

## HYATT HILL COUNTRY FLOWRIDER® San Antonio, TX

## CHALLENGE

The Hyatt Hill Country wanted to add an attraction that could be easily incorporated into their existing footprint and make their resort a "first in market" with an attraction that would provide guests with a unique and exciting experience. The Hyatt Hill Country called upon ADG to easily integrate an attraction within resort that would appeal to a large demographic and increase repeat visitation & revenue growth.

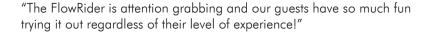


The FlowRider- open to the public, this popular skill-based attraction easily draws guests from the lucrative teen and young adult demographic. Hyatt Regency Hill Country embarked on a 'FLOyalty' program to generate additional revenue by influencing repeat visitation and longer time on property.

Adjacent F&B sales, personalized lessons and special "Flow Show" events all entice guests to try the ride and extend their time on property.

## RESULT

As the first resort in Texas to add the FlowRider, the Hyatt Regency Hill Country has welcomed ongoing success through an increase in F&B sales, repeat guest visitation, their 'FLOyalty' program and hosting of the 'FlowTour'- a national crowd drawing event featuring the popular sport of competitive flowboarding.



-Aneka Muniz, Marketing Coordinator







