bloloop Innovation Awards 2025

presented with AREA15

Entry Information

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CELEBRATING THE MOST INNOVATIVE COMPANIES IN VISITOR ATTRACTIONS

What are the blooloop Innovation Awards?

The blooloop Innovation Awards celebrate the incredible dynamism, imagination and creativity that drives the attractions business.

Our judges are high profile thought leaders and industry experts from some of the world's leading visitor attractions. They will be looking for the most innovative products and projects shaping the future of the visitor experience.

The winners will be announced at our Festival of Innovation online event, January 2026.

Get your work seen by the people who matter most and join our prestigious previous winners by entering the blooloop Innovation Awards.

Why enter the blooloop Innovation Awards?

1 **Raise your profile - showcase your work in front of our panel of expert judges.**

2 **Prove that you are an innovator in the industry - join the incredible companies who have won previously**

3 **Celebrate your work with your team and your clients - leverage your award entry for marketing and to boost team morale.**

4 **Showcase your innovation to the world's biggest audience of attractions industry professionals - have a page in our Innovation Awards Gallery on blooloop.com (15,000 views a month) and be included in the Festival of Innovation in January.**

5 **Gain a competitive advantage - attract new business and new talent**

6 **Be seen as a thought leader - opt for a Deluxe Entry to speak in a panel alongside our judges**

Eloise Fryer, Exhibitions Co-ordinator, ACMI, 1st place Immersive Experiences - Culture, 2024

“ACMI was very honoured to win the 2024 blooloop Innovation award for Immersive Experiences – Culture for our Works of Nature exhibition, produced in collaboration with Marshmallow Laser Feast. The standard of all the entries was very high so we feel we were in excellent company and the additional exposure the award has given this exhibition has been really gratifying.”

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Be seen by our judges

- Steve Alcorn, CEO, Alcorn McBride Inc.
- Guillaume Allaire, executive producer, Puy du Fou Films
- Kimberly Beneville, co-founder, Beneville Studios
- Wolfgang Bergmann, CFO, Belvedere Museum
- Thomas Barry, senior amusements manager, Andretti Karting
- Sam Bompas, director, Bompas & Parr
- Rosie Brailsford, creative director, Merlin Entertainments
- Jenefer Brown, executive vice president and head of Lionsgate global products & experiences
- Abigail Bysshe, chief experience and strategy officer, The Franklin Institute
- Mario Centola, executive vice president & chief operating officer of international operations and worldwide franchise development, Chuck E Cheese
- Keely Chandler, vice president of global projects, Holovis
- Mark Cornell, president, Mattel Adventure Park and Epic Resort Destinations
- Marcy Davis, senior vice president attractions & entertainment, American Dream
- Dolf de Jong, president & CEO, Toronto Zoo
- Wouter Dekkers, CEO, Momentum Leisure
- Jim Denny, VP of digital experience, Six Flags Entertainment Corporation
- James Dwyer, principal, Lumsden
- Philipp Edelmann, head of attractions, Netflix
- Kael Elliott, Senior Creative Lead - LEGOLAND Resorts, Merlin Making Magic
- Andrew Fastman, Senior Vice President | Commercial Practice Area Leader, Huitt-Zollars
- Winston Fisher, CEO, AREA15
- Joe Graziano, director of sales, entertainment, EMEA, Christie Digital Systems
- Tera Greenwood, executive vice president of brand & relationships, SSA Group
- Sayan Gulino, CEO, Waterbom Bali
- Joe Herrington, Principal Media Designer, Walt Disney Imagineering
- Jasmin Jodry, immersive creative director
- Asa Kalama, VP, executive - creative & interactive experiences, Walt Disney Imagineering
- Eddie Kemsley, CEO, Dreamland
- Margaret Kerrison, founder/owner, MCK Creative LLC
- Henry Kim, Creative Director, Forrec
- June Ko, executive director, InfoComm Asia
- Michael Kreft von Byern, general manager, Rulantica
- Bart Kresa, founder, BARTKRESA design

