

# MENALAC AWARDS 2024



**HOW TO SUBMIT  
A WINNING ENTRY**

**6th March 2024  
Address Sky View Hotel, Dubai**

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



# MENALAC AWARDS 2024

## CRAFTING A WINNING NOMINATION ENTRY

Dear Nominee,

Thank you for your interest in the MENALAC AWARDS 2024.

To ensure your nomination stands out and has the best chance of securing a prestigious MENALAC Award, we are happy to share tips to help you craft a winning entry.

This document explains the awards process, guides on how to navigate the awards portal, and finally provides guidelines on how to create a winning entry

- [The Awards Process](#) Page 03
- [How to Enter](#) Page 04
- [What to Submit](#) Page 15
- [How to Create a Winning Entry.](#) Page 16

Best of luck with your nomination for the MENALAC Awards 2024! We look forward to celebrating the outstanding

contributions of individuals and organizations in the leisure and entertainment sector.

Happy Nominating

MENALAC AWARDS COMMITTEE





# MENALAC AWARDS 2024

## THE AWARDS PROCESS

The MENALAC Awards aim to set new benchmarking standards for the MENA Leisure, Entertainment and Attractions 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.

Like in previous years the awards submission, judging and scoring will happen entirely on our **online awards portal**.

To make the awards submission process more accurate and crisp, this year **every single submission criteria is listed as an independent and mandatory field** to make it easier for the entrant to submit his entry and for the jury to evaluate each criterion and the overall entry more accurately.

After the submission deadline, **the esteemed awards jury** (comprising experts and leading names of the MENA leisure industry) **will evaluate every entry in the categories** that they are assigned to judge.

Once the jury round closes, **the award auditors – UHY James will then check every entry for compliance with the awards process** and then start scoring the entries in every award category.

The Auditors will then announce the finalists by 25<sup>th</sup> February.

The final award winners will be announced on March 06, 2024 at the glittering MENALAC AWARDS GALA at the Address Sky View Hotel, Dubai being held from 7pm – 11 pm.

**Important Note:** Only the Award Auditors and the Trophy maker will know the award winner names and even MENALAC and its Board will get to know of the winners directly at the MENALAC AWARDS GALA Night.

### Awards Timelines

20 DEC 2023	Award Nominations Open
31 JAN 2024	Award Nominations Close
02 FEB 2024	Jury Round Opens
14 FEB 2024	Jury Round Closes
16 FEB 2024	Audit Round Opens
24 FEB 2024	Audit Round Closes.
25 FEB 2024	Shortlist announced
06 MAR 2024	Winners Announced at Gala





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

**MENALAC AWARDS 2024**  
**NOMINATIONS CLOSING SOON!**



**27 AWARDS CATEGORIES**

1. BEST AMUSEMENT OR THEME PARK	15. BEST NEW PRODUCT/ ATTRACTION/ INSTALLATION FOR AMUSEMENT PARKS & VISITOR ATTRACTIONS
2. BEST WATERPARK	16. BEST NEW PRODUCT/ATTRACTION/INSTALLATION FOR WATER PARKS & WATER RESORTS (RIDES & ATTRACTIONS)
3. BEST FEC	17. BEST NEW PRODUCT - ARCADE, VR, REDEMPTION & NOVELTY
4. BEST VISITOR ATTRACTION	18. BEST NEW PRODUCT FOR FECS - (RIDE & ATTRACTION)
5. BEST EDUTAINMENT CENTRE	19. MOST NEW UNIQUE CONCEPT ATTRACTION
6. BEST PLAYSCAPE FACILITY	20. SUPPLIER OF THE YEAR
7. BEST ACTIVE ENTERTAINMENT FACILITY	21. BEST AMUSEMENT INSPECTION BODY AWARD
8. BEST INTEGRATED LEISURE DESTINATION	22. BEST INNOVATION IN HEALTH & SAFETY
9. BEST MARKETING CAMPAIGN	23. BEST INDIVIDUAL SAFETY ACHIEVEMENT
10. BEST CSR PROGRAM	24. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN OF THE YEAR
11. BEST CUSTOMER LOYALTY PROGRAM	25. BEST ESTABLISHMENT MANAGER
12. BEST EMPLOYEES ENGAGEMENT INITIATIVE	26. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR
13. MOST INNOVATIVE APPLICATION OF TECHNOLOGY	27. MENALAC HALL OF FAME
14. BEST DESIGN FOR A LEISURE & ENTERTAINMENT FACILITY	

