENA region, by an Operator or Manufacturer/Supplier that has demonstrated exceptional creativity, strategic thinking, and impactful execution. From captivating storytelling that resonates with audiences to ingenious strategies that drive engagement, conversion, and desired business outcomes, the winner of this award embodies the essence of successful marketing that leaves a lasting legacy of creativity, innovation, and measurable success. This award-winning campaign leaves an indelible mark by effectively conveying its message, capturing attention, and generating a meaningful connection with its target audience. Operators and Manufacturers & Suppliers serving the MENA Leisure & Entertainment industry can nominate one or more of their outstanding marketing campaigns executed from 1st January 2023 to 31st December 2023. 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. Describe your Marketing Campaign in terms of

- **BUSINESS AIM & STRATEGIC OBJECTIVE:** of the Marketing Campaign
- **NOVELTY ELEMENT:** Fresh and innovative aspect that creates intrigue and distinguishes the Marketing Campaign from previous efforts or industry norms. It could be about the creative concept, use of cutting-edge technology or a unique storytelling approach that leaves a memorable impression.
- **CAMPAIGN EXECUTION:** briefly describe the Marketing Campaign execution including the date and duration of the campaign, strategic planning, creative execution, continuous monitoring, and adaptability.
- **CAMPAIGN SUCCESS:** What were the desired KPIS' and tangible outcomes of the Marketing Campaign, and how did you achieve them? These could include expected and actualized Campaign Reach, Conversion Rate, Website Traffic, Impressions, Likes, Reads, Engagement, etc.
- **BUSINESS SUCCESS:** Success indicators in terms of % growth before and after the Marketing Campaign - in visitors, revenue and repeat visits.

2. Video of the 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 Marketing Campaigns executed in the MENA by Operators and Manufacturers & Suppliers serving the MENA Leisure & Entertainment industry that have been fully operational on or before December 31, 2023.
- The Marketing Campaign has been executed between January 1st, 2023, and December 31st, 2023.

CATEGORIES

10. 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, ethically & philanthropically responsible manner. These may include initiatives like community outreach and support programs, education and skill development programs for the underprivileged, support for charitable causes, animal welfare, raising social awareness, etc. From innovative initiatives that address pressing societal issues and charitable causes to promoting diversity, equity and inclusion to driving meaningful change to fostering a culture of giving back, this CSR program exemplifies the transformative power of businesses as forces for good.

SUBMISSION REQUIREMENT:

1. Describe your CSR Program in terms of

- **CAMPAIGN AIM & STRATEGIC OBJECTIVE:** of the CSR Program
- **NOVELTY ELEMENT:** New, unique and innovative aspect of the CSR Program that sets the program apart and showcases a forward-thinking approach to social or other causes. It represents a departure from conventional approaches, introducing a creative twist that engages stakeholders and generates excitement around the cause.
- **CAMPAIGN EXECUTION:** briefly describe the CSR Program execution including the date and duration of the program, strategic planning, and the creative execution.
- **CAMPAIGN SUCCESS:** What was the desired outcome of the CSR Program, and how did you achieve them?

2. Video of the CSR 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 CSR Programs executed in the MENA by companies in the MENA Leisure & Entertainment Business that have been fully operational on or before December 31, 2023.
- The CSR Program has been executed between January 1st, 2023, and December 31st, 2023.

CATEGORIES

11. BEST CUSTOMER LOYALTY PROGRAM

(WHO SHOULD APPLY: OPERATORS)

The award recognizes a Customer Loyalty Program by operations/brand in the MENA Leisure & Entertainment Business for building stronger and deeper loyalty with their customers in a proactive, meaningful, and, most importantly, measurable way in the MENA Region. It celebrates an initiative that has redefined customer engagement and loyalty, going beyond conventional rewards, and creating a profound and lasting connection between the brand and its valued patrons. From innovative incentives that inspire repeat visits to personalized experiences that make every interaction special, the winner of this award stands as a beacon of customer-centric excellence. 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. Describe your Customer Loyalty Program in terms of

- **PROGRAM AIM & STRATEGIC OBJECTIVE:** Lof the loyalty program.
- **NOVELTY ELEMENT:** A new, unique and creative aspect of the Customer Loyalty Program that has created an immediate connect with the customers.
- **CAMPAIGN EXECUTION:** briefly describe the Customer Loyalty Program execution including the date and duration of the program, strategic planning, omnichannel approach, value offered to customers and the creative execution of the program.
- **CAMPAIGN SUCCESS:** What was the desired outcome of the Customer Loyalty Program, and how did you achieve them?
- **BUSINESS SUCCESS:** Success indicators in terms of % growth before and after the Customer Loyalty Program - in visitors, revenue and repeat visits.

