

MENALAC AWARDS 2025 - AWARD CATEGORIES

1. BEST THEME PARK - OVER 500,000 VISITORS PER YEAR

(WHO SHOULD APPLY: THEME PARK OPERATORS)

This award celebrates the MENA region's most outstanding amusement or theme park, that welcomes over 500,000 visitors annually, one that has captivated visitors with its imaginative design, thrilling attractions, and dedication to creating unforgettable experiences. The winner demonstrates operational excellence, innovative attractions, and strong financial performance, setting the benchmark for the industry in the region.

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 2024
- **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 Theme Park in terms of customer centricity, customer experience, and customer feedback.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Park.
- **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) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
- Annual Visitations reaching at least 500,000 customer visits per year
Clean Health and Safety Record

2. BEST THEME PARK - BELOW 500,000 VISITORS PER YEAR

(WHO SHOULD APPLY: THEME PARK OPERATORS)

This award celebrates the MENA region's most outstanding amusement or theme park, that welcomes below 500,000 visitors annually, one that has captivated visitors with its imaginative design, thrilling attractions, and dedication to creating unforgettable experiences. The winner demonstrates operational excellence, innovative attractions, and strong financial performance, setting the benchmark for the industry in the region.

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 2024
- **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 Theme Park in terms of customer centricity, customer experience, and customer feedback.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Park.
- **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)) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
 - Annual Visitations below 500,000 customer visits per year
Clean Health and Safety Record
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3. BEST WATER PARK - OVER 400,000 VISITORS PER YEAR

(WHO SHOULD APPLY: WATER PARK OPERATORS)

This award recognizes the MENA region's best water park, welcoming over 400,000 visitors annually, with thrilling slides, immersive attractions, and a commitment to guest satisfaction. The winner demonstrates operational excellence, innovative features, and strong financial performance, setting a new standard for the industry.

SUBMISSION REQUIREMENT:

1. Describe your Water Park in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your facility with a short description. Example: Longer water slide 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 2024
- **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 Water Park in terms of customer centricity, customer experience, and customer feedback.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Water Park.
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted at the Water 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)) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
 - Annual Visitations reaching at least 400,000 customer visits per year
 - Clean Health and Safety Record
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4. BEST WATER PARK - BELOW 400,000 VISITORS PER YEAR

(WHO SHOULD APPLY: WATER PARK OPERATORS)

This award recognizes the MENA region's best water park, welcoming below 400,000 visitors annually, with thrilling slides, immersive attractions, and a commitment to guest satisfaction. The winner demonstrates operational excellence, innovative features, and strong financial performance, setting a new standard for the industry.

SUBMISSION REQUIREMENT:

1. Describe your Water Park in terms of

- **UNIQUE ATTRACTIONS:** List the attractions that are unique to your facility with a short description. Example: Longer water slide 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 2024
- **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 Water Park in terms of customer centricity, customer experience, and customer feedback.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Water Park.
- **OTHER INITIATIVES:** List CSR initiatives, Staff Initiatives, Accessibility and Sustainability Initiatives adopted at the Water 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) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
- Annual Visitations below 400,000 customer visits per year
- Clean Health and Safety Record

5. BEST FEC – 20,000 SQFT AND ABOVE

(WHO SHOULD APPLY: FEC OPERATORS)

This award honors the leading MENA Family Entertainment Centre (FEC), of 20,000 sqft and above, for its comprehensive and innovative approach to family entertainment. The winner excels in providing diverse attractions, exceptional F&B, and a superior guest experience, leading to remarkable operational success, customer confidence, and profitability. Their unique offerings and dedication to creating memorable moments have established them as a standard-setter in the FEC industry.

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 RIPLEY's BELIEVE IT OR NOT attraction in the region.
 - **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 2024
 - **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.
 - **SAFETY, HEALTH AND CLEANLINESS:** Safety, Health and Cleanliness measures practiced at the FEC.
 - **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)) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

ELIGIBILITY CRITERIA:

- Entries are open to all FEC operations in the MENA that have been fully operational on or before December 31, 2024.
 - All indoor entertainment operations in excess of 20,000 Sqft
 - Clean Health and Safety Record
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6. BEST FEC – BELOW 20,000 SQFT

(WHO SHOULD APPLY: FEC OPERATORS)

This award honors the leading MENA Family Entertainment Centre (FEC), of less than 20,000 sqft, for its comprehensive and innovative approach to family entertainment. The winner excels in providing diverse attractions, exceptional F&B, and a superior guest experience, leading to remarkable operational success, customer confidence, and profitability. Their unique offerings and dedication to creating memorable moments have established them as a standard-setter in the FEC industry.