**6<sup>TH</sup> MARCH 2024**  
**ADDRESS SKY VIEW HOTEL, DUBAI, UAE**

**WILL YOU BE A WINNER THIS YEAR?**  
**NOMINATIONS CLOSE 31<sup>ST</sup> JAN 2024**

**NOMINATE NOW**

**Our Sponsors**

Silver: PLY, Silver: Silver, Gala Dinner: TRAND, Red Carpet: TRAND, Technology: VIVATICKET, Pre-Dinner Cocktail: WTI, Bronze: SEA EXPO, Networking: ADG

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**MENALAC AWARDS 2024**

Member discount price!

**MAR 06 2024**

**Address Sky View Hotel, Dubai**

**MENALAC AWARDS GALA 2024**

Location: Address Sky View Hotel, Dubai, UAE  
Event Date: March 6, 2024  
**AED 1,305 - AED 9,000**

AED, AED  
Switch Currency

**EARLY BIRD RATES AVAILABLE FOR TICKETS BOUGHT BEFORE JAN 15, 2024.**

**Ticket** Choose an option  
**Options**

This button is visible to the Store Admin and no one else. More information about generating a link to a predefined product configuration can be found in [the documentation].

**Save product config**

1 **Book Now**

**ACCESS THE AWARDS BROCHURE & NOMINATE NOW**

## 1. Promotional Flier

Click on the **NOMINATE NOW** Button on the Promotional Flier (You will be directed to our website)

## 2. MENALAC Website- Awards Page

Click on the **ACCESS THE AWARDS BROCHURE & NOMINATE NOW** Button on the Awards page on the MENALAC Website (You will be directed to Awards Brochure)





# MENALAC AWARDS 2024

# THE AWARDS PROCESS



**MENALAC AWARDS 2024**

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

6<sup>TH</sup> MARCH 2024  
ADDRESS SKY VIEW HOTEL, DUBAI, UAE

AWARDS BROCHURE 2024

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- 3-5 → MENALAC Award 2023 Winners
- 7-9 → MENALAC Award 2024 Jury Panel
- 10-45 → Awards 2024 Categories, Submission Requirement and Eligibility Criteria

