

IAAPA Honors 2025 – Brass Ring & Individual Achievement Awards

Human Resources Excellence		
Best Health and Wellness Program	Europa-Park Resort	Feelgood Healthcare Center
Best Innovation in Training	Europa-Park Resort	Welcome Center 75 & MACK Academy
Best Reward, Recognition, and Retention Program	Fundación Parque Jaime Duque	FPJD Work - Family - Life Balance
Best Talent Acquisition Program	Ocean Park Corporation	Ocean Park Halloween Fest 2024 - Go Go Let's Ghost!
Food & Beverage Excellence		
Best F&B Building Renovation or New Build	Meow Wolf Houston	Radio Tave's Cowboix Hevvven
Best New F&B Special Event or Festival	Vancouver Aquarium	Fish & Sips at the Vancouver Aquarium
Best New Menu Item Limited Operation	Ananda Farm	The Perfect Pair: Wine and Charcuterie Topper
Best New Menu Item Year-Round Operation	Vancouver Aquarium	The Megalodon Burger
Live Entertainment Excellence		
Most Creative Atmosphere Production	Universal Beijing Resort	Universal's Half Time Show
Most Creative Halloween Production	Universal Studios Hollywood	The Purge: Dangerous Waters
Most Creative Spectacular	Europa-Park Resort	Colossal "20 Jahre Colosseo"
Most Creative Theatrical Production: Limited Operation	Bauer Lab	Buchanan: The Original Korean Musical
Most Creative Theatrical Production: Year-Round Operation	Puy du Fou Asia	SAGA City of Light
Most Creative Winter Holiday Production	Walt Disney World	"What's This?" Tim Burton's The Nightmare Before Christmas Sing-Along
The Showstopper	Carnival Magic	River Carnival Parade

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Marketing Excellence		
Best Digital Marketing Campaign	Fantasilandia	Poseídos por la Diversión Total / Possessed by the Total Fun
Best Integrated Marketing Campaign	Ocean Park Corporation	Horrors of the Hidden City
Best Outdoor Advertisement	Aqua Nick Water Park	Best Day In Riviera Maya
Best Social Media Marketing Campaign	Great Canadian Bungee	The Branded Customer Experience Campaign
Games & Merchandise Excellence		
Best Collective Visual Merchandise Display: Limited Operation	Fantasy Island Amusement Park	Fantasy Island's Midway
Best Collective Visual Merchandise Display: Year-Round Operation	Africam Safari	Morocco Gift Shop
Best Custom Retail Souvenir: Limited Operation	Morey's Piers and Water Parks	Curley's Fries Dog Toys
Best Custom Retail Souvenir: Year-Round Operation	Africam Safari	Sketch Hoodies
Best Customized Game Prize	Morey's Piers and Water Parks	Uncle Sammy
Best Individual Visual Merchandise Display	Morey's Piers and Water Parks	Candy Wheel
Sustainability Excellence		
Best Sustainability Program	PortAventura World	Creating Unforgettable Experiences with Positive Impact
Top FEC of the Year		
Top FEC of the Year	Zap Zone XL	N/A
Top LBE of the Year		
Top LBE of the Year	Meow Wolf Grapevine	N/A

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Inspiration Award		
Mario Mamon	Enchanted Kingdom	Asia Pacific
Sabine Lehmann	Curiositas	Europe, Middle East, Africa
Cicero Fiedler	Interparques	Latin America, Caribbean
Duncan Dickson (posthumously)	Rosen College of Hospitality Management/UCF	North America
Service Award		
Shaun McKeogh	Attractions Academy	Asia Pacific
Evelyne Villame	Space Association	Europe, Middle East, Africa
Valeria Canon	Aquapolis and Aeropolis	Latin America, Caribbean
Gina Claassen	Herschend Family Entertainment	North America
Young Professional Award		
Steven Shen	Universal Beijing	Asia Pacific
Cassidy Newman	Whitewater West	Europe, Middle East, Africa
Marcos Michan	Xtreme Park	Latin America, Caribbean
Jessi O'Daniel	Typhoon Texas	North America