Be seen by our judges

- Dr Kenneth Lacovara, founding executive director, Edelman Fossil Park & Museum
- Nick Laister, director, Fairytale Farm
- Chris Lange, chief creative officer & owner, Creative Studio Berlin
- Mary Levinsky, visual merchandise designer, Universal Destinations and Experiences
- Traci Lewand, chief experience officer, San Antonio Zoo
- Brian Machamer, park president - Six Flags & Aquarabia Qiddiya City
- Alan Mahony, chief operations officer - entertainment, Keystone Group
- Yoshi Maruyama, chief executive officer & board director, Toca Social
- Amanda Mayne, head of partnerships: International Touring Exhibitions, British Museum
- Erica McCay, creative director, McLarge LLC
- Gox O'Callaghan, global experience strategist, UBQex
- Judith Owens, chief executive, TBL International Ltd
- Frederica Peters, regional manager EMEA for Live Events and Location Based Entertainment, Mattel
- Dan Picard, president, MDSX
- Malika N Pryor, chief learning & engagement officer, International African American Museum
- Pauline Ravry, project manager, Futuroscope
- Tim Reeve, deputy director & chief operating officer, V&A
- Lora Sauls, assistant director entertainment creative development, Universal Creative
- Elaine Schomburg-LaFleur, sr project engineer, AOA
- Linda Spurdle, museums, heritage and culture consultant
- Sarah Sutton, CEO, Environment & Culture Partners
- Deanna Taylor, vice president operations, innovations & transformation, Miral
- Thomas Tzortzi, associate creative director, Museum Studio
- Anna Warnecke, CEO, Kynren
- Ben Wilson, head of architecture & concept design, MSC Cruises
- Olivia Wyrick, senior director, waterpark operations & aquatics, Aquarabia Water Theme Park
- Judith Zissman, executive creative director, Blue Telescope
- Eng. Al Yaqdhan Al Harthi, director general, Oman Across Ages Museum

What are we looking for?

A groundbreaking new project, product or service for a visitor attraction that truly pushes the boundaries.

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Accessibility - projects, designs and technologies that ensure everyone can enjoy the visitor experience

Blue Sky, sponsored by Forrec - an opportunity to put forward a truly out-of-the-box concept that has yet to be fully developed, or to recognise a one-of-a-kind experience

Brand Realisation - innovative ways to bring a well-known IP to life to engage and immerse visitors

Creative Technology, sponsored by Holovis - celebrating technology behind the scenes, supporting visitor experiences and the creatives who design them - projectors, sound systems, lighting and more

Exhibit - Animals - exhibitions in zoos and aquariums that innovate to engage, educate or immerse visitors

Exhibit - Culture, sponsored by Museum Studio - exhibitions in cultural spaces that innovate to engage, educate or immerse visitors

Experiential Technology - guest facing technology that creates new interactive and engaging experiences

Family, sponsored by Huitt-Zollars - experiences designed for the whole family to enjoy, from rides to pop-ups and everything in between

Game On - the latest technology and inventive devices in immersive gaming for climbing walls, competitive socialising, VR games and more

Guest Journey, sponsored by SSA Group - digital technology and beyond that enhances the guest journey - ticketing, apps, purchases, photography, AR, AI, social and more

Immersive Attraction, sponsored by Christie - interactive experiences from dark rides to stand alone attractions with an innovative use of technology

Immersive Experience - spaces that immerse visitors into another world - from live action theatre to immersive dining and everything in between

Immersive Experience - Culture - spaces that immerse visitors into another world in the cultural space

Marketing - innovative marketing campaigns that educate visitors, inspire brand trust, create excitement and more

Retail and Dining, sponsored by Lumsden - innovative retail and F&B spaces that drive revenue with theming, food, products or design

Spectacular - epic shows and spectacular productions - drones, fountain shows, pavilions, acrobatics and anything with the wow factor

Splash - from water rides and surf pools to fountains and splash parks

Storytelling, sponsored by Blue Telescope - the translation of a story into an engaging visitor experience

Storytelling - Culture, sponsored by QSAS - the translation of a story into an engaging visitor experience in the cultural space

Sustainability - products, projects and programs that reduce an attraction's GHG inventory and/or deliver against other UN SDGs

Thrills - experiences that thrill visitors, from roller coasters to escape rooms to haunts

Brian Paiva, CEO, Octopus Design Studio, 1st place Creative Technology category 2024

"The blooloop Innovation Awards is the single best way (whether you win anything or not) that I have found to get your project, design and/or technology in front of the industry's leading influencers and key decision makers. Period."

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SUMMARY

Amazing Value

Highest Profile

	Standard entry	Standard Plus	Deluxe Entry
Award categories	1	2	2
Web page on blooloop.com	✓	✓	✓
Innovation Showcase at Festival of Innovation	Basic listing	High profile	High profile
Event newsletter & feature	✗	✓	✓
Festival of Innovation Panel Discussion	✗	✗	✓
Price: Early Bird/ Standard	£300/£400	£600/£800	£1500/£2000

PRICE

Early Bird Standard entry | £300
Standard entry | £400

Price includes:

- Entry to 1 award category
- A dedicated page on blooloop.com to showcase your Innovation as part of the Innovation Awards Gallery, including a link to your website.
- Innovation Showcase space at the Festival of Innovation in January. This space will link to your Innovation Awards Gallery page.

blooloop clients
10% off

PRICE

Early Bird Standard Plus entry | £600
Standard Plus entry | £800



Amazing Value

Price includes Standard entry features **PLUS**

- Enter the same project into 2 award categories (total)
- Promotion in the Festival of Innovation Newsletter and **online feature**

blooloop clients 10% off

PRICE

Early Bird Deluxe entry | £1500
Deluxe entry | £2000



Highest Profile

Price includes Standard Plus entry features **PLUS**

- Take part in our panel discussions at the Festival of Innovation. A fantastic opportunity to showcase your expertise by joining a panel discussion about your entry category with other entrants and Innovation Award judges.

