

# MENALAC AWARDS 2022

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



**29 MARCH 2022 | DUBAI, UAE**

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# OVERVIEW

## MENALAC AWARDS 2022

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

Following on the tremendous success and reception across the industry of the first three editions, the 4th edition of the Annual MENALAC Awards Gala, the only industry awards that recognise excellence and achievements, setting benchmarking standards for the Middle East and North Africa (MENA) leisure and attractions industry, will be held on March 29, 2022, during Dubai Entertainment and Amusement and Leisure (DEAL) Show, in Dubai, UAE. It will celebrate the industry and reward excellence, outstanding performance and achievements in various facets of the leisure and entertainment industry.

The 2022 edition of the awards will feature 27 award categories, up from 24 offered last year, reflecting an expansion of the industry awards. The 3 new awards categories aimed at respectively enhancing the role of Health & Safety of our Industry by recognizing an individual who has personally championed H&S improvement; raising the importance of sustainability in our industry by recognizing an organization who purposely implemented a sustainability initiative to their business, changing from existing practices to new and innovative practices in line with current best practice; acknowledging new concepts by recognizing the best new concept attraction of the global amusement industry that has yet to be sold or installed in a facility and is yet to debut/recently debuted at any trade exhibitions.

Following the submission of the nomination, each nominee will undergo a strict and rigorous vetting and judging process to determine the award win in each category. Nomination submission will close on February 12th, 2022 – giving the participants over a month to prepare, and submit the nominations.

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

The 2022 entries for awards will open on January 12, 2022. If your brand, company, park, waterpark, FEC, visitor attraction, edutainment centre, unique visitor attraction, sport and adventure based centre, cinema, excelled and/or surpassed current standards and reached outstanding performance during the past year (2021), please enter the awards by nominating to one or as many as you want of the 27 categories.

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

# MENALAC AWARDS

## WINNERS 2020



Best Theme Park



Best Waterpark



Best Family Entertainment Center



Best Unique Visitor Attraction



Best Edutainment Playscape



Best Sport/ Adventure-Based Entertainment



Best New Leisure Entertainment Concept



Best Cinema Experience

# MENALAC AWARDS WINNERS 2020



# MENALAC AWARDS

## WINNERS 2020



Best New Product for Family Entertainment Centres



Best New Concept/ Interior Design for A Leisure Facility



Supplier of The Year



RIM MHADHBI

Best Establishment Manager  
Below 250000 Visitor/ Transactions



ENAS ALKHATEEB

Best Establishment Manager  
Above 250000 Visitor/ Transactions



SHYAM KUMAR PILLAI

Leisure and Entertainment Personality of The Year



Hall of Fame  
Lifetime Achievement Award

# AWARDS JURY



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



Shazad Ali, CEO,  
Cheeky Monkeys Playland



Ernest Yale,  
President, CEO & Founder,  
TRIOTECH



Frederic Pastuszak,  
Theme Park Creative,  
Art Director & Architect



Marcel Hendriks,  
GM - Executive Office,  
Doha Oasis Quest



Paul Chutter,  
President, Whitewater



Phil Taylor,  
Founder & Managing Director,  
Team-Leisure



Scott Wellington,  
General Manager,  
Desert Falls Water  
& Adventure Park



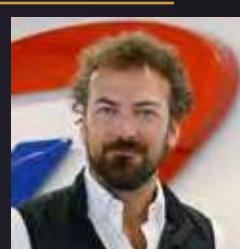
Silvio Liedtke,  
CEO, Landmark Leisure



Tim Batstone,  
Chairman, HB Leisure Ltd.



