

Follow the Industry's Hottest Trend - Waterpark Resorts

2008-09-30

Attend the World Waterpark Association's Waterpark Resort Development & Expansion Workshop - The waterpark resort is the fastest-growing segment of the waterpark industry - come learn why at the MGM Grand, Las Vegas!

More and more hoteliers are discovering that waterpark features impact the most important numbers for hotel operators. Occupancy and ADR levels for waterpark resorts exceed traditional hotel competitors by a wide margin. Check out a couple of waterpark resorts launched in 2008:

Great Wolf Lodge, Grand Mound, Wash., a 398 room resort property with Bear Track Landing, a 60,000 square foot waterpark as its center piece. Additionally, the resort features spas for adults and kids, a craft and activity center, an arcade and MagiQuest, a live-action, fantasy adventure game.

CoCo Key Water Resorts, locations in Kansas City, Mo., Mount Laurel, N.J., Fitchburg, Mass., a waterpark resort brand developed by Sage Hospitality and its partners, to add a fully-themed, 60,000 square foot waterpark to existing successful business hotel properties.

Silver Rapids Indoor Waterpark, Kellogg, Idaho, a 42,000-square-foot indoor waterpark addition to the Silver Mountain Resort, a year-round resort that offers winter sports like skiing and snowboarding and summer activities like hiking and mountain biking.



The WWA's Waterpark Resort Development & Expansion Workshop will take place Oct. 27, 2009 at the MGM Grand in Las Vegas and specifically focuses on waterpark resorts - check out a preview of Workshop topics:

The Future of Hotel/Resort Waterparks

The Feasibility Process

Designing for Maximum Entertainment Value

Project Development & Construction Costs of Waterpark Resorts

What's it Cost to Operate a Waterpark Resort

Finding the Money & Getting Your Project Financed

Choosing the Right Attractions Mix for Your Project

Maximizing the Guest Experience

Key Engineering Issues & Challenges

Development Showcases: Mega, Large, Mid-Size & Small

Detailed Q&A Round Table with all speakers

The Waterpark Resort Development & Expansion Workshop is the best resource available to help hoteliers learn more about this ever-growing trend.

Experts from throughout the waterpark industry will speak at the workshop and offer valuable insight into Waterpark Resort development and expansion.

Immediately following the Workshop, attendees will have the opportunity to network with fellow developers at an exclusive Developers' Reception, October 27th, 2009.

In addition to the Waterpark Resort Development & Expansion Workshop, the WWA Symposium will feature an expanded Development & Expansion Track, which offers educational sessions led by industry experts and professionals from within the development segment. Check out a few session titles offered as part of the track:

Local Land Use Applications and Regulatory Strategies

Tax Issues for Developers

Indoor Waterpark Design - What Does It Mean to be Green

Using Themeing to Grow Your Brand & Bottom Line

Risk Management for Hotel/Resort Waterparks

Other featured sessions being offered at the waterpark industry's largest educational event of the year are:

Waterpark Resort Technology Review

Preventative Maintenance

Yield Management / Revenue Generation for Waterpark Resorts

Environmentally Conscious & Eco Friendly

Best Practices for Hiring Waterpark Resort Staff

The Next Generation of Leaders: Turning Your Kids into Captains

What's in Your Air? Keeping Guest and Employees Healthy & Happy

What Happened Last Summer: An Update on the Battle Against Waterborne Illness

Small Food Service Operations - Big Profits

Missing Links of Waterpark Party Programs

After the Accident: What to do When, How & Why

Developing Your Emergency Action Plan

Group Sales Power Hour

Back to the Future: Transport Your Media Strategy into the New Media World

These educational events are all part of the WWA Symposium & Trade Show, Oct. 26-30, MGM Grand, Las Vegas. Visit www.waterparks.org to learn more about the show. Or call the WWA office at +1-913-599-0300 for more information.

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