blooloop Innovation Awards 2025

presented with AREA15

Your guide to entering the awards

Key Dates:

Entries open: 25 June 2025
Early bird pricing closes: 28th July 2025
Entries close: 6th October 2025

Q: What do we mean by Innovative?

Something groundbreaking and original that contributes to the future of the industry.

Q: Who can enter?

We welcome entries from across the visitor attractions business worldwide.

Q: What can I enter?

Your entry can be a specific project, product, exhibit, design, campaign, new company and more. We call this your ‘Innovation’ in the entry process.

This should NOT be a concept, it should be fully realised.

Q: Are there restrictions on what I can enter?

You should not enter the same Innovation as previous years unless you can demonstrate it has significantly new content.

You cannot enter a concept.

There are no project timeframe restrictions, however as our judges are looking for the most innovative entries we recommend entering recent work.

Q: Once I submit my entry, can I continue editing it?

Yes, you can continue to edit your entry until the final entry deadline of 6th October. After that, we cannot make any changes.

Q: What information should I submit?

Full details on what to enter can be found here.

Q: Do you have any top tips?

Don’t overthink your pitch video! Keep it relaxed, and think of it as your chance to speak to the judges. Our judges really value this and entries with personalised pitch videos do better.

Q: What should I include in a pitch video?

Keep it simple and a maximum of 3 minutes. Don’t use pre-recorded marketing materials, speak directly to the judges! Most importantly, explain why your entry is innovative and fits the category.

Q: Is everything I submit made public?

No, some information is just for the judges:

- The pitch video
- Information on the scope of work your partners provided, if you worked with partners.
- Details on the budget scope, timeline and opening date.

More information can be found here.

Q: What should I include in my written entry?

Make sure you tell the judges HOW your entry is new, exciting and innovative. How are you pushing the boundaries? **Make it clear to them how your entry fits into your chosen category.** We have provided some questions in the rubric below to think about in your award entry.

Q: What are the judges looking for?

We have included the rubric the judges will use to mark the entries below. Each entry will be judged on innovation and one other quality, dependant on the category.

Accessibility: innovation and accessibility *

In your entry, try to answer:

- **How are you ensuring the widest group of people can enjoy the attraction?**

Blue Sky: innovation

In your entry, try to answer:

- **What makes this entry out-of-the-box and truly unique?**
- **What does this entry provide that doesn't yet exist within your industry?**
- **We’re looking for mind- blowing never-seen-before innovation.**

***blooloop reserves the right to disqualify entries in this free categories if the criteria are not met.**

Brand Realisation - innovation and use of IP

In your entry, try to answer:

- **How have you engaged with the IP?**
- **How are you bringing the IP to life in new ways for your audience?**

Creative Technology: innovation of technology

In your entry, try to answer:

- **The focus of this category is 'behind-the-scenes' technology. How does it improve the guest experience or make it easier/better for an operator?**
- **What makes it innovative and new within the industry? For example is it cost effective, is it smaller, more powerful etc**

Exhibit - Culture and Animals - innovation and design

In your entry, try to answer:

- **How are you immersing and engaging your audience with your exhibit theme?**
- **What design choices have you made to realise the aims of your exhibit?**

Experiential Technology - innovation and use of technology

In your entry, try to answer:

- **How is your technology creating interactive or engaging experiences for visitors?**
- **How is this technology and your application of it unique within the industry?**

Family: innovation and family-fun

In your entry, try to answer:

- **How has your entry created an experience for the whole family?**

Game On: innovation and entertainment

In your entry, try to answer:

- **What makes your entry unique within the industry?**
- **How are you actively entertaining your visitors in new and engaging ways?**

Guest Journey: innovation and guest experience

In your entry, try to answer:

- **How are you improving the guest journey?**
- **By improving the guest journey, are you also making things easier for operators? If so, how?**

Immersive Attraction: innovation and use of technology

In your entry, try to answer:

- **How have you used technology to create an interactive and immersive experience?**

Immersive Experience and Immersive Experience - Culture: innovation and immersion

In your entry, try to answer:

- **How are guests immersed into your experience?**
- **If you are using technology, how are you making it fit seamlessly into the experience so as not to distract the visitors?**
- **What theming and design choises have you made to immerse your visitor?**

Marketing: innovation and marketing

In your entry, try to answer:

- **How did your marketing campaign educate visitors, inspire brand trust or create excitement?**

Retail and Dining: innovation and visitor experience

In your entry, try to answer:

- **How have you provided another offering for visitors, whether that's food, products or theming?**
- **How has your entry increased revenue and/or visitor experience?**

Spectacular: innovation and 'wow factor'

In your entry, think about:

- **What makes people think 'wow' about your entry?**

Splash: innovation

In your entry, try to answer:

- How are you pushing the boundaries of what has already been achieved in aquaria, water parks, fountains and more?

Storytelling and Storytelling - Culture: innovation and storytelling

In your entry, try to answer:

- How have you brought a story to life?
- How are you engaging, informaing and inspiring your visitors?
- How can you tell the same story to different guests (eg different ages, nationalities etc)

Sustainability: innovation and sustainability *

In your entry, try to answer:

- **How does your entry engage with the climate crisis?**
- **How is it sustainable - does it use green energy technology, reduce waste, empower visitors to take action, deliver against relevant UN SDGs?**
- **What positive impact does it have?**

Thrills: innovation and thrills

In your entry, try to answer:

- **How are you creating new thrills - from scares to adrenaline - for your visitor? How is this different to existing projects?**

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