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 2024
 - **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.
 - **SAFETY, HEALTH AND CLEANLINESS:** Safety, Health and Cleanliness measures practiced at the FEC.
 - **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)) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

ELIGIBILITY CRITERIA:

- Entries are open to all FEC operations in the MENA that have been fully operational on or before December 31, 2024.
 - All indoor entertainment operations below 20,000 Sqft
 - Clean Health and Safety Record
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7. BEST VISITOR ATTRACTION

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

This award celebrates a leading MENA visitor attraction that delivers an unparalleled, captivating experience, leaving a lasting impression on visitors. Demonstrating exceptional innovation, compelling storytelling, and robust operational success, the winner has achieved remarkable visitor numbers, repeat visits, and significant profitability.

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 2024
- **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.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Visitor Attraction.
- **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)) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

ELIGIBILITY CRITERIA:

- Entries are open to all Visitor Attractions in the MENA that have been fully operational on or before December 31, 2024.
- Clean Health and Safety Record

8. BEST EDUTAINMENT CENTRE

(WHO SHOULD APPLY: EDUTAINMENT CENTRE OPERATORS)

For its commitment to innovative and engaging learning experiences, this award recognizes an outstanding MENA Edutainment facility. The winner has successfully blended education and entertainment, creating a stimulating environment that promotes curiosity and critical thinking. Achieving operational success, customer confidence, and profitability, this facility stands out for its dedication to enriching young minds

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 2024
- **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.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Edutainment Centre.
- **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) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

ELIGIBILITY CRITERIA:

- Entries are open to all Edutainment Operations in the MENA that have been fully operational on or before December 31, 2024.
 - Clean Health and Safety Record
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9. BEST PLAY AREA / PLAYSCAPE

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

This award honors an outstanding MENA Play Area or Playscape facility that provides a safe, stimulating environment for transformative learning through play. The winner fosters child development through innovative structures and interactive elements, achieving operational success, customer confidence, and 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 2024
- **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.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Playscape Facility.
- **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) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

ELIGIBILITY CRITERIA:

- Entries are open to all Play Areas or Playscapes in the MENA that have been fully operational on or before December 31, 2024.
 - Clean Health and Safety Record
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10. BEST SPORT / ACTIVE ENTERTAINMENT

(WHO SHOULD APPLY: ACTIVE ENTERTAINMENT OPERATORS 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 MENA active entertainment facility that delivers innovative, participatory recreational experiences. This facility elevates active recreation through heart-pounding challenges and engaging social activities, fostering movement, play, and competitive socializing. It stands as a top-notch destination promoting active entertainment and igniting a passion for movement.

This award category is LOCATION-SPECIFIC and the Entry name must read as (Brand Name-Location-City, Country-Parent Company). Eg: (Trampo Extreme-Al 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 tallest rope course 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 2024
- **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.
- **SAFETY, HEALTH AND CLEANLINESS:** Park Safety, Health and Cleanliness measures practiced at the Active Entertainment Facility.
- **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) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

ELIGIBILITY CRITERIA:

- Entries are open to all Active Entertainment in the MENA that have been fully operational on or before December 31, 2024.
- Clean Health and Safety Record

11. 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.)

Recognizing a leading MENA Urban Resort, Mall, or Integrated Community Development for its comprehensive and diverse day-long leisure experience. This award celebrates destinations that provide an exceptional mix of retail, F&B, and entertainment, encouraging visits exceeding four hours and achieving profitability through outstanding guest experiences.

SUBMISSION REQUIREMENT:

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

- **NUMBER OF RETAIL OUTLETS:** How many outlets, shopping malls or standalone shops?
- **NUMBER OF SERVICE FACILITIES:** How many service facilities such as visitor centers, information booths, medical services, valet parking, free Wi-Fi, etc.
- **NUMBER OF RESTAURANTS/CAFES:** How many F&B options?
- **ACCOMMODATION OPTIONS:** List all the accommodation options.
- **ACCESS TO PUBLIC TRANSPORTATION:** Is your destination connected through public transportation options, such as metro stations, buses, taxis, and even water taxis, ensuring easy access for visitors?
- **EVENTS AND ACTIVITIES:** Regular events, festivals, concerts, and activities are promoted throughout the year to keep visitors engaged.

- **ENTERTAINMENT & LEISURE FACILITIES:** Attractions such as theme parks, waterparks, cinemas, and live performance venues are integrated into these destinations.
- **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.

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) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

ELIGIBILITY CRITERIA:

- Entries are open to all Attractions, Seasonal Events, Urban Resorts, Mall & Retail Destinations, or Integrated Community Developments in the MENA that have been fully operational on or before December 31, 2024.
- Clean Health and Safety Record

12. BEST MARKETING CAMPAIGN FOR FECS

(WHO SHOULD APPLY: FEC OPERATORS)

This award celebrates an outstanding MENA Leisure & Entertainment marketing campaign by an FEC that demonstrates exceptional creativity, strategic thinking, and impactful execution. The winning campaign, executed between January 1st and December 31st, 2024, leaves a lasting legacy by effectively conveying its message across multiple channels, driving engagement, conversion, and measurable business outcomes.