## AWARDS CATEGORIES

CATEGORY NAME	OPEN TO
1. BEST AMUSEMENT OR THEME PARK	THEME PARK OPERATORS
2. BEST WATERPARK	WATERPARK OPERATORS
3. BEST FEC	FEC OPERATORS
4. BEST VISITOR ATTRACTION	OPERATORS OF GARDENS, ZOOS, AQUARIUMS, MUSEUMS AND TOURIST ATTRACTIONS
5. BEST EDUTAINMENT CENTRE	EDUTAINMENT CENTRE OPERATORS
6. BEST PLAYSCAPE FACILITY	PLAY AREAS/ KIDS FACILITIES/ SOFT PLAY AREAS/ TODDLER PLAY AREAS/ KIDS PARTY CENTRES WITH SOFT PLAY
7. BEST ACTIVE ENTERTAINMENT FACILITY	ACTIVE ENTERTAINMENT OPERATORS*
8. BEST INTEGRATED LEISURE DESTINATION	ATTRACTIONS, SEASONAL EVENTS, URBAN RESORTS, MALL & RETAIL DESTINATIONS, OR INTEGRATED COMMUNITY DEVELOPMENTS**
9. BEST MARKETING CAMPAIGN	OPERATORS & MANUFACTURERS/ SUPPLIERS
10. BEST CSR PROGRAM	OPERATORS & MANUFACTURERS/ SUPPLIERS
11. BEST CUSTOMER LOYALTY PROGRAM	OPERATORS
12. BEST EMPLOYEES ENGAGEMENT INITIATIVE	OPERATORS
13. MOST INNOVATIVE APPLICATION OF TECHNOLOGY	OPERATORS, 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 (RIDES & ATTRACTIONS)	WATERPARK RIDE & ATTRACTION MANUFACTURERS/ SUPPLIERS
17. BEST NEW PRODUCT – ARCADE, VR, REDEMPTION & NOVELTY	MANUFACTURERS, DISTRIBUTORS OR SUPPLIERS SELLING SUCH PRODUCTS TO LEISURE OPERATIONS IN THE MENA
18. BEST NEW PRODUCT FOR FECS – (RIDE & ATTRACTION)	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 & CERTIFICATION 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	OPERATORS & MANUFACTURERS/ SUPPLIERS
25. BEST ESTABLISHMENT MANAGER	OPERATORS
26. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR	OPERATORS & MANUFACTURERS/ SUPPLIERS
27. MENALAC HALL OF FAME	

\*ACTIVE ENTERTAINMENT OPERATORS such as Sports Based Entertainment facilities, Competitive Socialising 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  
\*\*Any INTEGRATED leisure development or urban gateway destination that features a multitude of facilities such as hotels and/or resorts, leisure attractions, retail boulevards/malls, concert venues, indoor and outdoor features, world entertainment and amusement offerings, F&B concepts, etc. Examples – Yas Viceroy Hotel, Mall of the Emirates, Atlantis The Palm, etc.

### 3. Awards Brochure

Read through the awards brochure which comprehensively lists information about the awards, our 2023 award winners, the jury panel, awards timelines, fees and the award categories, and who can submit nominations for the different award categories.





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

## 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

NOMINATE NOW

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## 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 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.

NOMINATE NOW

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## 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 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.

NOMINATE NOW

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## 3. Awards Brochure

The Awards Brochure also lists every single award category in detail, elaborating for each category – Who Should Apply, Submission Requirements, videos and Photos to best illustrate your submission entry details, as requested





# MENALAC AWARDS 2024

# THE AWARDS PROCESS



## 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:**

- Describe your Innovation in terms of
  - Innovation Aims:** 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.
- Video of the Innovation in action (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, JPC, 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.

**NOMINATE NOW**

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## 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 purposefully implemented a sustainability initiative to their business, changing from existing practices to new and innovative practices in line with current best practices.

**SUBMISSION REQUIREMENT:**

- 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.
- Video of the Campaign in action (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, JPC, 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.

**NOMINATE NOW**

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## 4. NOMINATE NOW Button

Click on the NOMINATE NOW button that sits at the bottom of every award category page.  
(You will be directed to the MENALAC AWARDS 2024 Online Portal)





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

The screenshot shows the homepage of the MENALAC AWARDS 2024 online portal. The header includes the MENALAC logo and the tagline "The only credible Leisure & Entertainment Awards for the industry by the industry". The main banner features the award trophy and the text "Nominations Open : 20 DEC 2023 - 31 JAN 2024" and "Awards Gala: 06 March 2024 | 7 pm - 11 pm | Address Skyview Hotel, Dubai 7 pm". A navigation menu on the left lists various award categories. The main content area has a teal background with the heading "MENALAC AWARDS" and "YOUR JOURNEY TO GREATNESS BEGINS HERE". It includes a welcome message and a "Let's get started:" section with 11 numbered steps for the nomination process.

