



## **EWA AWARDS 2020**

**Your application for the 19th European Innovation Award  
for indoor and outdoor waterparks**

**Please send your application to [info@ewa.info](mailto:info@ewa.info)**

**Deadline for your application is on August 1st, 2020**



Dear Members of the European Waterpark Association,

One of our most important aims is to support any kind of innovation in the European waterpark business. Therefore, we bestow our EWA Awards for innovative concepts in design and marketing for 19 years. These awards are among Europe's leading awards for indoor and outdoor waterparks. Unlike many competitions, participation is of course free of charge and exclusively für EWA members

I cordially invite you to apply this year. All necessary information for a successful application can be found in this brochure. We look forward to your contributions.

Best regards,

Markus Achleitner,  
President European Waterpark Association e.V.

### **What are the EWA Awards and why are they bestowed?**

With the EWA Awards that are bestowed to indoor and outdoor waterparks and spas for innovative ideas concerning design and marketing the European Waterpark Association e. V. wants to encourage qualification and further development in the waterpark industry. In 2020, the EWA Awards will be bestowed for the 19th time. For the winning companies the awards of the past years have been an important instrument for public relations, as the vote of the specialist jury proved the outstanding quality orientation.

### **Who can apply?**

Only indoor and outdoor waterparks and spas that are members in the European Waterpark Association can apply. Not only unsolicited applications of waterparks will be accepted, but an independent jury of experts will also make suggestions of possible awardees. This way we want to put the awards on an even wider basis.

### **What are the categories and criteria for the participation?**

The EWA Awards will be bestowed in the two categories „EWA Marketing Award“ and „EWA Professional Award“. The criteria for applications were intentionally broadly defined:

**EWA Marketing Award:** Here you can submit your marketing concepts for your waterpark. Appropriate for the projects (particularly advertising campaigns, web presences, event concepts).

**EWA Professional Award:** Here you can submit innovative design models for waterparks. This affects the design of a whole facility that has been opened or expanded or recently made attractive, but also individual elements and new attractions of a waterpark or technical innovations that must have a positive impact on the operation.

## How should your application look like?

Please submit your application in digital form with the following elements:

- Cover sheet with a summary of the application: type of measure, relevant steps of the implementation, investment volume, success control.
- Presentation as a pdf file or PowerPoint presentation with a maximum of 20 pages.
- Additional documents (e.g. brochures) shall be sent to the EWA office either as a pdf, or by regular mail in three copies.

## By which date must the application be sent

Deadline for your application is on August 1st, 2020 (the receipt of the e-mail is decisive). All waterparks that are members of the European Waterpark Association can apply.).

## What will happen to the applications?

An expert's jury will make their decision in September 2020. The prize giving ceremony will take place within the framework of an EWA reception at the INTERBAD Fair in Stuttgart on October 29th 2020. The awardees will receive a representative trophy as well as a certificate. They agree on presenting their awarded contribution within the framework of an EWA marketing network meeting.

Please send your application to

→ [info@ewa.info](mailto:info@ewa.info)

