

blooloop

Innovation Awards 2026



presented with

AREAI5

[Entry Information](#)

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Awards 2026 
presented with **AREA15**

**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.

In the new AI-powered search landscape, your visibility matters more than ever. blooloop is officially recognised as a Top 10 UK and top 100 world publication for AI-engine citations, boasting a powerful Domain Authority of 75. Entering the awards doesn't just put you in front of judges today; it locks your brand into a trusted digital domain that AI engines will crawl, index, and cite for years to come.

The winners will be announced at our Festival of Innovation online event, in January 2027.

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

5 **Showcase your innovation to the world's biggest audience of attractions industry professionals and the leading AI search engines** - have a permanent, dedicated full page in our [Innovation Awards Gallery](#) on blooloop.com that leverages our 75 Domain Authority and Top 10 UK AI Visibility to act as a permanent external SEO asset for your brand.

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

**Kevin Hendrix, marketing & communications, Lagotronics, 1st place
Immersive Attraction, 2025**

“Winning this award really means a lot to us. It’s a great moment of recognition for the team and all the effort that goes into our projects behind the scenes. What makes it especially valuable is that the appreciation comes from within the industry; from people who know how much collaboration, creativity, and problem-solving it takes to bring an attraction to life.”

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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Be **seen** by our judges

- **Steve Alcorn**, CEO, Alcorn McBride Inc.
- **Kimberly Beneville**, co-founder, Beneville Studios
- **Rosie Brailsford**, creative director, Merlin Entertainments
- **Justin Brown**, VP of Development, American Resort Management
- **Bridgitte Bywater**, Park President, Carowinds
- **Mario Centola**, executive vice president & chief operating officer of international operations and worldwide franchise development, Chuck E Cheese
- **Bob Dennis**, Senior Director of Resort Development, Universal Beijing Resort
- **Andrew Dobson**, Head of Creative Technology, Merlin Entertainments
- **Philipp Edelmann**, Sr. Director - Head of Production | Experiences, Netflix
- **Stuart Edgington**, Global BD Director, Holovis
- **Winston Fisher**, CEO, AREA15
- **Joe Herrington**, Principal Media Designer, Walt Disney Imagineering
- **Jian Hu**, Vice President, Pop Mart International Group
- **Jasmin Jodry**, Executive Creative Director
- **Asa Kalama**, VP, executive - creative & interactive experiences, Walt Disney Imagineering
- **Morgane Keesling**, Senior Manager, Creative Development, Disneyland Paris
- **Margaret Kerrison**, founder/owner, MCK Creative LLC
- **Bart Kresa**, founder, BARTKRESA design
- **Chris Lange**, chief creative officer and owner, Creative Studio Berlin
- **Katrina Lat**, experience designer, producer, and client strategist
- **Lena Lee**, Executive Vice President, Attractions & Destination Experience, Resorts World Sentosa
- **Mary Levinsky**, Visual Merchandise Designer, Universal Destinations and Experiences
- **Traci Lewand**, Chief Experience Officer, San Antonio Zoo
- **Meritaten Mance**, Founder and Director, Mance Communications
- **Amanda Mayne**, head of partnerships: international touring exhibitions, The British Museum

Be **seen** by our judges

- **Stephanie Morehead**, Sr. Program Manager | Global Business Strategy & Integration, Disney Live Entertainment
- **Amy Naples**, Chief Marketing Officer, AREA15
- **Judith Owens**, chief executive, TBL International
- **Nancy Patterson**, Director Design & Business Development, OpenAire
- **Frederica Peters**, regional manager EMEA for Live Events and Location Based Entertainment, Mattel
- **Sophie Rouse**, Director of Audiences, V&A
- **Lora Sauls**, Assistant Director Entertainment Creative Development , Universal Creative
- **Shep**, co-founder, Fuzzy Lightbulb
- **Linda Spurdle**, Museums, Heritage and Culture Consultant
- **Sarah Sutton**, CEO, ECP
- **Deana Taylor**, Vice President Operations Innovation & Transformation, Miral
- **Michael Zehnder**, Owner, Bavarian Inn Lodge

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

Blue Sky - 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, sponsored by Fuzzy Lightbulb - 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 EXP - 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 - 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 On The Stage - digital technology and beyond that enhances the guest journey - ticketing, apps, purchases, photography, AR, AI, social and more

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

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

Immersive Experience - Culture, sponsored by Blue Telescope - 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 - 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, sponsored by OpenAire - from water rides and surf pools to fountains and splash parks

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

Storytelling - Culture, sponsored by BeWunder - 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

Alexa Fedynsky, manager, business development, National Geographic,
1st place Exhibit - Animals category in 2025

“The National Geographic Society is honored to receive a blooloop Innovation Award for our exhibition, ‘Photo Ark: Animals of Earth.’ Being recognized by experts in the museum and attractions industry adds so much value to an exhibition we are incredibly proud of. This award will support our efforts to share the message of hope and collective action behind Explorer Joel Sartore's Photo Ark with the world.”

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SUMMARY

Amazing
Value

Highest
Profile

	Standard entry	Standard Plus	Deluxe Entry
Award categories	1	2	2
Permanent AI-optimised page on blooloop.com	✓	✓	✓
Event newsletter & feature	✗	✓	✓
Festival of Innovation Panel Discussion	✗	✗	✓
Price:	£440	£880	£2000

STANDARD ENTRY | £440

Price includes:

- Entry to 1 award category
- A permanent, dedicated showcase page on blooloop.com to anchor your innovation in our gallery. Featuring a direct link to your website, this page leverages blooloop's 75 Domain Authority and functions as a lasting SEO asset, meticulously optimised to be crawled and cited by AI engines like ChatGPT, Gemini, and Perplexity forever.

**blooloop
members
10% off**

STANDARD PLUS ENTRY | £880

**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
members
10% off

DELUXE ENTRY | £2,000

**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 2026.

blooloop
members
10% off

Adele Keane, COO & Creative Director, Invizar, 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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**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 26th July 2026 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 members get a 10% discount.
- Entries close 28th September 2026 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 text forms the bedrock of your permanent entry webpage.
- Ensure it clearly details your technical solutions, as this is the exact data used by search and AI discovery engines to crawl and index your product for future industry queries. **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

Alex Westerh, director of marketing, Electrosonic. 1st Place Storytelling
- Culture category in 2025.

“The blooloop Innovation Awards sets the benchmark for excellence across the global visitor attractions industry. It is the premier awards program in the industry and showcases the very best attractions around the globe. Seeing the National WWI Museum and Memorial recognized among this year's winners is a testament to their staff's commitment to innovation. Electrosonic is honored to participate in the blooloop Innovation Awards, which consistently recognizes the biggest innovations and elevates the best work in our field.”

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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**

bloo1oop



festival of innovation

January 20-21 2027, online