



JAY PEAK INDOOR WATERPARK Jay, VT

CHALLENGE

In order to draw guests from outside their market base and fill rooms year round, Jay Peak needed to find a way to diversify their offerings and become a true resort destination. To do this, they partnered with ADG to design and build an indoor waterpark, to cement Jay Peak's reputation as a 365-day destination and to create attractions that enhance the brand and extend guest expectations.

SOLUTION

The state-of-the-art, 50,000 sf indoor waterpark was the first in Vermont's history. Theming throughout the park enhances the Jay Peak brand and carries over into relaxing lagoons and family-friendly waterplay areas, as well as thrill rides that match their reputation for rugged fun. The "Double Barrel" FlowRider® invites guests to test their boarding skills indoors and "La Chute", the only indoor 60 ft free-fall body slide, thrills riders at speeds up to 45 mph as they shoot straight downhill. An Adventure River, the longest indoor river in the U.S., powered by ADG's WaveTek™ Wave Generation technology to keep the fun flowing.

RESULT

A 120% increase in lodging business for available units, rooms and condos upon completion of the indoor waterpark! Once known as a small, local mountain, Jay Peak has become a year-round entertainment destination, drawing skiers, families and businesses from NY to New England and Quebec.

"The indoor waterpark was the deciding factor on coming to Jay Peak and it definitely improved the experience – after a full day on the slopes, it was just what I needed to continue a night of play."

-Guest, Jay Peak