2. Video of the Customer Loyalty 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 Customer Loyalty Programs by operations/brands in the MENA Leisure & Entertainment Business that have been fully operational on or before December 31, 2023.
- The Customer Loyalty Program has been executed between January 1st, 2023, and December 31st, 2023

CATEGORIES

12. BEST EMPLOYEES ENGAGEMENT INITIATIVE

(WHO SHOULD APPLY: OPERATORS)

This award will recognize an outstanding home-grown or international operator within the Leisure & Entertainment industry in the MENA region that has executed a remarkable Employee Engagement Initiative, that has redefined the employee experience and elevated workplace engagement to new heights. This prestigious accolade recognizes a program that places employees at the heart of organizational success, fostering a culture of empowerment, collaboration, and genuine connection. From innovative programs that promote professional development to initiatives that prioritize employee well-being and work-life balance, the winner of this award stands as a beacon of employee-centric excellence. 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. Describe your Employee Engagement Initiative in terms of

- **INITIATIVE AIM & OBJECTIVE:** of the initiative
- **NOVELTY ELEMENT:** The new, unique and innovative aspect of the Employee Engagement Initiative that sets it apart. Elaborate on its creative and unexpected approach that captured employees' attention, fostered excitement and encouraged active participation from employees.
- **INITIATIVE EXECUTION:** briefly describe the initiative execution including the date and duration of the campaign, strategic planning, and the creative execution.
- **INITIATIVE SUCCESS:** What was the desired outcome of the Employee Engagement Initiative, and how did you achieve them?
- **BUSINESS SUCCESS:** Describe the results and their impact on the business.

2. Video of the Employee Engagement 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 Employee Engagement Initiatives by home-grown or international operators in the MENA region that have been fully operational on or before December 31, 2023.
- All amusement and theme parks with an area in excess of 25,000 Sqm (250,000 Square feet)
- The initiative has been in effect from May 01 to December 31st, 2023

CATEGORIES

13. MOST INNOVATIVE APPLICATION OF TECHNOLOGY

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

The award is open to the operator, manufacturer/supplier or technology provider and will celebrate an exceptional application of technology within the MENA Leisure & Entertainment industry that has not only transformed the guest experience but has also elevated the entertainment industry standards to new heights, while significantly contributing to the financial success and profitability of the attraction. From cutting-edge digital solutions like contactless technology to interactive interfaces and digital signages to biometric identification to smart wristbands to RFID technology to remote photography drones to queue management systems to immersive experiences that blend the virtual and physical worlds, the winner of this award stands as a beacon of technological ingenuity. The technology applied has pushed boundaries, disrupted norms, and paved the way for a more immersive, interconnected, and captivating entertainment landscape, and will recognize how the applied innovative technology has enhanced customer experience, appeal and profitability at the attraction.

SUBMISSION REQUIREMENT:

1. Describe your Innovative Application of Technology in terms of

- **TECHNOLOGY AIM & OBJECTIVE:** Describe the strategic objective of the technology application
- **NOVELTY ELEMENT:** New, unique and innovative aspects of the technology applied how it enhances an experience or solves a problem.
- **TECHNOLOGY EXECUTION:** How the technology application was implemented at the attraction
- **TECHNOLOGY APPLICATION SUCCESS:** What was the desired outcome of the technology application, and how did you achieve them?
- **BUSINESS SUCCESS:** Describe the outcome and the impact of the innovation on the business

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 an innovative application of technology application within the MENA Leisure & Entertainment industry by MENA operators, manufacturers/suppliers or technology providers that have been fully operational on or before December 31, 2023.
- The technology application has been in effect between May 1st, 2023, and December 31st, 2023.

CATEGORIES

14. 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 entities or individuals engaged in the field of architecture and interior design, who have conceptualized or designed and realized an outstanding leisure & entertainment facility in the MENA Region on or before December 31, 2023. Their Design and approach to design showcases exceptional creativity, innovation, and functionality, and wherein the design brilliance transforms spaces into rich and captivating experiences, seamlessly blending aesthetic appeal with practicality, ingeniously harnessing available space to strategically maximize revenue potential. This award is for a specific location that has been designed by the entrant.

