



WHITEWATER®

Entertain the Possibilities

Hotels & Resorts





Enjoy Your Stay

In today’s service-friendly world, travelers have endless options and ways to entertain themselves. When it comes to finding accommodations, the choices are nearly endless. In a landscape chockfull of competition, how do you ensure that your hotel comes out on top in the battle for bookings?

We think one answer is by adding unique and appropriately designed aquatic entertainment amenities to your hotel or resort. Let us explain.

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Atlantis Resort Paradise Island - Bahamas

Differentiation: The Importance of Standing Out

The price-conscious, the business traveler, and the vacationing family are all going to do their research to find the location that checks all of their boxes. With today's wired world, it's never been easier for a traveler to compare and contrast multiple hotels all at once thanks to the rise

in popularity of online travel aggregators (OTAs). Add alternative accommodations into the mix, such as vacation home rentals, cruise ships, home-stay rentals, and serviced apartments and the need to differentiate has never been greater.

INCREASED COMPETITION

With so many choices when it comes to accommodations, more and more properties are adding a wide range of amenities to attract visitors away from their competition and into their rooms. The aim is to strike the right balance between weekday and weekend visitors, across month to month and seasonality, increasing ADR to all week long and across all seasons.

One of the biggest trends in hospitality has been to add aquatic amenities. Depending on your region, the amount of space you have available, your branding, and number of rooms, your aquatics entertainment solution could take on any number of forms. This segment of hospitality offerings has grown immensely over the last two decades to the point of some properties offering full-service water parks.



AquaWorld "Akvamir"- Novosibirsk, Russia



De Palm Island Water Park - Aruba

The traditional water park industry has also continued its solid growth trend. In 2016, more than \$550 million worth of new investment was made in indoor and outdoor water parks and their related resorts in North America alone. As the water entertainment industry expansion is expected to climb in 2017, owners of existing hotels are busy enclosing their pools, raising their ceilings to make room for water slide towers, and installing floating river experiences, interactive water play structures, and water spray spaces.

FAMILY TRAVELERS

So what is the reason for this increase in hotel waterpark development? It is the rise of the family traveler. Kids have become one of the hotel industry’s most sought-after guests as parents look for hotels that can entertain both parent and child, resulting in more family-oriented destination resorts. Families also tend to spend outside of what was paid for their room, as they use more services, which means more food and beverage and retail revenue.

With these expanded offerings there is also potential to entice business travelers to come in earlier or stay later and bring their families.



Atlantis Resort The Palm - Dubai, UAE



Aquatopia, Camelback Lodge - Tannersville, USA



Courtyard Anaheim, Anaheim, USA

Will Adding Aquatic Amenities Work for You?

The benefits of adding aquatic amenities is clear, however, it may not be right for every hotel. We’ve compiled a checklist of some of the preliminary questions you should be asking before venturing down this path.

AUDIENCE

Who is your clientele?
.....

What combination of business or leisure guests are they?
☐ Tourist-based
☐ Domestic
☐ Business
☐ Other

What demand segments will be negatively impacted if greater numbers of children and families stay at your hotel?
.....

LOCATION & SITE

How much available land does your property have?
.....

What Aquatic facilities do you already have?
.....

What type of region are you located in?
.....

What is your property’s setting?
.....

Is your hotel located close to a highway for easy access?
☐ Yes ☐ No

COMPETITION & MANAGEMENT

How many water parks are currently in the area and how many are proposed?
..... Current Proposed

Does your management team have experience implementing and overseeing a water park addition?
☐ Yes ☐ No

Are there local hotels with these facilities and how are they performing?
.....

OCCUPANCY

During what periods does your property achieve its highest occupancy rates?
☐ Seasonal ☐ Weekly
☐ Summer ☐ Weekday
☐ Fall ☐ Weekend
☐ Winter
☐ Spring

What size is your hotel?
.....

Number of guest rooms
.....

Average number of people per room
.....



Master Blaster - Atlantis Resort Paradise Island - Bahamas

For a more comprehensive and definitive analysis, we recommend a feasibility study with a firm that will complete market research, feasibility, and viability for a water park at your hotel. Mixed use and entertainment architects and master planners such as WhiteWater SEA will look at the data, such as market penetration, competition, and clientele to recommend the size of your park or facility, product position, and required spend. It's not only about conducting research but also interpreting that research to find an optimal plan that will produce a return for you and your property.