SUBMISSION REQUIREMENT:

1. Describe your Marketing Campaign in terms of

- **BUSINESS AIM & STRATEGIC OBJECTIVE:** of the Marketing Campaign
- **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.
- **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.

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

3. Images to support your submission in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
- The Marketing Campaign has been executed between January 1st, 2024, and December 31st, 2024.

13. BEST MARKETING CAMPAIGN FOR AMUSEMENT PARKS

(WHO SHOULD APPLY: THEME PARK OPERATORS)

This award celebrates an outstanding MENA Leisure & Entertainment marketing campaign by a theme park that demonstrates exceptional creativity, strategic thinking, and impactful execution. The winning campaign, executed

between January 1st and December 31st, 2024, leaves a lasting legacy by effectively conveying its message across multiple channels, driving engagement, conversion, and measurable business outcomes.

SUBMISSION REQUIREMENT:

1. Describe your Marketing Campaign in terms of

- **BUSINESS AIM & STRATEGIC OBJECTIVE:** of the Marketing Campaign
- **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.
- **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.

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

3. Images to support your submission in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
- The Marketing Campaign has been executed between January 1st, 2024, and December 31st, 2024.

14. BEST CSR PROGRAM

(WHO SHOULD APPLY: OPERATORS)

This award recognizes a MENA Leisure & Entertainment company that has developed a truly effective and comprehensive Corporate Social Responsibility program. Demonstrating credibility and a result-driven approach, the winning program aligns with its core business functions, addressing pressing societal issues through community outreach, education, and philanthropic initiatives, fostering economically, socially, and ethically responsible operations.

SUBMISSION REQUIREMENT:

1. Describe your CSR Program in terms of

- **CAMPAIGN AIM & STRATEGIC OBJECTIVE:** of the CSR Program
- **CAMPAIGN EXECUTION:** briefly describe the CSR Program execution including the date and duration of the program, strategic planning, and the creative execution.
- **NUMBER OF BENEFICIARIES AND LOCAL COMMUNITIES ENGAGED :** What is the number of individuals or communities that have benefited from the campaign, such as local talent programs, outreach to underserved communities, or access to cultural activities?
- **AMOUNT OF DONATIONS/FUNDING RAISED:** What are the total funds or resources raised for a specific cause, such as charitable donations, volunteer hours, or product donations, free or discounted ticket distributed?
- **VOLUNTEER ENGAGEMENT:** What is the total number of employees or participants have volunteered for CSR activities?
- **WORKSHOPS OR EDUCATIONAL PROGRAMS HELD:** List training programs, workshops, or educational initiatives (such as music, film production, or acting workshops) organized for youth or disadvantaged groups.
- **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.

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

3. Images to support your submission) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
 - The CSR Program has been executed between January 1st, 2024, and December 31st, 2024.
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15. BEST CUSTOMER LOYALTY PROGRAM**(WHO SHOULD APPLY: OPERATORS)**

Recognizing a MENA Leisure & Entertainment Customer Loyalty Program for its innovative, measurable, and customer-centric approach to building strong and lasting customer loyalty. Judged on creativity, emotional engagement, uniqueness, omnichannel approach, customer value, brand benefits, and overall success, the winning program demonstrates a profound and lasting connection with its valued patrons.

SUBMISSION REQUIREMENT:

1. Describe your Customer Loyalty Program in terms of

- **PROGRAM AIM & STRATEGIC OBJECTIVE:** of the loyalty program.
- **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.
- **NOVELTY ELEMENT:** A new, unique and creative aspect of the Customer Loyalty Program that has created an immediate connect with the customers.
- **CAMPAIGN SUCCESS:** What was the desired outcome of the Customer Loyalty Program, and how did you achieve them? Please list KPIs like revenue increase, repeat visits, upselling options, etc..

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

3. Images to support your submission) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
 - The Customer Loyalty Program has been executed between January 1st, 2023, and December 31st, 2024
-

16. BEST EMPLOYEES ENGAGEMENT INITIATIVE**(WHO SHOULD APPLY: OPERATORS)**

Recognizing a MENA Leisure & Entertainment operator for its outstanding Employee Engagement Initiative, this award celebrates its commitment to redefining the employee experience. The winning program demonstrates innovative initiatives that prioritize employee well-being and professional development, fostering a culture of empowerment, collaboration, and genuine connection, and benefiting the organization's work culture across all levels.

