



GAYLORD TEXAN Grapevine, TX

CHALLENGE

Facing increased competition in the market, the Gaylord Texan Resort wanted to develop a unique recreational water setting that would appeal to the family and leisure traveler, increase the amount of family visits and extend length of stay, generate increased revenue from food and beverage sales and gain market share over competition.

SOLUTION

The Gaylord Texan's Paradise Springs, a 10-acre resort waterpark complex that creates the destination experience guests are looking for, whether traveling with the family or planning for a business event. A 6,000 sqft lagoon with walk-in beach, lazy river and horseshoe shaped 'hot pools' invite guests to relax, while a zip line, water basketball, water slides, toddler pools and a newly added Multi-Level Play Structure encourage family fun. The Multi-Level Play Structure, part of a complete Phase II area expansion, includes additional deck areas for lounge chairs, tables and cabanas for added family appeal. To enhance the overall resort feel, large decking and lounge areas were incorporated at the center and throughout Paradise Springs. Poolside bars and eateries offer specialty options and cabana rentals and VIP/party areas solicit additional revenue opportunities from both family gatherings and business events.

RESULT

Upon opening Paradise Springs the Gaylord Texan experienced a significant and positive impact to leisure guest bookings. Their Paradise Springs Grapevine Waterpark was rated 2011's No. 1 Top Aquatic Resort by Waterparks & Resorts Today.

"Paradise Springs is a great example of what resort properties can do to meet the needs and desires of guests while minimizing impact on the environment."

-Aquatics International