Yannick Maes, President,  
KCC Entertainment Design



Antonio Zamperla Junior,  
CEO, Antonio Zamperla SpA



Scott Deisley,  
Managing Director,  
Safety Skills Training DMCC



Mark Tucker,  
General Manager,  
Adventureland UAE & Morocco

## JUDGING CATEGORIES 1-20

# AWARDS JURY



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



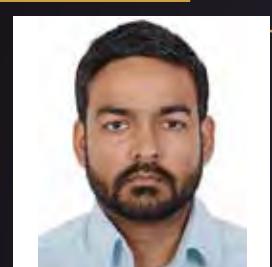
Mr. Grahame Campbell,  
Group HSE Manager,  
Jumeirah Beach & Wild Wadi



Mr. Ben Clegg,  
General Manager,  
The Zone Amusement Arcade



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



Mr. Pankaj Sharma,  
H&S Manager,  
Landmark Leisure



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



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



Mr. Karl Rothenberg,  
Maintenance Director,  
Legoland Dubai



Mr. Noel Deguzman,  
Department Head, HSE,  
Motiongate Dubai



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



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



Mr. Shady Mohammed,  
Operations/ Assistant Manager,  
Adventureland

## JUDGING CATEGORIES 21-22

# AWARDS JURY



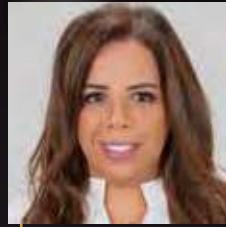
Mr. Mishal Al Hokair,  
Deputy CEO and GM -  
Entertainment Division,  
Al Hokair Group



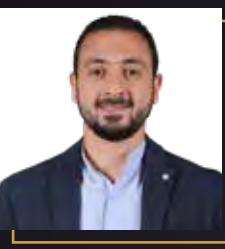
Mr. Silvio Liedtke, CEO,  
Landmark Leisure



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



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



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



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



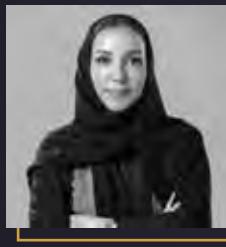
Ms. Shifa Yusuffali,  
CEO, Ideacrate Edutainment



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



Mr. Chris Swartz,  
Park Manager, Wild Wadi



Ms. Zeina Dagher,  
CEO, Emaar Entertainment



Mr. Mark Tucker,  
General Manager,  
Adventureland



Mr. Shazad Ali Abdullah,  
CEO, Cheeky Monkeys Playland



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



Mr. Rajiv Sangari,  
VP- Marketing, Business  
& Licensing,  
IMG Worlds of Adventure



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



Mr. Eric Beauregard,  
VP Global Sales & Marketing,  
Triotech Amusement

## JUDGING CATEGORIES 23-27

# AWARDS CATEGORIES

CATEGORY NAME	OPEN TO
1. BEST THEME PARK	OPERATOR
2. BEST WATERPARK	OPERATOR
3. BEST FEC	OPERATOR
4. BEST UNIQUE VISITOR ATTRACTION	OPERATOR
5. BEST EDUTAINMENT / PLAYSCAPE	OPERATOR
6. BEST SPORT / ADVENTURE-BASED ENTERTAINMENT	OPERATOR
7. BEST NEW LEISURE/ ENTERTAINMENT CONCEPT	OPERATOR
8. BEST CINEMA EXPERIENCE	OPERATOR
9. BEST DAY OUT	OPERATOR
10. BEST SALES & MARKETING CAMPAIGN	OPERATOR
11. BEST CSR PROGRAM	OPERATOR
12. BEST CUSTOMER LOYALTY PROGRAM	OPERATOR
13. BEST EMPLOYEES ENGAGEMENT INITIATIVE	OPERATOR
14. MOST INNOVATIVE APPLICATION OF TECHNOLOGY	OPERATOR/TECHNOLOGY PROVIDER
15. BEST INTERIOR DESIGN FOR A LEISURE FACILITY	OPERATOR/INTERIOR DESIGNER/ARCHITECT
16. BEST NEW PRODUCT FOR THEME PARKS	MANUFACTURER/SUPPLIER
17. BEST NEW PRODUCT FOR WATER PARKS	MANUFACTURER/SUPPLIER
18. BEST NEW PRODUCT FOR FECS	MANUFACTURER/SUPPLIER
19. BEST NEW CONCEPT	MANUFACTURER/SUPPLIER
20. SUPPLIER OF THE YEAR	MANUFACTURER/SUPPLIER OPERATOR
21. BEST INNOVATION IN HEALTH & SAFETY	OPERATOR
22. BEST INDIVIDUAL SAFETY ACHIEVEMENT	OPERATOR & M/S OPERATOR
23. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN OF THE YEAR	OPERATOR
24. BEST ESTABLISHMENT MANAGER; BELOW 250000 VISITOR/TRANSACTION	OPERATOR
25. BEST ESTABLISHMENT MANAGER; ABOVE 250000 VISITOR/TRANSACTION	OPERATOR
26. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR	OPERATOR
27. MENALAC HALL OF FAME	