SUBMISSION REQUIREMENT:

- **TYPE OF FACILITY:** Theme Park/Water Park/Amusement Park/Visitor Attraction/FECs/Bowling Centres/Competitive Socializing Centre/Active and Sports Based Entertainment/Barcades/Others _____
- **DESIGN AIM & OBJECTIVE:** Describe the strategic objective of the Facility Design
- **UNIQUENESS OF DESIGN:** Describe design uniqueness in terms of fit-out, theming, attractions, and entertainment mix, thus realizing an enhanced guest experience. Why does the design deserve the award?
- **DESIGN FUNCTIONALITY:** Describe the functional aspect of the design in terms of Operational Efficiency and Customer Experience.
- **CONCEPT TO COMPLETION EVIDENCE:** Attach Design Renders as conceptualized as well as actual pictures of the finished facility that has the same view as the design render.
- **PROJECT DURATION:** Date of Concept Design and Date of Project Completion
- **CUSTOMER TESTIMONIALS:** Testimonials from project owners/investors/operators/developers and customers relating to the design of the project.
- **BUSINESS SUCCESS:** Describe the impact of the design on the success of the business post-execution

2. Video of the Facility Design (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, 2023.
- 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, 2023, and is presently operational within the MENA Region.
- Design Projects that have previously submitted their entry for past MENALAC Awards are not eligible to re-submit their entry

CATEGORIES

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

(WHO SHOULD APPLY: THEME PARK OPERATOR/MANUFACTURERS/ SUPPLIERS & THEMING 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 featuring new innovation, technology, and thematic ambiance that has redefined the guest experience, customer engagement, setting new standards of creativity, and excitement within amusement parks and visitor attractions. From groundbreaking rides that defy gravity to immersive installations that transport visitors to magical realms, the winner of this award stands as a beacon of visionary ingenuity who is pushing boundaries, sparking awe and captivating audiences at attractions. The new product/attraction/installation is exceptionally popular with the leading industry players and features new innovation, technology, or guest experience that led to its popularity at an Amusement or Theme Park in the MENA region in 2023, attracting visitors and generating profit for the attraction.

SUBMISSION REQUIREMENT:

1. Describe your Product/ Attraction/ Installation in terms of

- **PRODUCT/ATTRACTION/INSTALLATION FEATURES:** Describe product features and its installation within a park operation or visitor attraction in the MENA Region, its popularity in the MENA, performance within the leisure operation and why the product/ attraction/ installation deserves the award.
- **NOVELTY ELEMENT:** What is new in the product/installation in terms of technology and innovation? What makes it so unique and stand out from other products?
- **DATE OF FIRST RELEASE GLOBALLY:**
- **DATE OF THE FIRST INSTALLATION IN THE MENA:** if multiple installations are available in the UAE.
- **NO. OF UNITS SOLD:** to MENA Region
- **CUSTOMER TESTIMONIALS:** Testimonials from minimum of 2 key operators/customers of the said product/ attraction/ installation.
- **BUSINESS SUCCESS:** Value-add of the new product/ attraction/ installation to the overall project and its impact on the customer's business

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, 2023.

CATEGORIES

16. BEST NEW PRODUCT/ ATTRACTION/ INSTALLATION FOR WATER PARKS & WATER RESORTS (RIDES & ATTRACTIONS)

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

This award is for an exceptional innovation that has made a significant splash within the MENA leisure and entertainment industry, redefining aquatic experiences, setting new benchmarks for excitement, engagement, and aquatic leisure within waterparks and water resorts in the MENA. From exhilarating water slides that defy gravity to imaginative aquatic installations that transport visitors to immersive worlds, the winner of this award stands as a beacon of visionary creativity, pushing the boundaries of aquatic entertainment, sparking joy, and captivating visitors of all ages. The new product/attraction/installation is exceptionally popular with the leading industry players and features 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 2023, attracting visitors and generating profit for the attraction.