SUBMISSION REQUIREMENT:

1. Describe your Employee Engagement Initiative in terms of

- **INITIATIVE AIM & OBJECTIVE:** of the initiative
- **INITIATIVE EXECUTION:** briefly describe the initiative execution including the date and duration of the campaign, strategic planning, and the creative execution.
- **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 SUCCESS:** What was the desired outcome of the Employee Engagement Initiative, and how did you achieve them? Please list KPIs like Participation rate, employee satisfaction, retention rate, eNPS

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

3. Images to support your submission) in a PDF file, with a maximum of 5 images not exceeding 5MB each (Accepted format: PDF)

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, 2024.
 - The initiative has been in effect from May 01 to December 31st, 2024
-

17. MOST INNOVATIVE EXPERIENCE

(WHO SHOULD APPLY: OPERATORS)

This award is exclusively for operators within the MENA leisure and entertainment sector. It celebrates those who have successfully implemented innovative experiences that significantly enhance the guest journey and demonstrably drive financial success. The award recognizes the ability to transform the guest experience while delivering a clear positive impact on the attraction's bottom line.

SUBMISSION REQUIREMENT:

1. Describe your Innovative Experience in terms of

- **EXPERIENCE CONCEPT:** Describe the concept behind the new experience, and what was the desired outcome.
- **NOVELTY ELEMENT:** New, unique and innovative aspects of the new experience.
- **EXECUTION AND CHALLENGES:** How the new experience has been implemented? What complexities made the introduction of the experience a challenge?
- **CUSTOMER JOURNEY ENHANCEMENT:** Describe how this new experience is enhancing the guest journey or solving a problem for them.
- **FINANCIAL IMPACT:** Describe how this new experience is unlocking new potential revenues or business opportunities for the facility; did this experience enhanced operational efficiency of the facility, or allowed any cost saving?

2. Video of the experience (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 innovative experiences implemented within the MENA Leisure & Entertainment industry.
 - The innovative experience has been in effect for at least 2 months before December 31st, 2024.
-

18. MOST INNOVATIVE TECHNOLOGY

(WHO SHOULD APPLY: TECHNOLOGY PROVIDERS)

This award is dedicated exclusively to technology providers who have made a significant impact on the MENA leisure and entertainment industry. It celebrates the development and implementation of cutting-edge technology solutions that have demonstrably enhanced the guest experience and contributed to the profitability of leisure attractions. The award recognizes providers who have delivered solutions that improve customer appeal and satisfaction, while providing a clear return on investment for their operator clients.

SUBMISSION REQUIREMENT:

1. Describe your Innovative Technology in terms of

- **TECHNOLOGY AIM & OBJECTIVE:** Describe the strategic objective of the technology application and the expected outcome.

- **NOVELTY ELEMENT:** New, unique and innovative aspects of the technology applied.
- **TECHNOLOGY EXECUTION AND TECHNICAL CHALLENGES:** How the technology application has been implemented? What technical complexities made the introduction of the technology a challenge?
- **CUSTOMER JOURNEY ENHANCEMENT:** Describe how this new technology is enhancing the experience of the guests or solving a problem for them.
- **FINANCIAL IMPACT:** Describe how this new technology is unlocking new potential revenues or business opportunities for the operator; did this technology enhanced operational efficiency of the facility, or allowed any cost saving?

2. Video of the Technology in action (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 only to innovative application of technology within the MENA Leisure & Entertainment industry.
- The technology application has been in effect for at least 2 months before December 31st, 2024.

**19. BEST DESIGN FOR A LEISURE & ENTERTAINMENT FACILITY - FEC
(WHO SHOULD APPLY: FEC OPERATORS)**

This award honors the operator who successfully implemented a stunning and functional design for a Family Entertainment Center (FEC), creating an exceptional guest experience. It recognizes operators who have executed outstanding FEC designs that elevate the entertainment experience for families, showcasing creativity, efficient space utilization, and a captivating atmosphere.

SUBMISSION REQUIREMENT:

Describe your facility design in terms of

- **TYPE OF FACILITY:** FEC, Bowling Centre, Competitive Socializing Centre, etc.
- **PROJECT DURATION:** Date of Concept Design and Date of Project Completion
- **DESIGN AIM & OBJECTIVE:** Describe the strategic objective of the Facility Design
- **DESIGN FUNCTIONALITY:** Describe the functional aspect of the design in terms of Operational Efficiency and Customer Experience.
- **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?
- **CONCEPT TO COMPLETION EVIDENCE:** Attach actual pictures of the finished facility that has the same view as the design render.

2. Video of the finished facility (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 only to all Operators who have been fully operational on or before December 31, 2024.
- Any stellar or innovative design for a leisure and entertainment facility that was executed before December 31, 2024, 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

20. BEST DESIGN FOR A LEISURE & ENTERTAINMENT FACILITY – AMUSEMENT PARKS

(WHO SHOULD APPLY: AMUSEMENT PARKS OPERATORS)

This award celebrates exceptional amusement park design in the MENA Region. It recognizes operators who have implemented strategic, functional, and unique designs that enhance guest experience, focusing on operational efficiency and successful concept implementation, thereby creating immersive, innovative, and aesthetically pleasing environments that contribute to the industry's advancement.