# CATEGORIES

## 1. BEST THEME PARK

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021
- All amusement and theme parks with 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

## 2. BEST WATER PARK

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021
- All waterparks with 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

## 3. BEST FEC

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021
- All indoor entertainment operations excess of 1,500 Sqm
- Annual Visitations Exceeding 50,000 customer visits per year
- Clean Health and Safety Record

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FOR OPERATOR

NOMINATE NOW

FOR OPERATOR

NOMINATE NOW

# CATEGORIES

## 4. BEST UNIQUE VISITOR ATTRACTION

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021

- All visitor attractions with area in excess of 5,000 Sqm

- Annual Visitations Exceeding 100,000 per year

- Clean Health and Safety Record

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## 5. BEST EDUTAINMENT / PLAYSCAPE

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021

- All visitor attractions with area in excess of 1,000 Sqm

- Annual Visitations Exceeding 50,000 per year

- Clean Health and Safety Record

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## 6. BEST SPORT / ADVENTURE-BASED ENTERTAINMENT

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021

- All visitor attractions with area in excess of 1,000 Sqm

- Annual visitations exceeding 50,000 per year

- Clean Health and Safety Record

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# CATEGORIES

## 7. BEST NEW LEISURE / ENTERTAINMENT CONCEPT

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

- Describe its economic & success indicators in terms of footfall, revenue, repeat visits, annual growth in revenue (if operational for more than a year) and its long-term sustainability.

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

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

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

### Eligibility Criteria:

- Entries are open for NEW OPERATIONS with UNIQUE CONCEPTS that have been fully operational on or before December 31, 2021
- New FEC Openings with traditional FEC offering of Rides, Games and Playscapes do not qualify for this category.
- All visitor attractions with area in excess of 1,000 Sqm
- Annual visitations exceeding 50,000 per year
- Clean Health and Safety Record

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## 8. BEST CINEMA EXPERIENCE

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

- Describe its economic & success indicators in terms of footfall, revenue, repeat visits, annual growth in revenue (if operational for more than a year) and its long-term sustainability.

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

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

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

### Eligibility Criteria:

- Entries are open for all Cinema Operations that have been fully operational on or before Dec 31, 2021
- All visitor attractions with area in excess of 1,000 Sqm
- Annual Visitations Exceeding 50,000 per year
- Clean Health and Safety Record

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## 9. BEST DAY OUT

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021
- All visitor attractions with area in excess of 5,000 Sqm
- Annual Visitations Exceeding 50,000 per year
- Clean Health and Safety Record

FOR OPERATOR

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# CATEGORIES

## 10. BEST SALES & MARKETING CAMPAIGN

Operators can nominate one or more of their outstanding marketing campaigns executed during 1st January, 2021 to 31st December, 2021. It could be a multichannel campaign using above or below the line media or a campaign using social media and CRM channels.

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021.

The Sales/Marketing Campaign has been executed between January 1st 2021 and December 31st 2021.

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## 11. BEST CSR PROGRAM

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021.
- The CSR Program has been executed between January 1st 2021 and December 31st 2021.

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## 12. BEST CUSTOMER LOYALTY PROGRAM

The award recognizes operations/brands that are building stronger and deeper loyalty with their customers in a proactive, meaningful, and, most importantly, the measurable way.

Awards will be judged on the creativity of the program, emotional engagement, uniqueness of the program, omnichannel approach, value offered to the customer, benefits derived by the brand owner, success of the program.

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021.
- The Customer Loyalty Program has been executed between January 1st 2021 and December 31st 2021.

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# CATEGORIES

## 13. BEST EMPLOYEES ENGAGEMENT INITIATIVE

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

- Entries are open for all those operations that have been fully operational on or before December 31, 2021.
- The initiative has been in effect between May 01 to December 31st 2021.