ASSESSING THE BUSINESS CASE

Answering these introductory questions should help give you a better indication of if adding aquatic amenities will be right for your property, or if adding another amenity might be a better solution. For example, if you already achieve high occupancy on weekends and during the summer, a water park offering is probably not going to help you boost your occupancy numbers.

If, however, you do see a downturn in the summer and your suites are large enough to accommodate, on average, a family of four, then maybe adding aquatic amenities or upgrading your current ones will positively impact your bottom line.

If you are located in a region with a limited season for outdoor aquatics, adding indoor will increase your season to 365 days, but even then there are still issues to consider. According to David Sangree, President of Hotel & Leisure Advisors, research indicates that properties in markets with no indoor water parks will achieve the the maximum benefit from an indoor water park addition.

While a property in a market with many existing indoor water parks will achieve a lower return, meaning that the additional net income may not be sufficient to justify the development costs of an addition.¹



Pool Sider with Life Floor - Courtyard Anaheim, Anaheim, USA

Another important consideration when deciding to add aquatics, such as a water park, is the construction and subsequent management and maintenance of such an endeavour. Do you have the team in place to oversee the building of this type of product, which requires a different skill set from other types of hotel projects? Will there be

access to utilities such as power, sewer, and water? Once built, is there staff to check pumps and water quality? What is the availability of local labour for lifeguards and pool attendants? None of these considerations are impossible barriers and the right partners, such as WhiteWater, can help you find solutions.

What Type of Aquatics is Right for Your Hotel?

We know there’s a lot to consider, and that it can be a little overwhelming, which is why we’ve created three categories of water parks / aquatic amenities to help you identify which type you might belong to:

OUTDOOR HOTEL / RESORT WATER PARKS

This group represents the largest aquatic developments, by area, and are generally located in warmer regions. Hotel & Leisure Advisors defines this group as a resort hotel having an outdoor water park with at least three features (e.g.

slide, lazy river, and wave pool).² In our experience, the majority of these types of water parks can be found in the Southern United States, Asia, Southern Spain, and Greece and will generally cater to hotel / resort guests.

Here is a sample concept plan showing a water park addition to an already existing resort:

As you can see we designed a water park to complement their existing pool, outdoor patios, and landscaping with features and attractions to appeal to young children up to teens and adults.



This second example shows a concept plan that has included lazy rivers and a wave pool to provide more capacity while still offering a comprehensive mix of attractions that entertain young children to thrill-seeking teens, and adults looking for relaxation.





Aquatopia, Camelback Lodge - Tannersville, USA

INDOOR HOTEL / RESORT WATER PARKS

Indoor water park resorts and hotels include attached or freestanding indoor waterparks with or without an outdoor component. Hotel & Leisure Advisors defines an indoor water park resort as a hotel with a minimum of 10,000 square feet of indoor aquatic space with capacity for 250 to 5,000 people. There is a growing trend among destination

resorts such as ski, golf, and seaside resorts to add an indoor water park as an additional source of revenue and extended-stays from what have traditionally been off-seasons. Hotel & Leisure Advisors splits this group into two categories: hotel with indoor waterpark and indoor water park destination resort.

	HOTEL WITH INDOOR WATER PARK	INDOOR WATER PARK DESTINATION RESORT
SIZE OF AQUATIC AREA	10,000 to less than 30,000 sf	30,000+ sf
POSSIBLE AMENITIES	Multiple slides, tree house with slides, spray guns, tipping buckets, Jacuzzi, various pools, lazy river.	Multiple slides, tree house with slides, spray guns, tipping buckets, Jacuzzi, various pools, lazy river, wave pool, water coaster, surfing, outdoor water park features.
CAPACITY	250 to 750 people	750 to 5,000 people
MIN. # OF LIFEGUARDS	3	10