SUBMISSION REQUIREMENT:

Describe your facility design in terms of

- **TYPE OF FACILITY:** Theme Park, Water Park, Amusement Park, Visitor Attraction, Active and Sports Based Entertainment
- **PROJECT DURATION:** Date of Concept Design and Date of Project Completion
- **DESIGN AIM & OBJECTIVE:** Describe the strategic objective of the Facility Design
- **DESIGN FUNCTIONALITY:** Describe the functional aspect of the design in terms of Operational Efficiency and Customer Experience.
- **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?
- **CONCEPT TO COMPLETION EVIDENCE:** Attach actual pictures of the finished facility that has the same view as the design render.

2. Video of the finished facility (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 only to all Operators who have been fully operational on or before December 31, 2024.
- Any stellar or innovative design for a leisure and entertainment facility that was executed before December 31, 2024, 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

21. BEST NEW PRODUCT/ATTRACTION/INSTALLATION FOR THEME PARKS & VISITOR ATTRACTIONS

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

This award celebrates a groundbreaking new product, ride, or attraction in the MENA region that redefined theme park experiences in 2024. It recognizes innovations driving guest engagement and profitability through new technology and creative theming.

SUBMISSION REQUIREMENT:

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

- **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
- **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 / UNIQUENESS:** What is new in the product/installation in terms of technology and innovation? What makes it so unique and stand out from other products?
- **ENVIRONMENTAL AND SOCIAL SUSTAINABILITY:** describe your efforts to minimize environmental impact, promote sustainability and socially responsible practices while realizing/executing the product/attraction/installation .

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 product, ride, attraction, installation or thematic installation that has been operational within a Theme Park or Visitor Attraction in the MENA Region that has been in operation before December 31, 2024.
-

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

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

This award celebrates a groundbreaking new product, slide, attraction, or thematic installation in the MENA region that redefined water park experiences in 2024. It recognizes innovations driving guest engagement and profitability through new technology, creative theming, and exceptional water-based experiences.

SUBMISSION REQUIREMENT:

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

- **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
- **PRODUCT/ATTRACTION/INSTALLATION FEATURES:** Describe product features and its installation within a water park operation 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 / UNIQUENESS:** What is new in the product/installation in terms of technology and innovation? What makes it so unique and stand out from other products?
- **ENVIRONMENTAL AND SOCIAL SUSTAINABILITY:** describe your efforts to minimize environmental impact, promote sustainability and socially responsible practices while realizing/executing the product/attraction/installation .

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 product, attraction, installation or thematic 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, 2024.
-

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

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

This award celebrates a remarkable new Arcade, VR, redemption, or novelty game that has significantly enhanced family entertainment within MENA FECs. Recognizing innovative products that promote family bonding and wonder, it honors

games that have achieved exceptional popularity and profitability in **2024** through cutting-edge technology and engaging player experiences.

SUBMISSION REQUIREMENT:

1. Describe your New Product in terms of
 - **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
 - **PRODUCT FEATURES:** Describe product features and its installation within a FEC operation in the MENA Region, its popularity in the MENA, performance within the leisure operation and why the product deserves the award.
 - **NOVELTY ELEMENT / UNIQUENESS:** What is new in the product in terms of technology and innovation? What makes it so unique and stand out from other products?
 - **ENVIRONMENTAL AND SOCIAL SUSTAINABILITY:** describe your efforts to minimize environmental impact, promote sustainability and socially responsible practices while realizing the product.
2. Video of the Product (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 new product at a leisure operation in the MENA Region and name the Leisure operation.

ELIGIBILITY CRITERIA:

- Entries are open to any arcade games, redemption games, VR attractions, novelty games, kiddie rides and simulators that has been operational within a FEC or Indoor Entertainment Facility in the MENA Region that has been in operation before December 31, 2024.
-

**24. BEST NEW PRODUCT - RIDE & ATTRACTION FOR FECS
(WHO SHOULD APPLY: FEC RIDE & ATTRACTION MANUFACTURERS/SUPPLIERS)**

This award recognizes a new single or multi-player amusement ride, dark ride, media-based track ride, or attraction that has significantly elevated the guest experience within MENA Indoor Entertainment Facilities and FECS. It celebrates novel experiences that resonate with diverse audiences, offering a dynamic blend of thrills, engagement, and shared family moments..

