



The Constituency Awards Criteria

The IAAPA Constituency Awards honor overall excellence at facilities that fit into one of the constituency categories represented within IAAPA membership: Family Entertainment Centers (FECs), Museums and Science Centers, Natural and Adventure Attractions, Zoos and Aquariums, and Immersive Experiences. The selected winner in each category is a facility that exemplifies outstanding performance, innovation, guest experience, operational excellence, and industry leadership.

Quick Decision Guide:

If your Facility is...	Choose the Following Category
A family focused entertainment center, with a mix of attractions (arcade, redemption, go-karts, bowling, etc.) and is typically pay-to-play.	FEC of the Year
A themed, story-driven, immersive environment that uses world-building, multisensory design, and may include guided experience, interactive actors, AR/VR, etc.	Immersive Experience of the Year
A museum, science center, or educational institution that provides cultural, scientific, or educational experiences, featuring exhibits, demonstrations, etc.	Museum or Science Center of the Year
An outdoor, nature or adventure-based facility such as ziplines, hiking, climbing, recreation or other with a strong emphasis on safety, environment, etc.	Natural or Adventure Attraction of the Year
A zoo, aquarium, or other wildlife-focused facility that features live animals and has an emphasis on conservation, animal care, educational programming etc.	Zoo or Aquarium of the Year

*Note: *Only one entry per facility will be considered. Facilities must be open. Corporations may submit one entry for each of their individual facilities, but each facility must be an IAAPA member.*



Scoring: Below is a list of assigned point values for each category.

Key:

- FEC = FEC of the Year
- IMM = Immersive Experience of the Year
- MSC = Museum or Science Center of the Year
- NAD = Natural or Adventure Attraction of the Year
- ZAQ = Zoo or Aquarium of the Year

Criteria	FEC	IMM	NAD	MSC	ZAQ
Overall Description/Quality/Impression	10	10	10	10	10
Community Impact & Engagemet	10	10	10	10	10
Safety & Operational Excellence	10	10	10	10	10
Use of Technology	10	15	5	5	5
Food & Beverage	10	5	5	5	10
Guest Experience & Service / Flow	5	5	5	5	5
Marketing & Brand Presence	5	5	5	5	5
Sustainability & Environmental Stewardship	5	5	10	10	10
Educational Programming/Edutainment	x	x	5	20	10
Redemption/Merchandise	5	5	x	x	5
Party Rooms/Group Offerings	5	x	x	x	x
Attractions & Offerings	25	10	15	x	x
Immersive Storytelling & Theming	x	20	x	x	x
Environmental & Natural Setting	x	x	20	x	x
Exhibit Quality & Storytelling	x	x	x	20	x
Animal Care & Welfare	x	x	x	x	20
Habitat Quality & Theming	x	x	x	x	10
Conservation Initiatives & Impact	x	x	x	x	10
TOTAL	100	100	100	100	120



Full Category Descriptions:

- **FEC of the Year** honors a Family Entertainment Center that demonstrates outstanding excellence across all areas of operation, including guest service, guest experience, cleanliness, attractions, food and beverage (if applicable), theming, special events, safety, and community impact.
 - Family Entertainment Centers (FECs) are activity based permanent facilities catering primarily, though not exclusively, to families. They typically feature a mix of attractions such as arcade, redemption, go karts, laser tag, bowling, roller skating, and more. Most FECs operate without a gated entry fee, with activities offered on a pay to play basis.
- **Immersive Experience of the Year** honors an immersive attraction or venue that delivers a highly themed, story driven, and emotionally engaging experience. These facilities use world building, narrative, interactivity, and multisensory design to transport guests into a distinct environment or storyline.
 - Immersive Experiences may be permanent or traveling and can include interactive art environments, branded experiences, escape rooms, virtual or augmented reality, walkthrough attractions, or hybrid entertainment concepts. They may incorporate food & beverage, retail, or live facilitation, but the core of the experience is immersion and storytelling.
- **Museum or Science Center of the Year** honors a museum or science center that demonstrates excellence in educational impact, exhibit quality, guest engagement, accessibility, and community value. These facilities provide cultural, scientific, or educational experiences through exhibits, interactives, demonstrations, and programming.
 - Museums and Science Centers may serve families, school groups, and general audiences and may include food & beverage, retail, special events, and more. They are evaluated on their ability to inspire curiosity, support learning, and deliver meaningful guest experiences.
- **Natural or Adventure Attraction of the Year** honors a nature based or adventure focused facility that excels in outdoor recreation, guest experience, environmental integration, safety, and stewardship. These facilities provide adventure based or nature driven activities such as ziplines, ropes courses, climbing, hiking, water recreation, or outdoor exploration.
 - Natural and Adventure Attractions may include guided experiences, food & beverage, retail, or educational programming. They serve a wide range of audiences and are evaluated on their ability to deliver safe, memorable, and environmentally responsible outdoor experiences.





- **Zoo or Aquarium of the Year** honors a zoo, aquarium, or wildlife facility that demonstrates excellence in animal care, habitat design, conservation impact, education, guest experience, and operational excellence. These facilities provide opportunities for guests to learn about animals, ecosystems, and conservation through exhibits, programs, and interactive experiences.
 - Zoos and Aquariums may include shows, feedings, tours, food & beverage, retail, and educational programming. They are evaluated on their commitment to animal welfare, conservation leadership, guest engagement, and community impact.

Applicants must provide:

- A facility signature photo and logo, as well as a facility map
- A facility highlight video that highlights all major and minor areas of the facility
- Collateral and supporting images for each of the scored sections listed above in the scoring table

Applicants must be prepared to answer questions about:

- General facility description, and year of opening
- Detailed responses to questions about each of the scored sections listed above in the scoring table