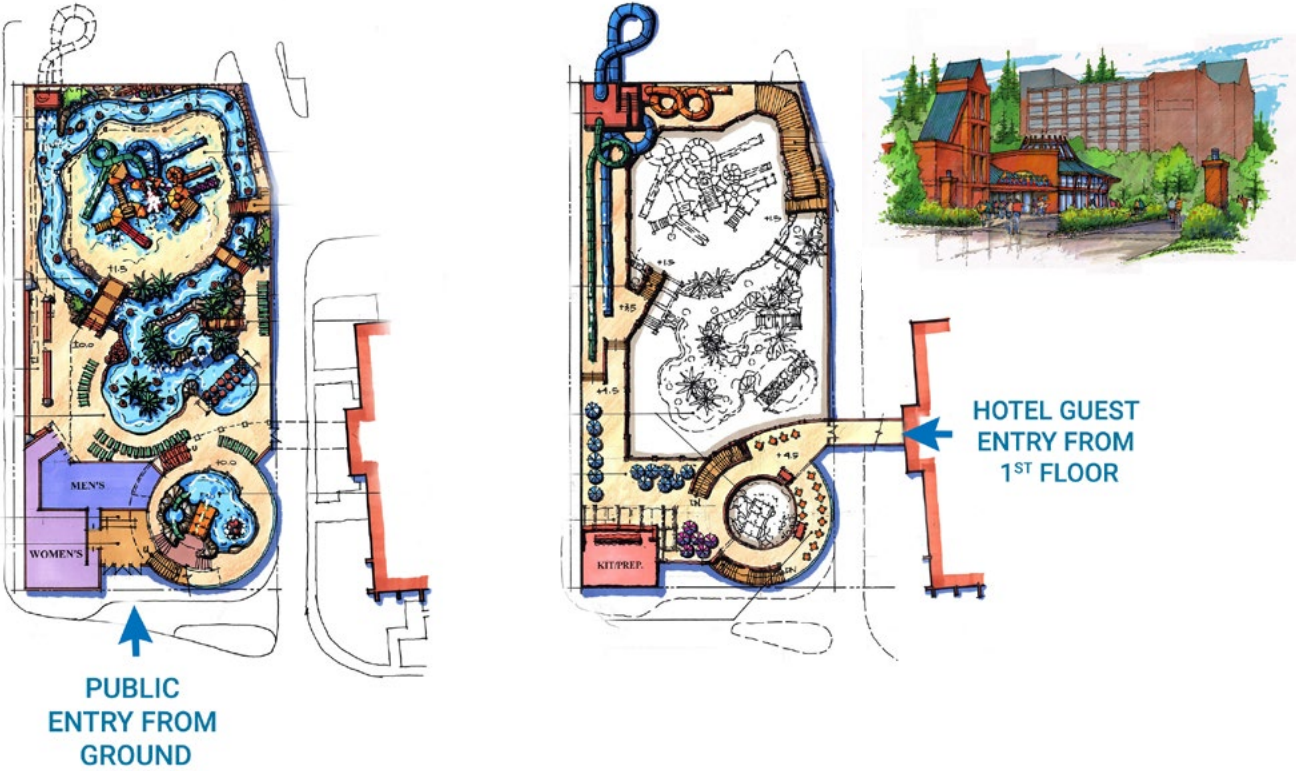
Source: Hotel & Leisure Advisors³

Sangree notes that "a hotel with indoor water park has an attached waterpark with between 10,000 to 30,000 square feet of indoor waterpark space where the water park serves as a hotel amenity rather than a destination itself. An indoor water park destination resort is a resort

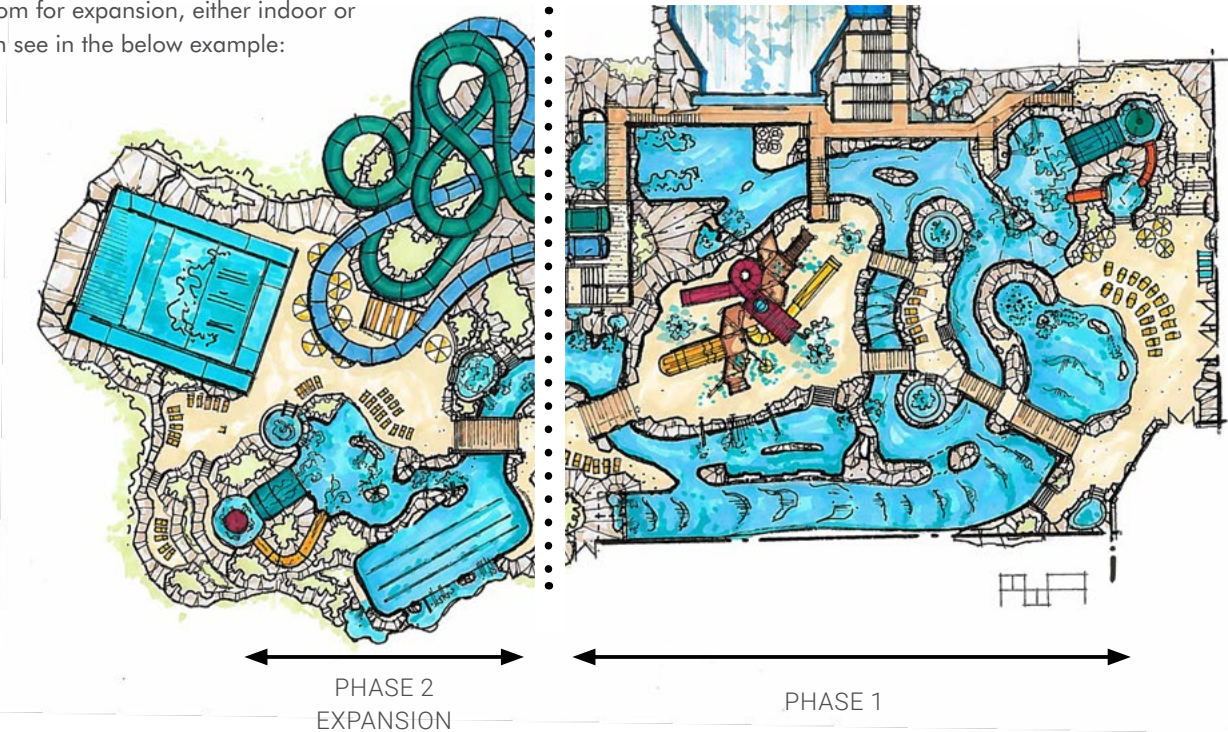
with a minimum of 30,000 square feet of indoor water park space that is considered a true destination resort that families visit year-round, primarily to visit the water park and secondarily to visit other attractions or events in the area."³