SUBMISSION REQUIREMENT:

1. Describe your Product/ Attraction/ Installation in terms of

- **PRODUCT/ ATTRACTION/ INSTALLATION FEATURES:** Describe features and its installation within a waterpark operation in the MENA Region, its popularity in the MENA, performance within the waterpark and why the product/ attraction/ installation deserves the award.
- **NOVELTY ELEMENT:** What is new in the ride/ product/ installation in terms of technology and innovation? What makes it so unique and stand out from other products?
- **DATE OF FIRST RELEASE GLOBALLY:**
- **DATE OF THE FIRST INSTALLATION IN THE MENA:** if multiple installations are available in the UAE.
- **NO. OF UNITS SOLD:** to MENA Region
- **CUSTOMER TESTIMONIALS:** Testimonials from a minimum of 2 key operators/customers of the said product/ attraction/ installation.
- **BUSINESS SUCCESS:** Value-add of the new product/ attraction/ installation to the overall project and its impact on the customer's business

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 new, stellar or innovative Product/ Attraction/ 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, 2023.

CATEGORIES

17. BEST NEW PRODUCT FOR FEC - ARCADE, VR, REDEMPTION & NOVELTY

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

The award celebrates a remarkable new Arcade, VR, redemption or novelty game that has added a new dimension of excitement and enjoyment within Family Entertainment Centers (FECs) in the MENA. This award recognizes a new product, specifically for use within arcades, FECs and indoor entertainment facilities - like arcade games, redemption games, VR attractions, novelty games, kiddie rides and simulators – that enhance family bonding, promote playfulness, foster a sense of wonder, and exemplify cutting-edge innovation within the family entertainment industry. The new product is exceptionally popular with the leading industry players and features new innovation, technology or player experience that led to its popularity at an FEC in the MENA region in 2023, attracting visitors and generating profit for the attraction.

SUBMISSION REQUIREMENT:

1. Describe your New Product in terms of

- **PRODUCT FEATURES:** Describe features and its installation within a Family Entertainment Center in the MENA Region, its popularity in the MENA, performance within the leisure operation, its ranking in the category and across all products and why the product deserves the award.
- **NOVELTY ELEMENT:** What is new in the product in terms of technology and innovation? What makes it so unique and stand out from other products?
- **DATE OF FIRST RELEASE GLOBALLY:**
- **DATE OF THE FIRST SALE IN THE MENA:**
- **NO. OF UNITS SOLD:** to the MENA Region and Globally
- **CUSTOMER TESTIMONIALS:** Testimonials from a minimum of 2 key operators/ customers of the said product.
- **BUSINESS SUCCESS:** Value-add of the new product to the overall project and its impact on the customer's business

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 new 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, 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, 2023.

CATEGORIES

18. BEST NEW PRODUCT FOR FECS - (RIDE & ATTRACTION)

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

This award recognizes a new Single or multi-player amusement ride or dark or media-based track ride or other attraction that has added a new dimension of excitement and enjoyment, reimagined family entertainment, introduced novel experiences that resonate with diverse audiences, redefined family-centric enjoyment, offering a dynamic blend of thrills, engagement, and shared moments, and elevated the guest experience within an Indoor Entertainment Facilities or Family Entertainment Centers (FECS) in the MENA region.

SUBMISSION REQUIREMENT:

1. Describe your New FEC Ride or Attraction in terms of

- **RIDE OR ATTRACTION FEATURES:** Describe the New FEC Ride or Attraction features and its installation within an indoor leisure operation or Family Entertainment Center in the MENA Region, its popularity in the MENA, performance within the leisure operation, its ranking in the category and across all products and why the ride or attraction deserves the award.
- **NOVELTY ELEMENT:** What is new in the New FEC Ride or Attraction in terms of technology and innovation, Seat Capacity, THRC? What makes it so unique and stand out from other products?
- **DATE OF FIRST RELEASE GLOBALLY:**
- **DATE OF THE FIRST SALE IN THE MENA:**
- **NO. OF UNITS SOLD:** to the MENA Region and Globally
- **CUSTOMER TESTIMONIALS:** Testimonials from a minimum of 2 key operators/customers of the said ride or attraction.
- **BUSINESS SUCCESS:** Value-add of the New FEC Ride or Attraction to the overall project and its impact on the customer's business

2. Video of of the ride or dark ride or media-based 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). Please include ONE picture of the New FEC Ride or Attraction 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 – amusement ride or dark ride or media-based or other attraction - that has been operational within an FEC or Indoor Entertainment Facility in the MENA Region that has been in operation before December 31, 2023.