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## 14. MOST INNOVATIVE APPLICATION OF TECHNOLOGY

This award will recognize how an operator of an indoor or outdoor facility applies innovative technology to their operation, its profitability and to enhance customer experience. This award also recognizes a technology provider that applies innovative technology to a MENA Leisure Facility enhancing their profitability and customer experience

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

- Entries are open or all operations that have been fully operational on or before December 31, 2021 OR technology providers whose innovative technology has been implemented in a MENA Leisure Facility
- The technology application has been in effect between May 1st 2021 and December 31st 2021.

FOR OPERATOR & TECHNOLOGY PROVIDER

NOMINATE NOW

## 15. BEST INTERIOR DESIGN FOR A LEISURE FACILITY

This award recognizes outstanding design and architectural firms that has conceptualized and designed a creative, inspiring and innovative leisure & entertainment facility in the MENA Region. The proposed design should have been implemented and designed facility should be operational for at least 3 months in 2021.

### Submission Requirement:

#### 1. Product Description (Not exceeding 500 words)

- Date of Concept Design completion
- Date of Project Execution and Project Opening

• Narration as to why the design concept deserves the award and what is unique about its design approach in terms of fit-out, theming, attractions and enhanced guest experience.

• Testimonials from owners/investors of the project

• Judges will take into account design functionality, compliance and its fit-for-purpose.

• Testimonials from 1 or 2 (Max) key operators/customers of the said design

• Highlight the design direction, uniqueness, key attributes and the journey from Concept to Completion

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

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

### Eligibility Criteria:

- Any stellar or innovative design for a leisure and entertainment facility (including Theme Parks, Water Parks, FECs, Visitor Attractions, etc) that was executed between 2019 and 2021 and is presently operational within the MENA Region.
- Design Projects that have previously submitted their entry for past MENALAC

FOR OPERATOR/INTERIOR DESIGNER & ARCHITECT

NOMINATE NOW

# CATEGORIES

## 16. BEST NEW PRODUCT FOR THEME PARKS

This award is for a new product, ride or attraction specifically for use within Theme Parks /Amusement Parks that features new innovation, technology, player engagement and experience that led to its popularity in the MENA region in 2021 as a stand out attraction.

### Submission Requirement:

- 1. Product Description (Not exceeding 500 words)**
  - Date of First Release.
  - Date of First Sale into MENA Region
  - Number of Units sold to MENA Region
  - Narration as to why the product deserves the award, what is new in the product in terms of technology and innovation.
  - Testimonials from 1 or 2 (Max) key operators/customers of the said product
  - Describe the product features and its installation within a park operation in the MENA Region
- 2. Video** of the Product (mp4 file not exceeding 90 sec or 5GB)
- 3. Images** to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product at a leisure operation in the MENA Region and name the Leisure operation.

### Eligibility Criteria:

- Any new, stellar or innovative product that has been operational within a leisure facility in the MENA Region for a minimum of 6 months in 2021.

FOR MANUFACTURER/SUPPLIER

NOMINATE NOW

## 17. BEST NEW PRODUCT FOR WATER PARKS

This award is for a new Product, ride or attraction that is exceptionally popular with the leading industry players and featured new innovation, technology or player experience that led to its popularity at an Outdoor or Indoor water park or water-based visitor attraction in the MENA region in 2021.

### Submission Requirement:

- 1. Product Description (Not exceeding 500 words)**
  - Date of First Release.
  - Date of First Sale into MENA Region
  - Number of Units sold to MENA Region
  - Narration as to why the product deserves the award, what is new in the product in terms of technology and innovation.
  - Testimonials from 1 or 2 (Max) key operators/customers of the said product
  - Describe the product features and its installation within a park operation in the MENA Region
- 2. Video** of the Product (mp4 file not exceeding 90 sec or 5GB)
- 3. Images** to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product at a leisure operation in the MENA Region and name the Leisure operation.

### Eligibility Criteria:

- Any new, stellar or innovative product that has been operational within a Water Park or Water based leisure facility in the MENA Region for a minimum of 6 months in 2021.