Our experienced Design team has created hundreds of concept plans for hotels with indoor water parks throughout the world. The below concept plan shows a creative solution for an indoor water park that provides both hotel and public guest entry points. Allowing off-property guests to

use your facility is an option that you may want to consider depending upon occupancy and the capacity of the park. Day guests will typically pay more for admission, but you may want to limit their numbers so as not to create long lines for hotel guests, thus impacting guest satisfaction.



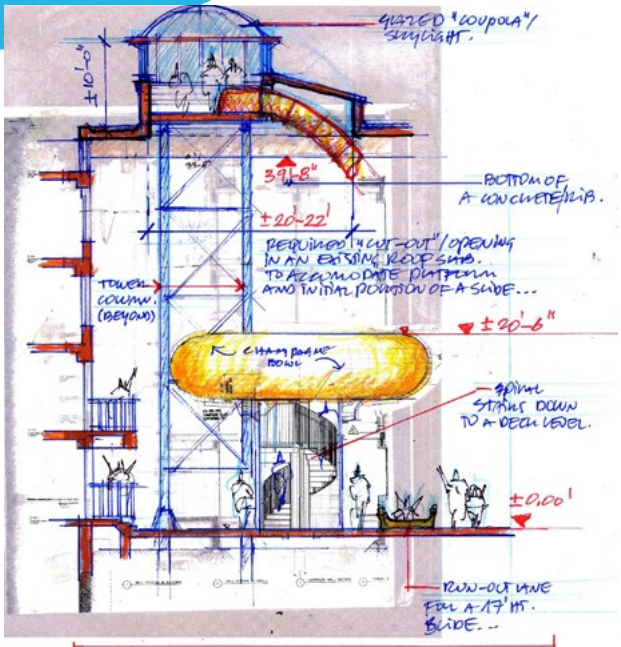
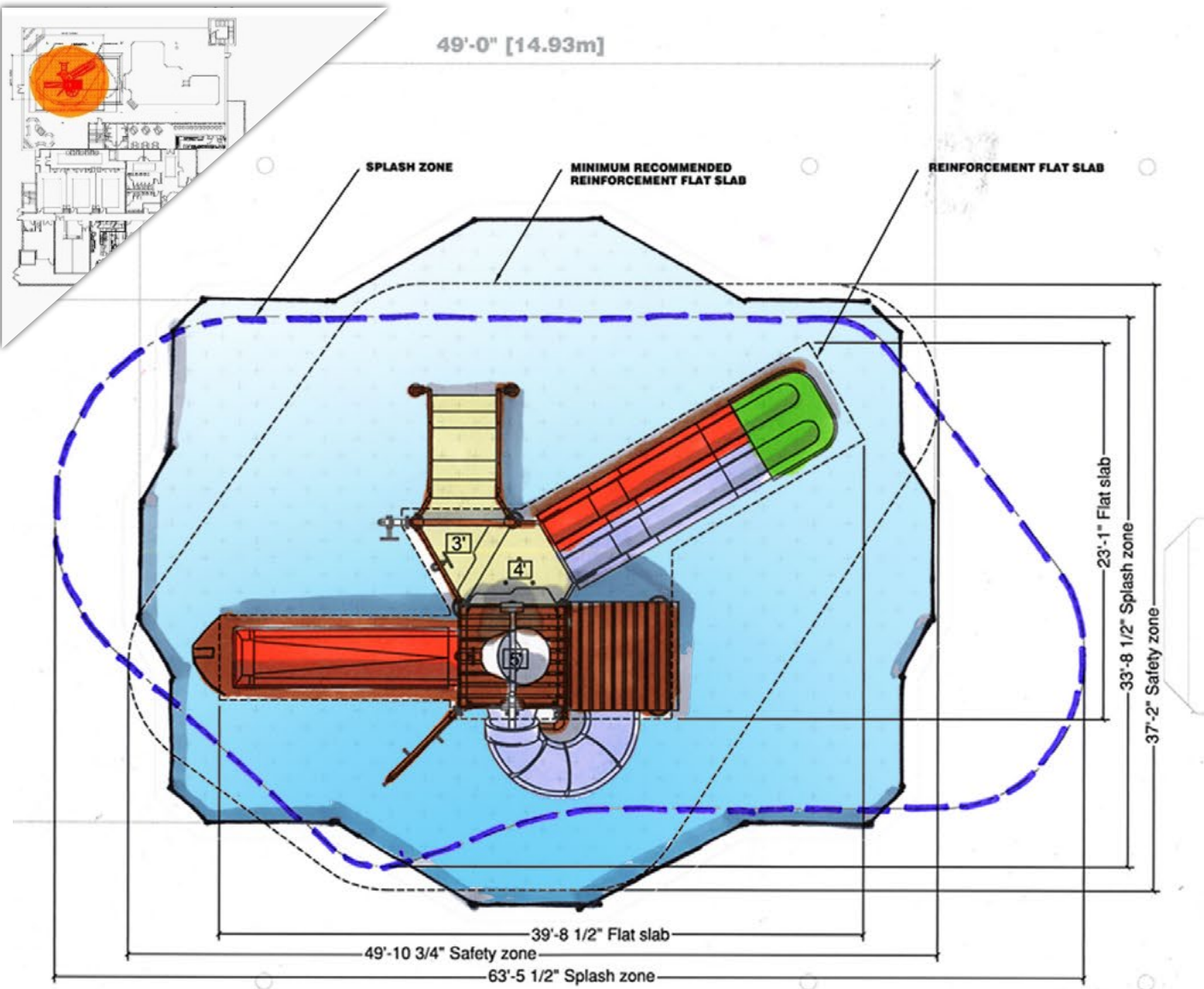
Another important consideration when adding a water park is allowing room for expansion, either indoor or outdoor, as you can see in the below example:



HOTEL WITH WATER FEATURES

When polled, our Design team estimates that hotels with interactive water features is the most popular scenario that they typically see for hotels. This generally includes either a retrofit of existing aquatic amenities or a new install within the hotel grounds. These aquatic amenities often operate year-round and hotels can use these facilities as an incentive for guests who are choosing where to stay. Hotel & Leisure Advisors defines these hotels as having 1,000

to 10,000 square feet of aquatic area with amenities such as a swimming pool, slide, or a small wet interactive play structure. In the below example, we have added an AquaPlay 200 to an adjacent pool area to fit the space. Adding a simple structure, such as this, provides young children with hours of entertainment while allowing parents an opportunity to enjoy a swim in the pool or read a book on the pool deck.



If your available footprint is limited, you still have options to add a balanced selection of attractions. Going vertical can often be an exciting solution to a small footprint. The concept plan above shows a great example of utilizing vertical space in a limited development area.



AquaPlay APX - Aquatopia, Camelback Lodge - Tannersville, USA

When it comes to indoor water parks of any size, the reason for their continued growth can be found in a customer's willingness to pay higher room rates in order to have quick and easy access to a water park. Sangree explains, "the indoor water park substantially increases demand during weekends and school vacations. By increasing the number of potential days on which a hotel can achieve higher occupancy levels, the hotel's overall occupancy will increase. Indoor water park resorts are outperforming non-water park hotels in all markets in terms of their occupancy and average daily rate."