SUBMISSION REQUIREMENT:

1. Describe your New FEC Ride or Attraction in terms of
 - **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
 - **RIDE AND ATTRACTION FEATURES:** Describe features and the installation within a FEC operation in the MENA Region, its popularity in the MENA, performance within the leisure operation and why it deserves the award.
 - **NOVELTY ELEMENT / UNIQUENESS:** What is new in the ride or attraction in terms of technology and innovation? What makes it so unique and stand out from others?
 - **ENVIRONMENTAL AND SOCIAL SUSTAINABILITY:** describe your efforts to minimize environmental impact, promote sustainability and socially responsible practices while realizing the ride or attraction.
2. Video of the ride or dark ride or media-based attraction (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 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 amusement ride or dark ride or media-based or other attraction that has been operational within a FEC or Indoor Entertainment Facility in the MENA Region that has been in operation before December 31, 2024.

25. MOST UNIQUE NEW CONCEPT ATTRACTION

(WHO SHOULD APPLY: MANUFACTURERS/SUPPLIERS)

This award recognizes the best new, globally undeployed attraction concept that redefines entertainment. It celebrates novel and captivating experiences that push boundaries, creating uncharted realms of interactive and immersive entertainment, demonstrating viability and adaptability to the MENA Region.

SUBMISSION REQUIREMENT:

1. Describe your Unique Concept Attraction in terms of

- **INNOVATION AND UNIQUENESS:** Explain why the New Concept Attraction can be an innovation success in the MENA. Narration as to why the New Concept Attraction deserves the award. What makes it so unique and stand out from other attractions?
- **MENA VIABILITY:** of the New Unique Concept Attraction to MENA Attractions (adaptability to climate and conditions in the MENA)
- **ENVIRONMENTAL AND SOCIAL SUSTAINABILITY:** describe which efforts you will put in place to minimize environmental impact, promote sustainability and socially responsible practices while realizing the concept.

2. Video of the New Concept Attraction (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 open for concepts that has not yet debuted globally

26. BEST MANUFACTURER

(WHO SHOULD APPLY: ANY MANUFACTURER PROVIDING ITS PRODUCTS / SERVICES IN THE MENA REGION)

This award recognizes a manufacturer within the leisure and entertainment industry who has demonstrated exceptional performance and innovation over the past year. It celebrates companies that have consistently delivered high-quality products, demonstrated outstanding customer service, and made significant contributions to the advancement of the industry through innovation, reliability, and sustainable practices.

SUBMISSION REQUIREMENT:

1. Detailed Entry (Not exceeding 500 words)

- **DATE OF FORMATION:**
- **COMPANY DETAILS:** A write-up about the Company
- **NO. OF YEARS OF BUSINESS IN THE MENA REGION:**
- **NUMBER OF EMPLOYEES RESIDENT IN THE MENA REGION:**
- **LIST OF BIGGEST CLIENTS IN THE MENA REGION:**
- **ACHIEVEMENTS IN 2024:** describe any relevant achievements in the MENA Market in the year 2024, new clients or new projects completed, success stories, etc.
- **UNIQUENESS OF THE OFFERINGS:** describe what makes your product/service unique in the MENA region market
- **CUSTOMER SUPPORT:** highlight the differentiators of your customer support process, the availability of local support, technical expertise, training programs, customer satisfaction initiatives, NPS increase since the previous years, etc.
- **SAFETY & QUALITY ASSURANCE:** list any non-mandatory health and safety certifications, quality certifications, quality assurance processes in place, additional initiatives, etc.

2. Video of the product / service / 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)

ELIGIBILITY CRITERIA:

- Entries are open to any Manufacturer in the leisure and entertainment industry that has supplied products and associated services to the MENA Leisure & Attractions Industry in the year 2024.
-

27. BEST TECHNOLOGY SERVICES SUPPLIER

(WHO SHOULD APPLY: Any Technology Service Provider providing its products / services in the MENA region)

This award celebrates the top MENA technology service supplier in leisure and entertainment. It recognizes innovation, reliability, and customer satisfaction, highlighting regional presence, 2024 achievements, unique offerings, exceptional support, and strong quality assurance.

SUBMISSION REQUIREMENT:

1. Detailed Entry (Not exceeding 500 words)

- **DATE OF FORMATION:**
- **COMPANY DETAILS:** A write-up about the Company
- **NO. OF YEARS OF BUSINESS IN THE MENA REGION:**
- **NUMBER OF EMPLOYEES RESIDENT IN THE MENA REGION:**
- **LIST OF BIGGEST CLIENTS IN THE MENA REGION:**
- **ACHIEVEMENTS IN 2024:** describe any relevant achievements in the MENA Market in the year 2024, new clients or new projects completed, success stories, etc.
- **UNIQUENESS OF THE OFFERINGS:** describe what makes your product/service unique in the MENA region market
- **CUSTOMER SUPPORT:** highlight the differentiators of your customer support process, the availability of local support, technical expertise, training programs, customer satisfaction initiatives, NPS increase since the previous years, etc.
- **SAFETY & QUALITY ASSURANCE:** list any non-mandatory health and safety certifications, quality certifications, quality assurance processes in place, additional initiatives, etc.