FOR MANUFACTURER/SUPPLIER

NOMINATE NOW

## 18. BEST NEW PRODUCT FOR FECs

This award is for a new arcade, redemption, playscape, soft play or VR product that is primarily produced for use within Indoor Entertainment Facilities or Family Entertainment Centers (FECs).

### Submission Requirement:

- 1. Product Description (Not exceeding 500 words)**
  - Date of First Release.
  - Date of First Sale into MENA Region
  - Number of Units sold to MENA Region
  - Narration as to why the product deserves the award, what is new in the product in terms of technology and innovation.
  - Testimonials from 1 or 2 (Max) key operators/customers of the said product
  - Describe the product features and its installation within an indoor leisure operation in the MENA Region
- 2. Video** of the Product (mp4 file not exceeding 90 sec or 5GB)
- 3. Images** to support your submission (key attractions, events conducted in the last 12 months, campaigns) with a maximum of 5 images not exceeding 5MB each (Accepted format: JPEG, JPG, PNG, TIF). Please include ONE picture of the product at a leisure operation in the MENA Region and name the Leisure operation.

### Eligibility Criteria:

- Any new, stellar or innovative product that has been operational within a FEC or Indoor Entertainment Facility in the MENA Region for a minimum of 6 months in 2021.

FOR MANUFACTURER/SUPPLIER

NOMINATE NOW

# CATEGORIES

## 19. BEST NEW CONCEPT

This award honors the best new concept attraction of the global amusement industry that has yet to debut or has recently debuted within any MENA Leisure & Attractions facility

### Submission Requirement:

#### 1. Concept Description (Not exceeding 500 words)

- Explain the viability of the new concept to MENA Attractions (adaptability to climate and conditions in the MENA)
- Explain why the product can be/has been an innovation success in the MENA
- Explain how the product can result/has resulted in operations delighting its guests and raising revenues
- Date of Proposed/Actual Release
- Date of proposed/actual First Sale into MENA Region
- Narration as to why the product deserves the award.
- Testimonials from 1 or 2 (Max) key operators and what they think of the said new concept

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

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

### Eligibility Criteria:

- Any stellar or innovative product that has yet to debut or has recently debuted within any MENA Leisure & Attractions facility

FOR MANUFACTURER/SUPPLIER

NOMINATE NOW

## 20. SUPPLIER OF THE YEAR

This award recognizes a Manufacturer, Distributor or Supplier who have made outstanding contribution to MENA Leisure Industry operators or customers at all levels including product knowledge, market knowledge, operations knowledge, product quality, technology, product delivery, customer engagement & satisfaction and after sales support + service. These Suppliers have gone above and beyond to impress their customers during the pre-sales, sales and after sales cycles in the year 2021.

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

- A write up about the Company and its Achievements in the MENA Market in the year 2021
  - Details of the Company's product installations across the MENA Region
  - Video or Written Testimonials from Major Customers in the MENA Region in the Year 2021

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

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

### Eligibility Criteria:

- Any Commercial Entity in the leisure and entertainment industry that has supplied products and associated services to the MENA Leisure & Attractions Industry in the year 2021.

FOR MANUFACTURER/SUPPLIER

NOMINATE NOW

## 21. BEST INNOVATION IN HEALTH & SAFETY

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

Provide details of the Innovation illustrating conception, originality, novelty and creativity, technicality and patentability, measurable and numeric results achieved in terms of safety programs and the positive impact of their implementation in the operation and execution across the functions, (Sustainable and Scalable Potential) how this innovation has helped the business succeed and establish a culture where innovation can flourish in the industry.

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021.
- The Health & Safety Innovation Program has been in effect between May 1st 2021 and December 31st 2021.

FOR OPERATOR

NOMINATE NOW

# CATEGORIES

## 22. BEST INDIVIDUAL SAFETY ACHIEVEMENT

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

- Provide details of the individual – normal role and identify what they did beyond their normal duties to improve safety.
- Explain the need for the improvement, how it was evaluated and what they then did to improve the situation/ position.
- Provided detail of what they implemented and what they did to sustain the improvement as a lasting measure.
- In detail, using statistics and data, how those improvements benefitted the improvement area and continue to providing lasting change.