The screenshot shows the "Log in or register" form. It features an email input field with a "Continue" button below it. Below the "Continue" button, there are options to "or log in with" Google, Facebook, and X (Twitter). To the right of the form, a teal sidebar contains a "Let's get started:" section with 10 numbered steps: 1. Register on this page, 2. You will be directed to the next page, 3. To know more about the awards, click the About tab on the left of the Home page, 4. Start your Nomination process by clicking the Nominations tab on the left, 5. Select the award category you wish to apply for, 6. Complete the entry for that category (or save it in-progress), 7. Submit your entry once completed to be in the running, 8. You can choose as many categories and follow the same process, 9. The submitted entry can be revisited and revised as many times till the deadline date for Submission - 31st January 2024. The jury will only start evaluating the entries after the entries close for submission, 10. All entries with payment should be received by January 31st, 2024 to be in the final running to be judged by the jury. Below the steps, it says "We wish you lots of success!!" and "For any questions, please contact sanai.parab@menalac.org".

## 5. MENALAC AWARDS 2024 Online Portal

You will now arrive on the MENALAC AWARDS 2024 Online Portal

## 5. Create Login & Password

Login with your credentials if you have applied in the past or Register with a new login and password.

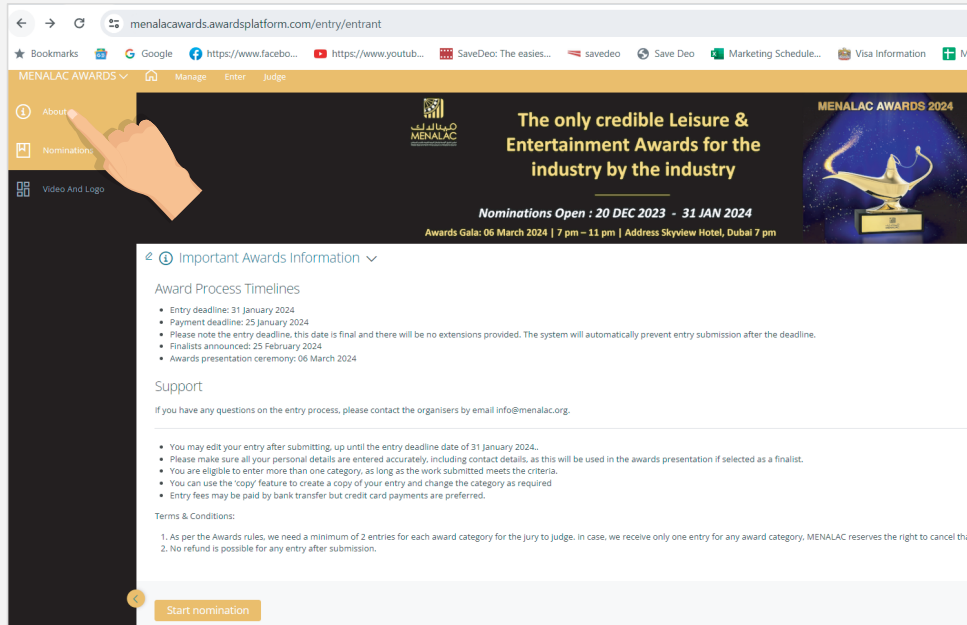






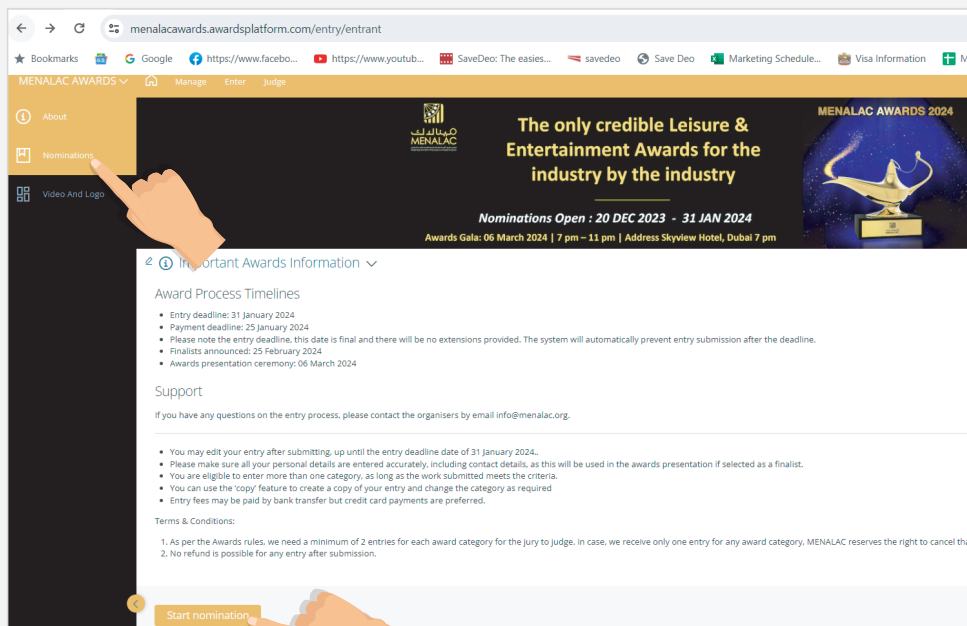
# MENALAC AWARDS 2024

# THE AWARDS PROCESS



## 7. About Tab

To know more about the awards, click the About tab on the left of the Home page



## 8. Nomination Tab

Start your Nomination process by clicking the Nominations tab on the left and then click on the Start Nomination Button





