



LAKE WINNIE Chattanooga, TN

CHALLENGE

As a 4th generation family owned dry-ride amusement park, Lake Winnie wanted to build attendance and retain customers lost to the appeal of larger combination amusement/waterparks in nearby Atlanta. In order to regain their foothold with their customer base, they needed to create an attraction to compete with the offerings in larger park while positioning themselves as a valuable option for local family fun and respond to guests' desires to provide relief from the southern heat.

SOLUTION

ADG's design blends two distinct recreational areas, "Cypress Springs", a kid-friendly adventure water play, and "South Beach", a more formal style resort pool setting for adults. Separating the two areas is a centrally located outdoor bar and restaurant providing easy access to F&B with service to cabanas and guest chairs.

An abundance of outdoor entertainment options were incorporated into the design to host events and provide entertainment to guests. From large outdoor movie screenings overlooking the pool in Cypress Springs, to poolside cocktails and dancing at the South Beach location the property offers multiple options for events and desired guest experiences. A Phase II expansion was complete in 2016 to add the FlowRider® surf simulator and an additional slide complex to further target the teen & young adult market.

RESULT

The addition of the waterpark at Lake Winnie resulted in a dramatic increase in their overall sales and park attendance. Positive response to the waterpark was prevalent on social media, generating additional word-of-mouth advertising. Corporate branding opportunities with Coca Cola, and smart design placement of F&B, resulted in instant revenue generation from the waterpark facility.

"ADG's expertise in creating, designing and building a waterpark that attracts the crowds is second to none!

-Tennyson Dickinson, Park Owner



