



KENTUCKY KINGDOM Louisville, KY

CHALLENGE

Renovate, expand and re-open the Kentucky Kingdom Hurricane Bay waterpark, which had been closed for five years. In order for this endeavor to be successful ADG needed to renovate the existing waterpark features to be fully functional and aesthetically appealing, build a 6-acre expansion to increase capacity and accommodate more ride diversity and deck areas, facilitate ROI and generate revenue through increased F&B and incidental sales and design to maximize marketability of new park features and attractions.

SOLUTION

ADG designed and built the six acre expansion to Hurricane Bay that doubled the original size of the waterpark. The newest addition based off of ADG's Tidal River™ Water Ride was incorporated into an exciting mix of attractions including a family wave lagoon, fast action river and the tallest body slide in North America. The renovation of the existing waterpark's features and attractions smoothly tied the two sections together creating a seamless environment with areas for active play, thrills, relaxation and family fun that showcased the new Kentucky Kingdom brand.

RESULT

Hurricane Bay had an exceptional first season, attracting nearly 600,000 visitors and selling 117,000 season passes. Social media buzz about the new park was raving, having once again become a "customer choice" location to take the family during the hot summer months.

"A lot of people thought we couldn't do it. I knew we, along with the team at ADG, could get it done. It's a passion for us and so gratifying to bring back so much family fun to Louisville."

-Ed Hart, Park Developer