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

menalacawards.awardsplatform.com/entry-form/entrant/start?tabSlug=AanoGZbx

Bookmarks Google https://www.facebo... https://www.youtub... SaveDeo: The easies... savedeo Save Deo

MENALAC AWARDS Manage Enter Judge

About

Nominations

- 01. BEST AMUSEMENT OR THEME PARK 2024
- 02. BEST WATER PARK 2024
- 03. BEST FEC 2024
- 04. BEST VISITOR ATTRACTION 2024
- 05. BEST EDUTAINMENT CENTRE 2024
- 06. BEST PLAYSCAPE FACILITY 2024
- 07. BEST ACTIVE ENTERTAINMENT FACILITY 2024
- 08. BEST INTEGRATED LEISURE DESTINATION 2024
- 09. BEST MARKETING CAMPAIGN 2024
- 10. BEST CSR PROGRAM 2024
- 11. BEST CUSTOMER LOYALTY PROGRAM 2024
- 12. BEST EMPLOYEES ENGAGEMENT INITIATIVE 2024
- 13. MOST INNOVATIVE APPLICATION OF TECHNOLOGY 2024
- 14. BEST DESIGN FOR A LEISURE & ENTERTAINMENT FACILITY 2024
- 15. BEST NEW PRODUCT/ATTRACTION/INSTALLATION FOR AMUSEMENT PARKS & VISITOR ATTRACTIONS 2024
- 16. BEST NEW PRODUCT/ATTRACTION/INSTALLATION FOR WATER PARKS & WATER RESORTS (RIDES & ATTRACTIONS) 2024
- 17. BEST NEW PRODUCT FOR FEC - ARCADE, VR, REDEMPTION & NOVELTY 2024
- 18. BEST NEW PRODUCT FOR FECS 2024 - (RIDE & ATTRACTION)
- 19. MOST NEW UNIQUE CONCEPT ATTRACTION 2024
- 20. SUPPLIER OF THE YEAR 2024

Nomination name

Save + next Cancel

Please select a category and nomination name.

## 9. Select Award Category

Select the award category you wish to apply for from the dropdown list

menalacawards.awardsplatform.com/entry-form/entrant/start?tabSlug=AanoGZbx

Bookmarks Google https://www.facebo... https://www.youtub... SaveDeo: The easies... savedeo Save Deo

my nominations / nomination form / start nomination

Video And Logo

All questions must be answered, unless marked optional.

