



# WALDORF ASTORIA FLOWRIDER® Boca Raton, FL

## CHALLENGE

The Waldorf Astoria wanted to create a waterfront setting that would further set them apart from the other resorts in their market. The new attraction was chosen to increase their family demographic base., capture revenue by encouraging additional on-property spending and raise overall levels of guest occupancy.

## SOLUTION

In order to truly maximize revenue levels and attract targeted guests to stay on property longer, the Waldorf Astoria Boca Raton called upon FlowRider® to design and build the Flow House Boca- an all inclusive waterfront setting centered around the Double FlowRider® and enhanced with surrounding deck seating, bar and grill, cabana area and retail store.

A “pay-to-play” amenity, the Flow House Boca attracts guests of all ages and keeps them on property longer by providing the perfect setting for all their resort needs. Surf schools, private lessons, evening parties and special events, complete the Flow House Boca offerings, providing the perfect setting for both family fun and corporate gatherings.

## RESULT

Following the design, build and installation of the Flow House Boca, guest visitation rates have increased and subsequent ride-generated revenues of \$800K are being reported. Guest reviews and comments reflect a positive result as evidenced in the high visitation rate and FlowRider® usage among guests.



“We had one of the busiest summers on record at the Boca Resort simply because of the addition of the FlowRider®!”

-Richard Hayduk, President of Boca Raton Resort & Club

