



BREAKER BEACH AT WATER WORLD Federal Heights, CO

CHALLENGE

Water World wanted to replace an existing under utilized wave pool and create a new, exciting and unique attraction that would reenergize the once popular space.

SOLUTION

ADG presented Water World with Breaker Beach™, the first-of-its-kind boogie boarding surf ride. A unique and differentiating attraction, Breaker Beach™ is a skill-based water ride designed to appeal to a wide range of ages and skill levels. With the ability to dispatch two riders every 8 seconds, the ride averages a throughput of 720 guests per hour. Serving a dual purpose, the ride also operates as a standard wave pool for specialty play sessions during the day.

ADG designed the Breaker Beach area with decking around the ride to manage guest flow to, from, and around the boogie boarding wave pool. Cabanas, shaded lounge areas, convenient amenities and F&B service were incorporated into the overall area to generate additional revenue and create a destination experience for thrill seekers and families alike.

RESULT

The functional layout of the Breaker Beach™ allows for effortless guest flow between amenities, generating additional revenue from cabanas and F&B. The area surrounding the water ride is consistently crowded with spectators excited to watch people try their luck at surfing. Guests of all ages had a unanimous positive response to the new surf ride, and came back time and time again to master the skill-based attraction.

“Having a boogie board beach in a land-locked state has brought a unique experience to our guests and they are loving it!”

—Joann Cortez, Communications Director