Details Eligibility Entry Submission

Award Categories Menu

You can choose to apply for as many award

Category

02. BEST WATER PARK 2024

**(WHO SHOULD APPLY: WATERPARK OPERATORS)**

**AWARD DESCRIPTION**

This award recognizes an outdoor or indoor WATER PARK in the MENA region that has redefined the concept of aquatic entertainment, transforming water into an art form, captivating visitors with a harmonious blend of exhilarating slides, immersive attractions, and refreshing 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.

\*\*\*The name of the entry should be WATERPARK NAME/CITY/COUNTRY (example: Atlantis Aquaventure/Dubai/UAE)

**SUBMISSION REQUIREMENT:**

**1. Detailed Entry**

Describe your Water Park

- **UNIQUE ATTRACTIONS:** List any unique attractions that are unique to your facility with a short description. Example: Home to the world's longest family rafting water slide.
- **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

## 10. Read Submission Requirements & Eligibility Criteria

Read carefully the Award Description, Submission Requirement and Eligibility Criteria for every entry chosen by you





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

menalacawards.awardsplatform.com/entry-form/entrant/start?tabSlug=AanoGZbx

- 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 waterpark

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

[Download blank nomination PDF for reference](#)

WATERPARK NAME/CITY/COUNTRY (example: Atlantis Aquaventure/Dubai/UAE)

[Save + next](#) [Cancel](#)

Please select a category and nomination name.

menalacawards.awardsplatform.com/entry-form/entrant/start?tabSlug=AanoGZbx

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[Download blank nomination PDF for reference](#)

WATERPARK NAME/CITY/COUNTRY (example: Atlantis Aquaventure/Dubai/UAE)

[Save + next](#) [Cancel](#)

Please select a category and nomination name.

## 13. Enter your Nomination Entry Name

Enter your Nomination Entry Name as per the format specified above the entry field.

## 14. Save + Next to Complete The Entry

After listing your nomination entry name press on Save+Next to complete your eligibility criteria.  
(You will be directed to Eligibility Criteria Page)





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

menalacawards.awardsplatform.com/entry-form/entrant/BgWqLzLx/edit?tabSlug=vgjrbNAw

My nominations → Nomination form → Start nomination

All questions must be answered, unless marked optional.

Details Eligibility **Entry Submission**

Are you a Water Park in the MENA that have been fully operational on or before December 31, 2023?

Save + next Save + close Preview **Submit nomination**

## 15. Eligibility Tab

You will now be on the Eligibility Page, and you can proceed to answer all the questions that appear one after the other. Then press Save+Next and you will be directed to the Entry Submission Page. If you are not in compliance with the eligibility criteria, the entry will end here.

menalacawards.awardsplatform.com/entry-form/entrant/BgWqLzLx/edit?tabSlug=xovePmkq

My nominations → Nomination form → Start nomination

All questions must be answered, unless marked optional.

Details Eligibility **Entry Submission**

**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 coaster. 0 / 100 words

**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 0 / 100 words

## 16. Entry Submission Tab

On the Entry Submission Page you can submit the details as requested. It would be good practice to keep all the details (submission text, videos, testimonials, rankings, images listed on the Awards Brochure) ready before





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

menalacawards.awardsplatform.com/entry-form/entrant/BgWqLzLx/edit?tabSlug=xovePmkq

Select file

3. Upload 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 (Share 1 PDF document with all the images)

Drag your file here  
or  
Select file

Upload the logo of the brand you are submitting the entry for

Drag your file here  
or  
Select file

Save + next Save + close Preview **Submit nomination**

## 17. Submit Nomination

Once submission entry is completed click on the **SUBMIT NOMINATION** button. (You will be directed to the Cart and Payment Page)

menalacawards.awardsplatform.com/cart

Cart

Entry Submission - MENALAC Member  
Nomination: ABCD | Chapter: Awards Nominations | Category: 02. BEST WATER PARK 2024 | Slug: BgWqLzLx | 789-BWP