HOTEL AND RESORT PRODUCTS





Family Wave Pool - Atlantis Resort The Palm - Dubai, UAE



Wave Pool - Ocean World at Vivaldi Resort
Hongcheon County, South Korea



Lazy River - Saipan Resort - Saipan, Mariana Islands



Extreme River - Atlantis Resort The Palm - Dubai, UAE

Rivers and Waves

Capture Capacity While Entertaining Guests

An essential for any water park, two mainstays that are guaranteed crowd-pleasers are wave pools and river experiences. They effortlessly capture capacity while keeping families entertained, and on premise, for hours as they relax and play.

Our team can design a wave pool to appropriately fit into your space and our rivers can be planned with various degrees of adventure while meandering around or under other water features to integrate your entire layout.



Whizzard - Jungala at Vidanta Riviera Maya Resort - Cancun, Mexico



Anaconda - Atlantis Resort The Palm - Dubai, UAE

Water Slides

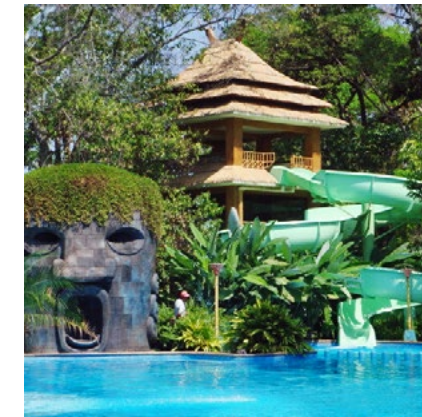
Designed for Young Kids to Thrill-seekers

The cornerstone of traditional water parks, water slides deliver fun and excitement for guests of all ages. They can be designed to fit any footprint, age range, and thrill level. Successful properties provide a mix that is suitable for young children, families, and thrill-seekers.

WhiteWater offers a comprehensive selection of slides and rides from kids' to speed. We can develop the right solution to meet the needs of your park and its guests, while providing highly iconic and marketable attractions.



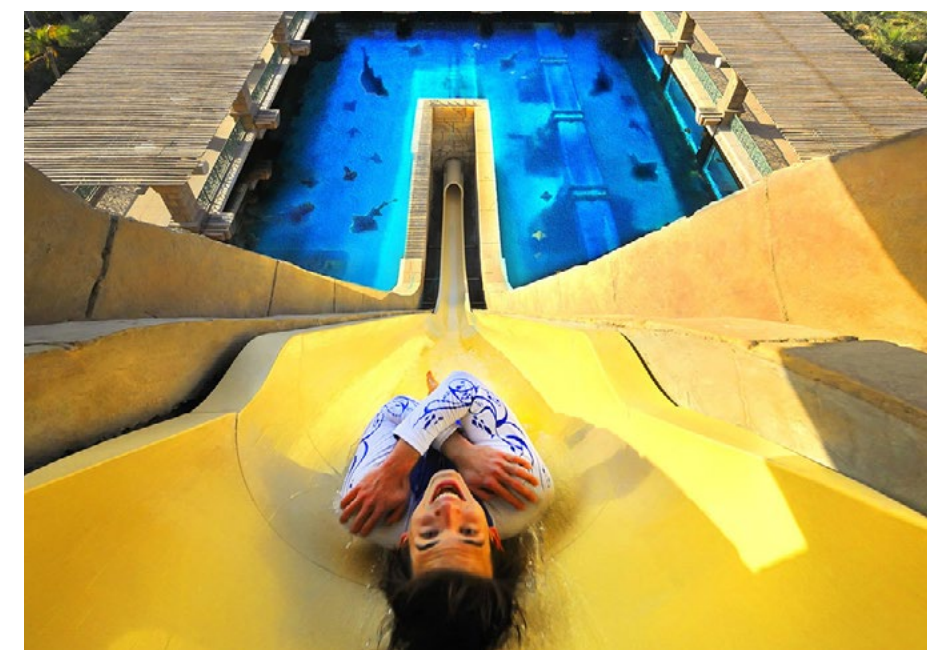
High Speed AquaTube
Coco Key Hotel & Water Resort - Orlando, USA



