



# LIBERTY LAGOON FLOWRIDER® Baton Rouge, LA

## CHALLENGE

After six years of successful operation, Liberty Lagoon decided it was time to update their waterpark and add to their list of attractions. Liberty Lagoon sought provider ADG, to install the FlowRider®, an attraction that provides the antidote to thrill fatigue.

## SOLUTION

ADG installed the first FlowRider® surf simulator in the state of Louisiana at Liberty Lagoon Waterpark. This new surf simulating attraction was installed to further capture the Louisiana teen market, provide motivation for guests to return daily to the park as they work to increase their skills on the FlowRider®, increase attendance and rejuvenate the park's "thrill factor".

## RESULT

Liberty Lagoon has an average of 100,000 guests visiting the park every year. With the addition of the FlowRider® Double for the 2017 season, park management is expecting to see a large increase of ticket sales in the upcoming season! Liberty Lagoon already has plans in the works to host FlowRider® birthday parties and private events, opening up additional streams of revenue for the waterpark.



"The FlowRider® is going to make a huge splash in the community, there is nothing like it around! We look forward to hosting birthday parties and private events featuring the FlowRider® attraction!"

*-Brett Weinberger, Park Director*