2. Video of the product / service / 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)

ELIGIBILITY CRITERIA:

- Entries are open to any Technology Service Provider in the leisure and entertainment industry that has supplied products and associated services to the MENA Leisure & Attractions Industry in the year 2024.
-

28. BEST VR AND DIGITAL EXPERIENCE CONTENT CREATORS

(WHO SHOULD APPLY: Any VR and Digital Experience Content Creators providing their products / services in the MENA region)

This award recognizes a 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.

SUBMISSION REQUIREMENT:

1. Detailed Entry (Not exceeding 500 words)

- **DATE OF FORMATION:**
- **COMPANY DETAILS:** A write-up about the Company
- **NO. OF YEARS OF BUSINESS IN THE MENA REGION:**
- **NUMBER OF EMPLOYEES RESIDENT IN THE MENA REGION:**
- **LIST OF BIGGEST CLIENTS IN THE MENA REGION:**
- **ACHIEVEMENTS IN 2024:** describe any relevant achievements in the MENA Market in the year 2024, new clients or new projects completed, success stories, etc.
- **UNIQUENESS OF THE OFFERINGS:** describe what makes your product/service unique in the MENA region market
- **CUSTOMER SUPPORT:** highlight the differentiators of your customer support process, the availability of local support, technical expertise, training programs, customer satisfaction initiatives, NPS increase since the previous years, etc.

2. Video of the product / service / 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)

ELIGIBILITY CRITERIA:

- Entries are open to any VR and Digital Experience Content Creators in the leisure and entertainment industry that has supplied products and associated services to the MENA Leisure & Attractions Industry in the year 2024.

29. BEST SKILL GAMES, REDEMPTION AND ARCADES SUPPLIER

(WHO SHOULD APPLY: Any Skill Games, Redemption And Arcades Supplier providing their products / services in the MENA region)

This award recognizes the top MENA supplier of skill games, redemption, and arcade solutions. It celebrates innovation, engaging gameplay, and customer satisfaction, highlighting regional presence, 2024 achievements, unique offerings, exceptional support, and strong quality assurance.

SUBMISSION REQUIREMENT:

1. Detailed Entry (Not exceeding 500 words)

- **DATE OF FORMATION:**
- **COMPANY DETAILS:** A write-up about the Company
- **NO. OF YEARS OF BUSINESS IN THE MENA REGION:**
- **NUMBER OF EMPLOYEES RESIDENT IN THE MENA REGION:**
- **LIST OF BIGGEST CLIENTS IN THE MENA REGION:**
- **ACHIEVEMENTS IN 2024:** describe any relevant achievements in the MENA Market in the year 2024, new clients or new projects completed, success stories, etc.
- **UNIQUENESS OF THE OFFERINGS:** describe what makes your product/service unique in the MENA region market
- **CUSTOMER SUPPORT:** highlight the differentiators of your customer support process, the availability of local support, technical expertise, training programs, customer satisfaction initiatives, NPS increase since the previous years, etc.
- **SAFETY & QUALITY ASSURANCE:** list any non-mandatory health and safety certifications, quality certifications, quality assurance processes in place, additional initiatives, etc.

2. Video of the product / service / 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)

ELIGIBILITY CRITERIA:

- Entries are open to any Skill Games, Redemption And Arcades Supplier in the leisure and entertainment industry that has supplied products and associated services to the MENA Leisure & Attractions Industry in the year 2024.

30. BEST DESIGNERS AND THEMING SUPPLIER

(WHO SHOULD APPLY: Any Designers and Theming Supplier providing their products / services in the MENA region)

This award celebrates the leading MENA designers and theming supplier, acknowledging their expertise in creating exceptional leisure and entertainment experiences. We look for demonstrated regional experience, notable 2024 successes, and distinctive offerings that set them apart.

SUBMISSION REQUIREMENT:

1. Detailed Entry (Not exceeding 500 words)

- **DATE OF FORMATION:**
- **COMPANY DETAILS:** A write-up about the Company
- **NO. OF YEARS OF BUSINESS IN THE MENA REGION:**
- **NUMBER OF EMPLOYEES RESIDENT IN THE MENA REGION:**
- **LIST OF BIGGEST CLIENTS IN THE MENA REGION:**
- **ACHIEVEMENTS IN 2024:** describe any relevant achievements in the MENA Market in the year 2024, new clients or new projects completed, success stories, etc.
- **UNIQUENESS OF THE OFFERINGS:** describe what makes your product/service unique in the MENA region market

2. Video of the product / service / 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)

ELIGIBILITY CRITERIA:

- Entries are open to any Designers And Theming Supplier in the leisure and entertainment industry that has supplied products and associated services to the MENA Leisure & Attractions Industry in the year 2024.
-

31. BEST INNOVATION IN HEALTH & SAFETY

(WHO SHOULD APPLY: OPERATORS)

This award honors a significant advancement in health and safety within the MENA leisure industry. It recognizes impactful, result-driven initiatives that set new safety standards and ensured a strong 2024 safety record, showcasing exceptional commitment to visitor and stakeholder well-being.