Pool Sider - Xocomil - Retalhuleu, Guatemala



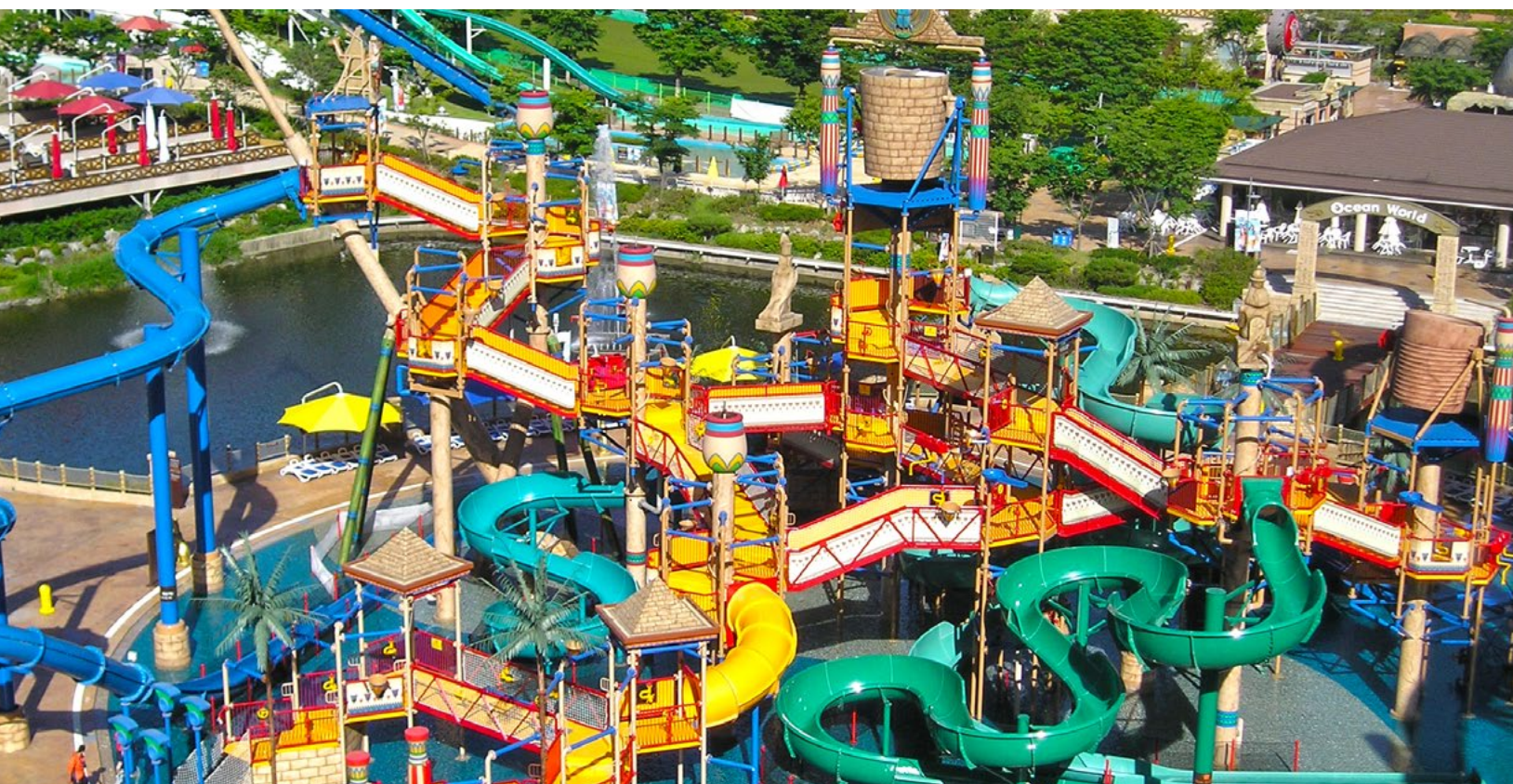
Aquatopia, Camelback Lodge - Tannersville, USA



Freefall - Atlantis Resort The Palm - Dubai, UAE



RainFortress 5 - Lopesan Costa Bavaro Resort - Punta Cana, Dominican Republic



FusionFortress 15 - Ocean World at Vivaldi Resort - Hongcheon County, South Korea



AquaPlay - Atlantis Resort The Palm - Dubai, UAE



AP 650 - Tidal Cove Water Park at JW Marriott - Aventura, USA



Four Seasons Bahrain - Bahrain



AP 1050 - Ocean World at Vivaldi Resort - Hongcheon County, South Korea

Interactive Water Play

Kids Can Play While Parents Relax

Interactive water play structures are sophisticated, specially-designed play structures that engage children of all ages for hours. Play structures and interactive elements allow hundreds of guests to join in on the fun at one time. No long line-ups increases the entertainment value and overall guest satisfaction.

WhiteWater's play structures can be sized to provide the right scale solution to the individual needs of your hotel or resort property while maximizing your footprint's capacity.