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

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

### Eligibility Criteria:

- Individual has been associated with the Leisure and Entertainment Industry for a minimum period of 5 years
- He / She has made a significant contribution to the MENA region attractions industry that has provided innovation, education, leadership, and/or influence both inside his/her organization and within the industry in a manner that will continue to be of value in the future

FOR OPERATOR

NOMINATE NOW

## 23. BEST IMPACTFUL SUSTAINABILITY CAMPAIGN OF THE YEAR

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

- Entries are open for all operations that have been fully operational on or before December 31, 2021.
- The Program has been executed between January 1st 2021 and December 31st 2021.

FOR OPERATOR & M/S

NOMINATE NOW

## 24. BEST ESTABLISHMENT MANAGER; BELOW 250000 VISITOR/TRANSACTION

This award recognizes Establishment / Operations Managers or Business Heads with exceptional operational skills and has rendered outstanding performance during 1st January, 2021 to 31st December, 2021. Nominees would be judged on attributes like management skills, brand and product understanding, ability to deliver the brands' values, customer service, leadership and team building, crisis management etc.

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

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

FOR OPERATOR

NOMINATE NOW

# CATEGORIES

## 25. BEST ESTABLISHMENT MANAGER; ABOVE 250000 VISITOR/TRANSACTION

This award recognizes Establishment/Operations Managers or Business Heads or a large entertainment facility with exceptional operational skills and has rendered outstanding performance during 1st January, 2021 to 31st December, 2021.

Nominees would be judged on attributes like management skills, brand and product understanding, ability to deliver the brands' values, customer service, leadership and team building, crisis management etc.

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

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

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

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

### Eligibility Criteria:

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

FOR OPERATOR

NOMINATE NOW

## 26. LEISURE AND ENTERTAINMENT PERSONALITY OF THE YEAR

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

### Submission Requirement:

#### 1. Detailed Entry (Not exceeding 500 words)

- Describe the Personality, their ability delivers business objectives and personal KPIs, ability driving the success of their business and their own popularity.
- Highlight their Contribution to the MENA Leisure and Entertainment Industry in 2021, the initiatives they assumed to support the development of the local/regional industry, their passion for the business and their ability to inspire their peers.

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

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

### Eligibility Criteria:

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

FOR OPERATOR

NOMINATE NOW

## 27. MENALAC HALL OF FAME

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

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

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

# ENTRY SUBMISSION INFORMATION

## WHO SHOULD ENTER:

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

## HOW TO SUBMIT:

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

## ACCEPTED LANGUAGE:

All forms, supporting documents must be written in English.

## DEADLINE:

All entries alongwith the payments must be submitted for judging by Saturday, 12th February 2022.

## JURY & JUDGING TIMELINES FINALISED:

12 JAN 2022	Award Nominations to open online
12 FEB 2022	Final day for submission of award nominations
13 FEB 2022	Entries opened to Jury for judging
27 FEB 2022	All jury markings submitted to an external Auditor for calculating of scores
10 MAR 2022	External Auditor to announce finalists
29 MAR 2022	Winners to be announced

## ENTRY FEE:

USD 400 or AED 1468 (VAT inclusive) per entry for Members, USD 500 or AED 1835 (VAT inclusive) per entry for Non-Members. Payment for entries must be received by Saturday, 12th February, 2022.

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

Your entry will not be accepted for judging if payment is not received by 12th February 2022

## RULINGS:

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

## CREDIBILITY:

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

## Terms and Conditions:

- Entry to MENA Leisure Entertainment & Attractions Industry Awards 2022 is open to all small and large operators in the Middle East & North Africa.
- The decision of the jury panel is final
- MENALAC reserves the right for the award to be withdrawn if an entry is based on incorrect information.
- Each submission entry should include an entry form in digitized version, along with supporting photographs & graphics. Entry fee, as applicable, should be paid per each nomination at the time of submitting the form.
- Entries received after Saturday, 12th February 2022 will not be considered.
- Attendance at the awards ceremony is must for short-listed nominees.
- Cancellation/withdrawal: No entry fee will be refunded for cancellation /withdrawal of entries by the nominee for whatever reasons.



# مِنَالِك

# MENALÄC

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

[www.menalac.org](http://www.menalac.org)