CATEGORIES

19. 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 (of the awards function date) within any MENA Leisure & Attractions facility, that reimagines the very essence of entertainment, introducing a novel and captivating experience that captivates and astounds. From groundbreaking interactive installations that defy expectations to conceptual wonders that transport visitors to uncharted realms, this attraction embodies the essence of innovation within the industry crafting an entirely new dimension of entertainment. The concept attraction became exceptionally popular at an attraction in the MENA region in 2023, attracting visitors and generating profit for the attraction.

SUBMISSION REQUIREMENT:

1. Describe your Unique Concept Attraction in terms of

- **VIABILITY:** of the New Unique Concept Attraction to MENA Attractions (adaptability to climate and conditions in the MENA)
- **INNOVATION SUCCESS:** Explain why the New Unique Concept Attraction can be/has been an innovation success in the MENA. Narration as to why the New Unique Concept Attraction deserves the award. What makes it so unique and stand out from other attractions?
- **BUSINESS SUCCESS:** Value-add of the New Unique Concept Attraction to the overall project - how the product can result/has resulted in operations delighting its guests and raising revenues
- **DATE OF PROPOSED/FIRST RELEASE GLOBALLY:**
- **DATE OF THE FIRST SALE IN THE MENA:**
- **NO. OF UNITS SOLD:** to the MENA Region and Globally
- **CUSTOMER TESTIMONIALS:** Testimonials from a minimum of 2 key operators/customers and what they think of the said new concept

2. Video of the New Unique Concept 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 any new-age concept attraction that has debuted or will debut in the next 3 months of the awards function date within any MENA Leisure & Attractions facility

CATEGORIES

20. SUPPLIER OF THE YEAR

(WHO SHOULD APPLY: Any company engaged in supplying products and attractions to the MENA Leisure Industry such as MANUFACTURERS/ SUPPLIERS/ DISTRIBUTORS)

This award recognizes a Manufacturer, Distributor or Supplier who has played a pivotal role by offering outstanding products and services to the MENA leisure Industry, thus contributing to the growth and enhancement of leisure and entertainment experiences across the region. The Manufacturer, Distributor or Supplier 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. This award-winning supplier exemplifies the art of forging meaningful partnerships that drive the industry forward and has gone above and beyond to impress its customers during the pre-sales, sales and after-sales cycles in the year 2023.

SUBMISSION REQUIREMENT:

1. Detailed Entry (Not exceeding 500 words)

- **COMPANY DETAILS:** A write-up about the Company and its Achievements in the MENA Market in the year 2023
- **DATE OF FORMATION**____,
- **NO. OF YEARS OF BUSINESS IN THE MENA REGION** _____
- **NO. OF PRODUCTS SOLD/DELIVERED TO THE MENA REGION IN 2023**
- **NO. OF ENTERTAINMENT OPERATIONS THE COMPANY HAS SUPPLIED TO IN THE MENA REGION IN 2023**
- **BUSINESS SUCCESS IN 2023** – How did your business perform in 2023 over 2022. Incremental Growth in %
- **CUSTOMER TESTIMONIALS:** Video Testimonials from Major Customers in the MENA Region in the Year 2023.

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 2023.

CATEGORIES

21. BEST AMUSEMENT INSPECTION & CERTIFICATION BODY AWARD

(WHO SHOULD APPLY: INSPECTION & CERTIFICATION BODIES)

The Best Amusement Inspection & Certification Body Award aims to recognize and celebrate excellence in the inspection & certification of MENA amusement attractions. This award honors inspection bodies that have demonstrated outstanding technical competence, Integrity, adherence to quality standards, knowledge of the regional regulations, good relations with regional regulatory bodies, operator engagement & satisfaction and environmental awareness - providing exceptional contributions to ensuring safety, compliance, and efficiency in the MENA Leisure & Attractions Industry in the year 2023.

