



WET N WILD SPLASHTOWN Houston, Texas

CHALLENGE

Opened in 1984, Hanna-Barbera Land was later redesigned as Houston's Wet n' Wild SplashTown Waterpark. Premier Parks sought to rebrand the park by adding a multi-million dollar waterpark. ADG was engaged to design/build renovations in under 4 months while seamlessly incorporating all desired features into the site plan and generating a design that would increase revenue and enhance the customer experience.

SOLUTION

ADG designed/build the largest expansion in the park's history, creating a waterpark which combined thrill, adventure, relaxation and top-of-the-line amenities.

New attractions included Big Kahuna, a 5-story mega-tube serpentine raft ride; the FlowRider® wave surf system, an expanded kid's area and interactive toddler-only play zone. To generate incremental revenue and enhance the guest experience the park design expanded changing areas, increased shaded lounge areas, widened walking paths and added new premium cabanas. Dining areas, viewing decks, food and beverage, and two new retail locations were also added.

RESULT

Since its expansion, Wet n' Wild SplashTown has attracted crowds of all ages including the American Coasters Enthusiasts and WorldPro Flowboarding Champion, Xana-Kai Nash. The park continues to attract visitors from across the U.S. increasing revenues and per cap spending.

"On Opening Day I had some season pass guests, who have been members for years, stop me and shake my hand telling me how much they loved the new park."

– Jody Kneupper, GM