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 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, 2024.

- The Health & Safety Innovation Program has been in effect at least two months before December 31st, 2024.
-

32. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN

(WHO SHOULD APPLY: OPERATORS)

This award honors a MENA leisure organization demonstrating exceptional **2024** sustainability. It recognizes impactful initiatives across environmental stewardship, circular economy, and societal impact, highlighting innovative practices that reduce carbon footprints and promote social well-being.

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:** Summarize 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 with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF)

ELIGIBILITY CRITERIA:

- Entries are open to all Operations that have been fully operational on or before December 31, 2024.
 - The Sustainability Campaign has been executed in the MENA between January 1st, 2024 and December 31st, 2024.
-

33. BEST ESTABLISHMENT MANAGER - FEC

(WHO SHOULD APPLY: OPERATORS)

This award celebrates a MENA FEC leader who excelled in 2024, demonstrating exceptional operational excellence, strong leadership, and the ability to effectively deliver core brand values. Judges will consider management skills, customer service, team building, and crisis management.

SUBMISSION REQUIREMENT:

1. Describe your Establishment Manager in terms of
 - **OBJECTIVES & KPIS:** Demonstrate how the individual was able to deliver his objectives and personal KPIs, driving the success of their business and their own popularity.
 - **STATEMENT FROM HR:** highlighting your contribution to the organisation.
 - **BUSINESS ACUMEN:** Provide data that demonstrate not only his/her business acumen supported by evidence of customer satisfaction of that unit, and strong engagement.
 - **INNOVATION:** assess his/her use of advanced technologies, sustainable practices, cost optimization strategies, employee-centric solutions, and adaptability to industry trends to enhance efficiency, sustainability, and the overall facility experience

- **LEADERSHIP:** assess his/her ability to inspire and guide teams, make strategic decisions, foster collaboration, ensure operational efficiency, and maintain a positive, productive environment while adapting to changing needs and challenges

2. Video of the Individual Personality (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 all Individuals working within the MENA Leisure and Entertainment Industry for a minimum period of 3 years
 - He/She has provided innovation, education, leadership, and/or influence inside his/her organization in a manner that will continue to be of value in the future.
-

34. BEST ESTABLISHMENT MANAGER - AMUSEMENT PARK

(WHO SHOULD APPLY: OPERATORS)

This award celebrates a MENA Amusement park leader who excelled in 2024, demonstrating exceptional operational excellence, strong leadership, and the ability to effectively deliver core brand values. Judges will consider management skills, customer service, team building, and crisis management.

SUBMISSION REQUIREMENT:

1. Describe your Establishment Manager in terms of

- **OBJECTIVES & KPIS:** Demonstrate how the individual was able to deliver his objectives and personal KPIs, driving the success of their business and their own popularity.
- **STATEMENT FROM HR:** highlighting your contribution to the organisation.
- **BUSINESS ACUMEN:** Provide data that demonstrate not only his/her business acumen supported by evidence of customer satisfaction of that unit, and strong engagement.
- **INNOVATION:** assess his/her use of advanced technologies, sustainable practices, cost optimization strategies, employee-centric solutions, and adaptability to industry trends to enhance efficiency, sustainability, and the overall facility experience
- **LEADERSHIP:** assess his/her ability to inspire and guide teams, make strategic decisions, foster collaboration, ensure operational efficiency, and maintain a positive, productive environment while adapting to changing needs and challenges

2. Video of the Individual Personality (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 all Individuals active within the MENA Leisure and Entertainment Industry for a minimum period of 3 years
 - He/She has provided innovation, education, leadership, and/or influence inside his/her organization in a manner that will continue to be of value in the future.
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35. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR – SAUDI ARABIA

(WHO SHOULD APPLY: OPERATORS & MANUFACTURERS/SUPPLIERS)

This award honors an individual who has made an outstanding and impactful contribution to the leisure and entertainment sector in Saudi Arabia. It recognizes a visionary leader who has demonstrated exceptional innovation,

influence, and dedication, significantly shaping the industry and enriching the entertainment landscape within the Kingdom.

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 TO THE MENA LEISURE AND ENTERTAINMENT INDUSTRY IN 2024:** 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.

2. **Video** of the Individual Personality (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 all Individuals active within 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 2024 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.