THINKING BEYOND THE EDGE OF THE POOL

From bright and colorful indoor and outdoor attractions, to sleek and sophisticated adult settings, the idea behind each ADG Resort Waterfront setting is to create the type of recreational environment that works for your brand, your property, your guests, and your business goals.

For the complete list of ADG's Resort Properties, please visit or call Smart Solutions for Real Success.

RESORT WATERFRONTS

Camelback Resort & Aquatopia Indoor Waterpark - Pocono Mountains, PA
Gaylord Opryland - Nashville, TN
Gaylord Palms - Kissimmee, FL
Gaylord Texan - Grapeville, TX
Hilton Anatole - Dallas, TX
Kartrite Resort & Indoor Waterpark - Monticello, NY
Massanutten Resort & Indoor Waterpark - McGaheysville, VA
Ritz Reserve - Dorado, Puerto Rico

www.aquaticgroup.com/waterfronts
Cohoes, NY, USA
+1.518.783.0038
Indoors or out, the right aquatic strategy for your resort can have a significant impact on your brand and your bottom line, transforming your resort from a place to stay, into a true vacation destination.

But how do you know what features will capture your brand’s unique appeal? Optimize your revenue? Increase your occupancy? That’s where ADG can help.
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CREATIVE WATER SOLUTIONS FOR RESORTS

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AQUATIC DEVELOPMENT GROUP

SETTINGS THAT SET YOU APART

From the placement of every lounge chair, towel station and umbrella to the location of food and beverage stations, control portals and access paths, the entire design and function of your resort waterfront area is carefully considered and planned in order to enhance guest experience and increase revenue generating opportunities.
When you work with ADG to build your recreational Waterfront, we won’t ask what kind of pool you want. And we won’t try to sell you on the latest play structure or features you don’t need.

What we will discuss is your desired guest experience, your brand image, and key revenue generating opportunities that will help you increase capacity, ADR, F&B sales, length of stay, repeat visitation and more.

It’s not about “building the pool”—it’s about creating the entire experience.
Our unique InDepth™ approach to developing recreational water settings takes into consideration all aspects of your brand and your resort.

From bright, colorful play structures to elegant and sophisticated adult swim areas, ADG designs and builds aquatic settings that enhance guest appeal and set your resort apart from the competition.

STAND OUT FROM THE COMPETITION

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PARTNERSHIP IN PLANNING
DONE RIGHT FROM THE START.

With ADG all aspects of your project are carefully considered and planned during the up-front process to address brand and guest appeal while at the same time maximizing operational efficiencies and costs under identified timing constraints.

It’s a holistic approach, designed to get your project done right from the start.

ADG’S INDEPTH™ APPROACH

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AQUATIC DEVELOPMENT GROUP

Working with ADG means that your project will receive concepts, plans and budgets that have been married together from day one. Comprehensive and cohesive plans that go beyond the edges of the pool to address every aspect of your resort operations in order to achieve maximum operational efficiency and optimal guest appeal.

AQUATIC DEVELOPMENT GROUP

- Oversight on Budget Parameters and Delivery
- Management of Design and Construction Schedules
- Architectural and Brand Delivery
- Operational Functionality
- Entertainment & Revenue Value
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