



About the Visitor Experience Awards

Organised by the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), the inaugural Visitor Experience Awards celebrate the organisations and frontline heroes setting new benchmarks for tourism and cultural excellence across the emirate.

As part of DCT Abu Dhabi’s wider Visitor Experience strategy, alongside the Visitor Experience Guidelines and Visitor Experience Academy, the awards drive healthy competition, champion innovation, and embed continuous improvement across Abu Dhabi’s tourism ecosystem.



The Awards Architecture

The programme evaluates excellence across two primary streams:

- Business Awards (4 Categories):** Recognising organisations demonstrating exceptional operational standards, innovation, accessibility, and service delivery.
- Frontliner Awards (4 Categories):** Celebrating individual talent and frontline staff who craft memorable, authentic guest experiences every day.

Programme Scale:

- 400+ Invited Entities:** Spanning cultural site, hospitality, attractions, F&B outlets, airport, airline events, and other tourism operators across Abu Dhabi.
- 24 Award Winners:** Selected through a multi-stage evaluation process.
- Gala Ceremony:** Taking place in late November 2026 with an audience of over 350 industry leaders, VIPs, and public/private sector partners.

The Evaluation Architecture & Jury Role

To maintain transparency and rigour, all submissions undergo a two-tiered evaluation process:

- 1.Initial Assessment:** An internal technical committee shortlists applications across all 8 categories.
- 2.Independent Jury Panel:** Shortlisted entries are evaluated by a panel of leaders and subject matter experts from Abu Dhabi’s public and private sectors.

Your Role & Impact as a Juror:

- Expert Knowledge:** Jurors bring specialised insights across customer experience, culture, accessibility, and operational leadership.
- Rigorous Review:** Working via a dedicated digital portal, jurors evaluate shortlisted applications against clear, structured pillars of excellence.
- Shaping Standards:** Your evaluations directly determine the 24 final winners and set the future standard for visitor experiences across the region.