SUBMISSION REQUIREMENT:

1. Detailed Entry highlighting

- **QUALITY AND ACCURACY:** Showcase a track record of providing accurate and reliable inspection services, ensuring precision in assessments.
- **COMPLIANCE AND ETHICS:** Demonstrate a strong commitment to compliance with industry regulations, legal requirements, and ethical standards in conducting inspections.
- **TECHNOLOGICAL INNOVATION:** Implementation of cutting-edge technologies and methodologies to enhance the efficiency and effectiveness of inspections.
- **CLIENT SATISFACTION:** Inspection body to outline the process of how they demonstrate and monitor customer satisfaction (including any reference to a customer charter or excellence standards).
- **TRAINING AND EXPERTISE:** The quality of personnel, their qualifications, expertise, and ongoing training initiatives contribute to the evaluation of the inspection body.
- **CONTRIBUTION TO INDUSTRY:** The extent to which the inspection body has contributed to improving industry standards, promoting best practices, and fostering innovation is evaluated.
- **ENVIRONMENTAL AND SOCIAL RESPONSIBILITY:** Consideration is given to the body's efforts to minimize environmental impact, promote sustainability, and engage in socially responsible practices.

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 an Inspection & Certification body serving the MENA leisure and entertainment industry that has a minimum of 5 years of experience in the inspection industry
- The entity is a member of a recognized professional organization or trade association, has a proven track record of providing high-quality inspection services and is in good standing with the regional regulatory authorities

CATEGORIES

22. BEST INNOVATION IN HEALTH & SAFETY

(WHO SHOULD APPLY: OPERATORS)

The Best Innovation in Health & Safety award category commends a pioneering health & safety achievement within the MENA Leisure & Entertainment industry that has demonstrated a profound commitment to the highest standards of health, safety, and security, setting new benchmarks for the protection and peace of mind of visitors and stakeholders. From groundbreaking technologies that ensure seamless crowd management to innovative protocols that prioritize employee and guest health, the winner of this award serves as a beacon of forward-thinking ingenuity, embodying the essence of responsibility, care, and industry leadership. 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) in 2023.

SUBMISSION REQUIREMENT:

1. Describe your Innovation in terms of

- **Innovation Aim:** What problem was it aiming to solve?
- **Innovation Details:** Provide details of the Innovation illustrating conception, originality, novelty and creativity, technicality and patentability.
- **Measurable Results:** 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)
- **Business Success:** 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, 2023.
- The Health & Safety Innovation Program has been in effect between May 1st, 2023 and December 31st, 2023.

CATEGORIES

23. BEST INDIVIDUAL SAFETY ACHIEVEMENT

(WHO SHOULD APPLY: OPERATORS)

The 'Best Individual Safety Achievement' award category honors a remarkable individual within the MENA Leisure & Entertainment industry who has demonstrated exceptional dedication, leadership, and outstanding contributions to advancing safety standards and practices. From proactive initiatives that promote a culture of safety to innovative strategies that mitigate risks and ensure compliance, the winner of this award stands as an exemplary role model of safety excellence. 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, guest and colleague safety, and welfare in 2023.

SUBMISSION REQUIREMENT:

1. Describe the Safety Champion in terms of

- **SAFETY CHAMPION DETAILS** – Normal role within the organization and details of what they did beyond their normal duties to improve safety.
- **EXPLAIN THE NEED FOR IMPROVEMENT:** Why was the improvement necessary, how it was evaluated and what they then did to improve the situation/ position?
- **SUSTAINABILITY OF THE IMPROVEMENT:** Provide details of what they implemented and what they did to sustain the improvement as a lasting measure. Share 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

CATEGORIES

24. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN OF THE YEAR

(WHO SHOULD APPLY: OPERATORS & MANUFACTURERS/SUPPLIERS)

This award recognizes an organization in the MENA Leisure & Entertainment space that has exemplified an unwavering commitment to sustainability, environmental stewardship, circular economy, and positive societal impact in 2023. From innovative initiatives such as using eco rides, going solar, being carbon-neutral, switching to green roofs, eliminating food waste and implementing zero waste, switching to energy-saving solutions, using LED lighting, clean mobility, switching to electric or green renewable energy, reducing water consumption and using recycled water for irrigation, eliminating plastic, promoting reduce-reuse-recycle philosophy, smart technology, and digital work, becoming a paperless office, choosing clean products, that reduce carbon footprints to community-focused campaigns that foster social well-being. The winner of this award stands as a beacon of sustainability leadership, having purposely implemented a sustainability initiative to their business, changing from existing practices to new and innovative practices in line with current best practices.

