

**Winners of the “Brass Ring Excellence Awards 2025”,
presented by IAAPA:**

Human Resources Excellence Awards

- **Best Talent Acquisition Program** – FACE Amusement, Downtown Flavortown Talent Acquisition Program
- **Best Training Program** – The Entertainment and Education Group, Guest U Connect Training
- **Best Health and Wellness Program** – Beach Park, Taking Care of You
- **Best Reward, Recognition, and Retention Program** – Parques Reunidos, WOW Service Program

Marketing Excellence Awards

- **Most Creative Outdoor Advertisement** – Morey’s Piers, Jaws Will Drop
- **Most Creative Digital Marketing Campaign** – Liseberg, The Weather Game
- **Most Creative Social Media Marketing Campaign** – Jungle Island, Baby Capybara Yoga Campaign
- **Most Creative Integrated Marketing Campaign** – Doha Quest, Discover Your Quest Self

Food & Beverage Excellence Awards

- **Best New Food & Beverage Build** – Meow Wolf Grapevine, Prime Materia
- **Best New F&B Special Event or Festival** – Gilroy Gardens Family Theme Park, Cherry Jubilee
- **Best New Menu Item – Limited Operation** – Lagoon Amusement Park, The Peacock Float
- **Best New Menu Item – Year-Round Operation** – Hersheypark, All Day Souvenir Cup Vending Machine

Sustainability Excellence Award

- **Best Sustainability Program** – Efteling, A Sustainable World of Wonders

Games & Merchandise Excellence Awards (presented by DOF Robotics)

- **Best Collective Visual Merchandise Display** – Xcaret Park, Main Plaza: Raíces de México
- **Best Individual Visual Merchandise Display** – Sky Pirates of Mermaid Bay, Kraken Merchandise Display
- **Best Custom Retail Souvenir** – Beach Park, Parque Arvorar, Arvorar Magic T-Shirt
- **Best Customized Game Prize** – Dollywood Parks and Resorts, Cinnamon Bread Plush

Live Entertainment Excellence Awards

- **Most Creative Halloween Production** – Universal Studios Singapore, Once Upon A Time... To Die
- **Most Creative Holiday Production** – Universal Beijing Resort, Universal Winter Holiday: This Time of Year Is
- **Most Creative Atmosphere Production** – Universal Studios Japan, Melting Pot

- **Most Creative Theatrical Production** – Limited Operation – Kolmården, The Enchanted Golden Egg
- **Most Creative Theatrical Production** – Year-Round Operation – Disney Cruise Line, Disney Treasure: Disney The Tale of Moana
- **Most Creative Spectacle** – Disneyland Paris, Disney Tales of Magic
- **The Showstopper** – Image Engineering, MLB All-Star Game: Hank Aaron Tribute Home Run Comet

FEC of the Year

- HUPALUPA Istanbul

LBE of the Year

- Deutschlandmuseum

Winners of the “Individual Achievement Awards 2025”, presented by IAAPA:

North America

- Young Professional – Megan Gannon
- Service – Heather Barnes
- Inspiration – Peter Weishar

Asia-Pacific

- Service – Victor Danau
- Inspiration – Tom Mehrmann

Europe, Middle East, and Africa

- Young Professional – Isabel Fletcher
- Service – Jeroen Nijpels
- Inspiration – Arnaud Bennet

Latin America & Caribbean

- Young Professional – Rodrigo Quintana
- Service – Rafael Penna
- Inspiration – Mauricio de Sousa