



WET 'N' WILD TORONTO Brampton, Ontario

CHALLENGE

Wet 'n' Wild Toronto wanted to renovate, redesign and redevelop an old abandoned waterpark to meet the high standards of Premier Parks and the Wet 'n' Wild brand. The goal was to accomplish this all in a short time frame to ensure the park would be open to the public in time for the 2017 summer season.

SOLUTION

ADG employed their trademark Indepth™ approach to create, design and build a project around Premier's desire to create a "premier" guest experience while maximizing revenue generating opportunities throughout the park. Strategic design enhancements to existing guest flow patterns, operations, and in-park capacity were incorporated into the concept from the start.

To bring this vision to reality, ADG's plan included world class attractions and amenities that emphasized the bright and colorful trademark look of the Wet n Wild brand, but as well as electrical upgrades, operational enhancements, and new walkways to improve guest circulation patterns throughout the park. Major attractions included a new raft ride, a six-story speed slide, a mat racing slide, a wave pool, lazy river, and two children's play areas. ADG's filtration systems were also installed throughout the park.

RESULT

Designed and constructed in under a year, Wet 'n' Wild Toronto opened to the public June 2017, with a completely new look and feel compared to the Wild Water Kingdom Park that was previously at that site. The new Wet 'n' Wild anticipated an average attendance rate of 3,000 guests/day.

"ADG was able to see the potential of the park beyond the debris. We've seen the exceptional work they have done, making it an easy choice for us to pick a designer, builder and construction manager for our projects."

-Hue Eichelberger, COO of Premier Parks LLC