SUBMISSION REQUIREMENT:

1. Describe your Sustainability Campaign in terms of

- **ISSUE/PROBLEM AT HAND:** Provide details of the issues being addressed, including full data analysis of the perceived problem.
- **PROCESS DECISION:** 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
- **CAMPAIGN IMPLEMENTATION:** Explain what was done, what stakeholders/ supply chains were used and what resources were invested (people/ finance) to implement the project.
- **CAMPAIGN IMPACT & OUTCOME:** Using detailed data, explain the outcome in terms of sustainability-relevant data/ language and metrics (i.e. converted carbon, equivalent savings).
- **CAMPAIGN BENEFITS:** 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, 2023.
- The Sustainability Campaign has been executed in the MENA between January 1st, 2023 and December 31st, 2023.

CATEGORIES

25. BEST ESTABLISHMENT MANAGER

(WHO SHOULD APPLY: OPERATORS)

This award recognizes Establishment/Operations Managers or Business Heads of a large entertainment facility who embodies the epitome of operational excellence and trans-formative impact, having demonstrated outstanding performance, exceptional management skills, a deep understanding of the brand and its products, and the ability to deliver the brand's core values. With an unwavering commitment to delivering excellence, upholding the brand's reputation, and navigating challenges with resilience and grace, this manager embodies the essence of strategic acumen, leadership, and operational prowess and will 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 with exceptional operational skills and has rendered outstanding performance during 1st January 2023 to 31st December 2023.

SUBMISSION REQUIREMENT:

1. Describe your Establishment Manager in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your facility with a short description. Example: Home to the fastest Roller Coaster in the World.
- **BUSINESS ACUMEN:** Provide data that demonstrate not only his/her business acumen supported by evidence of customer satisfaction of that unit, and strong engagement.
- **RELEVANCE:** Describe how they have remained relevant in the industry through their initiatives and passion and inspire others.
- **STATEMENT FROM HR:**
- **CUSTOMER TESTIMONIALS:** Testimonials and word of mouth from a few staff and what they think of the said new concept

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 2023 in a manner that will continue to be of value in the future.

CATEGORIES

26. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR

(WHO SHOULD APPLY: OPERATORS & MANUFACTURERS/ SUPPLIERS)

This Award recognizes an exceptional individual within the MENA Leisure & Entertainment industry who has not only added value to his/her organization in terms of leading their business efficiently & profitably but has also proactively and significantly contributed to the holistic development and advancement of the MENA Leisure and Entertainment industry in 2023. From pioneering strategies that drive business growth to proactive initiatives that create trans-formative industry impact, the winner of this award stands as an exemplar of innovation and industry stewardship. Their unparalleled leadership, work ethics, outstanding accomplishments, and passionate commitment to industry growth define their candidature for this coveted award.

SUBMISSION REQUIREMENT:

1. Describe the Leisure And Entertainment Personality in terms of

- **BUSINESS OBJECTIVES & OUTCOMES:** Describe the Personality, List their contribution to the success of the business they are involved with and their achievements
- **Contribution for Social Causes:** has the personality contributed to the larger good of humanity via any social endeavors? Please list in a few words.
- **CONTRIBUTION TO THE MENA LEISURE AND ENTERTAINMENT INDUSTRY IN 2023:** Did the personality contribute to the betterment of the Leisure and Entertainment Industry in the MENA Region via 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? Briefly describe how.
- **POPULARITY:** within their organization and within the industry. Testimonials from Peers/Employers/Other Industry Contacts

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 5 years.
- He/ She has made a significant contribution to the MENA region attractions industry in 2023 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 won this award in the previous editions of MENALAC AWARDS.

ENTRY SUBMISSION INFORMATION

WHO SHOULD ENTER:

Entries can be submitted by FECs, Theme Parks, Water Parks, Visitor Attractions, Edutainment Centre, Sport and Adventure based Operators that are based in the MENA region. Manufacturers, Suppliers, Designers and Service Providers who are supplying/ 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 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 along with the payments must be submitted for judging by Wednesday, 31 January 2024.

AWARDS TIMELINES:

20 DEC 2023	Award Nominations to open online
31 JAN 2024	Final day for submission of award nominations
02 FEB 2024	Entries opened to Jury for judging
14 FEB 2024	Judging Round Closes
16 FEB 2024	All jury markings submitted to an external Auditor for scoring
25 FEB 2024	External Auditor to announce finalists
06 MAR 2024	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 2024.

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, 2024.

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 2024 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 2024 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

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