Spaces are limited. A space speaking on the panel discussion is only guaranteed if you pay for your entry before September 7th 2025.

blooloop clients 10% off

Adele Keane, COO & Creative Director, Imvizar, 3rd place Blue Sky winner Innovation Award 2024, on entering with a deluxe entry:

"Having the platform to share our innovative solution and be recognised by industry leaders shaping the future of experiences has been fantastic, connecting us with people and opportunities we wouldn't have had otherwise."

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FREE

STANDARD ENTRIES TO THE SUSTAINABILITY AND ACCESSIBILITY CATEGORIES ARE FREE!

GENERAL ENTRANCE CRITERIA

- We welcome entries from across the visitor attractions business worldwide.
- Your entry can be a specific project, product, exhibit, design, campaign, new company and more.
- It should not be the same entry as last year unless you can demonstrate it has significantly new content.
- It should be fully realised, not just a concept.
- We cannot accept entries about individuals - nominate them for the blooloop 50 Theme Park, Museum, Immersive and Zoo&Aquarium Influencer Lists instead!
- One Deluxe and Standard Plus entry can go into up to 2 categories.
- Innovations by definition must be new and game-changing.
- Early bird discount applies until 28th July 2025 at midnight BST. Entries must be submitted and paid for before this deadline to qualify but can be edited once paid for.
- Find out more about the categories in our entry guide.
- Blooloop clients get a 10% discount.
- Entries close 6th October 2025 at midnight BST.
- **We have tried to think of everything and keep criteria flexible, but if you have any questions or need guidance please ask Alice at events@blooloop.com.**

WHAT TO SUBMIT

Information seen by the **public**:

- Your information - name, job title, entry organisation, entry organisation logo, country
- An elevator pitch - describe your entry in less than 250 characters.
- A description of the Innovation (300 - 700 words). **Make this concise, clear and attention-grabbing!** This is what we will use for your entry webpage. **Demonstrate how your entry fits the award category** - use our Entry Guide to see the Judges' rubric.
- Include at least one photo. Maximum of 8 photos per entry. File size limit is 3MB. You may upload JPEGs, JPGs or PNGs.
- You may upload 3 video URLs to support your entry but this is not compulsory. Please make sure they are publically accessible.
- Website link and project link.
- Other partner companies involved can be credited if applicable.

WHAT TO SUBMIT

Information ONLY seen by the **judges**:

- You must submit a short pitch video for the judges. This does not have to be a fully produced video. Simply **show the judges your passion for the entry** and highlight key elements. Do not use just promotional material - take this opportunity to speak directly to the judges. Recommended length: a 2-3 minutes recording of you talking to camera, nothing fancy. Please upload a video file on the entry file.
- Information on the scope of work your partners provided.
- Details on the budget scope, timeline, opening date.

IMPORTANT INFORMATION

- Please ensure you have the prior consent of any client before submitting your entry, if relevant.
- Please note that we reserve the right to use the photographs and videos you supply (except the pitch video) to promote the Awards and winners and they will be made public.
- **Ensure your videos are viewable!** All videos* should be public or unlisted on Youtube etc. Do not upload private videos. (*Except pitch videos which should be video files)
- Photographs and videos supplied should be copyright free.
- All written work submitted must be in English. If you submit a project in another language, blooloop reserves the right to disqualify it.
- Standard Plus and Deluxe entries can be entered into to 2 award categories. **Note: Ensure the 'Innovation Entry Title' in the 'About You' tab is the same for both categories.**
- blooloop reserves the right to disqualify and refund unsuitable entries and may change categories if the submission does not fit the category entered.
- Payment will be taken at the time of submission. If payment has not been taken after the closing deadline we cannot accept the entry.
- blooloop will refer to your company and Innovation exactly as shown in the submission

Eatrenalin, Best in Show 2023 and 1st Place Blue Sky 2023.

“We are delighted to have won the blooloop Award in the 'Blue Sky' category at the blooloop Innovation Awards 2023. Winning the 'Blue Sky' category reflects the collaborative efforts of our talented team in creating Eatrenalin - a unique, multi-sensory fine dining experience.”

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Sponsorship of individual categories is also available.

For more details please contact Alice at events@blooloop.com

Enter the blooloop Innovation Awards here

bloop festival of innovation

January 14-15 2026, online