**Member or Non-Member**

	Quantity	Amount
Sub-total		1,661.91
Payment processing fee (0.00%)		0.00
VAT (5%)		83.10
<b>Total</b>		<b>1,745.01</b>

256 bit SSL encryption secured checkout

**Proceed to payment**

Nomination fee  
 Entry Submission - MENALAC Member  
 Entry Submission - MENALAC Non-Member

Billing currency  
 AED

Billing address  
Company name (if applicable)  
Country  
Address  
City / suburb  
State  
Postcode

## 18. Make Payment

On the Payment Page, you can see your entry in the cart. If you are submitting only 1 entry you can proceed to make payment. Select Member or Non-Member as the case may be, enter billing details and click on the **PROCEED TO PAYMENT** Tab at the bottom to make payment before January 31





# MENALAC AWARDS 2024

# THE AWARDS PROCESS

menalacawards.awardsplatform.com/cart

RDS Manage Enter Judge

## Cart

	Quantity	Amount
<b>Entry Submission - MENALAC Member</b> Nomination: ABCD   Chapter: Awards Nominations   Category: 02. BEST WATER PARK 2024   Slug: BgWqLzLx   ID: 789-BWP	1	1,661.91 ,,-
Sub-total		1,661.91 ,,-
Payment processing fee (0.00%)		0.00 ,,-
VAT (5%)		83.10 ,,-
<b>Total</b>		<b>1,745.01 ,,-</b>

256 bit SSL encryption secured checkout

**Nomination fee**  
 Entry Submission - MENALAC Member  
 Entry Submission - MENALAC Non-Member

**Billing currency**  
 AED

**Billing address**  
Company name (if applicable)  
Country  
Address  
City / suburb  
State  
Postcode

[Add more nominations to cart](#)

## 11. Submitting Multiple Entries & Making Payment

Should you wish to submit multiple entries, click on the ADD MORE NOMINATIONS TO THE CART Button, and repeat the same process for every additional award category. Select Member or Non-Member as the case may be, enter billing details and click on the PROCEED TO PAYMENT Tab at the bottom to make payment before January 31<sup>st</sup>.





### READY UP, PREPARE TO SUBMIT

- Text entry (as per word limit specified)
- Images
- Videos
- Testimonials
- Ranking Links





# MENALAC AWARDS 2024

## HOW TO CREATE A WINNING ENTRY

- **Familiarize Yourself with Award Categories:** Take the time to review the available award categories and select the one that best aligns with your achievements and contributions. Understand the criteria and submission requirement for each category to tailor your nomination accordingly.
- **Highlight Achievements and Impact:** Clearly articulate your accomplishments and emphasize the positive impact they have had on the leisure and entertainment industry. Back your claims with measurable results, statistics, and testimonials where requested.
- **Craft a Compelling Narrative:** Tell a compelling story about your journey, challenges overcome, and milestones achieved. Make your narrative engaging, concise (as per the word limits specified), and easy to follow. Judges appreciate entries that are well-written and effectively convey the nominee's unique story.
- **Showcase Innovation and Creativity:** Demonstrate how your initiatives, projects, or contributions showcase innovation and creativity within the industry. Highlight any groundbreaking ideas, technologies, or strategies that set you apart.
- **Provide Supporting Materials:** Include relevant supporting materials such as images, videos, testimonials, ranking links that strengthen your nomination. These can significantly enhance the judges' understanding of your work.
- **Thorough Proofreading:** Before finalizing your submission, thoroughly proofread your entry to ensure clarity, coherence, and correct grammar. A well-presented nomination reflects professionalism and attention to detail.
- **Meet Submission & Payment Deadlines:** Be mindful of the submission and payment deadlines and ensure all required materials are submitted on time. Late entries may not be considered, so plan well to avoid any last-minute rush.





*Wishing you  
the very best*



Happy Nominating  
MENALAC AWARDS COMMITTEE