



MASSANUTTEN WATERPARK McGaheysville, VA

CHALLENGE

To become a true four-season destination, this popular golf and ski resort with timeshare community wanted to expand its offerings and add a state-of-the-art indoor/outdoor waterpark complex to their property. This project was designed to increase timeshare sales, generate revenue through sale of day passes, F&B, and incidentals, differentiate through a unique blending of indoor/outdoor waterpark design and aquatic attractions and designed for potential future expansions.

SOLUTION

Massanutten hired the experts at ADG to build a unique waterpark complex that would revolutionize waterpark design and position Massanutten as the premiere destination resort in the region. A state of the art, 3-story, 42,000 sqft indoor waterpark and 88,000 sqft outdoor complex was designed to include a perfect blend of leisure and play areas featuring the latest advances in aquatic attractions and wave generation technologies, including the Double FlowRider® and beach entry outdoor wave pool. With an abundance of deck and lounge areas surrounded by F&B, retail and entertainment outlets, ample room for relaxation is provided for guest enjoyment, increasing repeat visitation and length of stay.

RESULT

Massanutten experienced a noticeable increase in timeshare property sales as soon as the first cubic yard of concrete was poured for the foundation! The indoor waterpark was declared the “wave of the future” and has been featured in numerous articles, TV shows, and promotional spots. The addition of the indoor and outdoor waterpark dramatically increased timeshare sales and has proven to be a successful revenue generating amenity.

“ADG listened to our goals and understood that Massanutten wanted a truly unique year-round amenity using the latest features and technologies that could easily be expanded without having to build a new support space.”

-Clay Rice, Director of Operations