Royal Caribbean - Oasis of the Seas®

FLOWRIDER®

Offer Your Guests the Thrill of Surfing

REVENUE GENERATION

It's all about Return on Investment, and the FlowRider has a demonstrated track record of increasing hotel revenues time and again. With the world's most popular surfing attraction, you will increase your property's offerings which has a direct impact on your room rate and occupancy. Significant returns will come through ride ticket sales and private bookings.



Margaritaville Hotel & Resort - Florida, USA

DESTINATION DRAW

FlowRider is not just an attraction, but a destination around which you can create events and competitions. You're not just adding a surf simulator, but also the perfect setting for private events and family fun. Standout from your competition by offering guests a unique and skill-based attraction that will increase repeat bookings for your hotel and for your FlowRider.



Margaritaville Hotel & Resort - Florida, USA

A REASON TO STAY

With proven appeal across multiple demographics, particularly the key teen and young adult market, FlowRider is a recognized winner for encouraging repeat visitation and driving traffic to your hotel or resort. When all things are equal, a FlowRider can be the differentiator your hotel needs.



Oasis of the Seas®



Waldorf Astoria - Florida, USA



Planet Hollywood - Nevada, USA



"The FlowRider has created a point of differentiation between our property versus the competition. The leisure traveller and families are rewarding us for this investment, as are our core group of customers."

BRUCE LANGE - MANAGING DIRECTOR
The Westin Kierland Resort & Spa
Phoenix-Scottsdale



Waldorf Astoria - Florida, USA

DRIVE FOOD AND BEVERAGE

Drive sales in adjacent restaurants and bars with the crowd-pleasing FlowRider. A natural draw for guests to congregate around, FlowRider is as entertaining for spectators as it is for riders. Everyone will want to spend the day around the FlowRider, so make sure you have enough food and beverage options to keep them happy.



Aquatopia, Camelback Lodge - Tannersville, USA

Gaylord Palms: An Interview with their Management Team



Located in Kissimmee, Florida, Gaylord Palms & Convention Center is a 65-acre resort minutes from Walt Disney World. The majority of their occupancy comes from group bookings during the convention season with the remainder made up of leisure guests. Because they are primarily a group house they need to have the ability to scale up or down on offerings depending on demand.

Gaylord already had an existing family pool and treehouse-style AquaPlay, as well as an adult-only pool, but felt they were not offering enough for tweens and teenagers. Without a large footprint to work with, they demolished their existing aquatics area, and repurposed their space. Building up, they were able to maximize their square footage and gain more play space.

They added a slide tower with dual AquaTubes, and a Flatline Loop / Champagne Bowl fusion slide, the first of its kind. In addition to the high-thrill slides, they also included a FlowRider Double to round out their teen-targeted offering. They now had the ideal mix of young children, teen, and adult attractions covered.

We spoke with the team at Gaylord to learn more about their aquatic entertainment amenities:



High Thrill Slide Complex

WhiteWater: Was your hotel originally built with aquatic amenities?

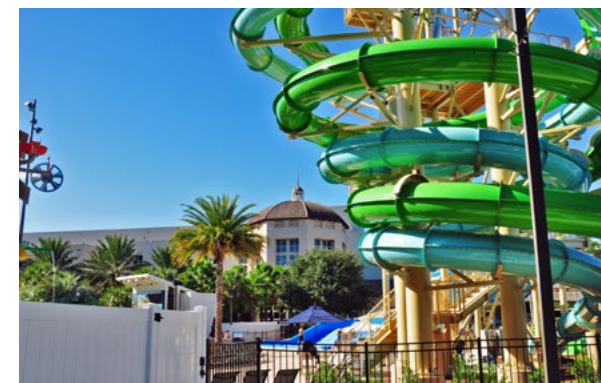
Gaylord: Yes. Our hotel had pools and a water park previously constructed, including a tree house-style water play area for kids. We offered play space for young children, we offered an adult-only pool, but we didn't offer something for tweens and teenagers.

WhiteWater: Were there other options instead of adding aquatic amenities?

Gaylord: As a Florida resort, aquatic amenities are essential to our success. The ownership of Gaylord Palms Resort wanted to keep the hotel competitive in the Orlando market, and creating an even more appealing pool area entices guests that are seeking fun in the Florida sun.



FlowRider & Champagne Bowl



AquaTubes



Flatline Loop & Champagne Bowl



Interactive Water Play



WhiteWater: How and why did you choose what to add?

Gaylord: In an overall look at our pool areas, management determined that we lacked options appealing to tweens and teenagers. Adding new slides (including a drop slide) and the FlowRider surf simulator rounded out the attractions available onsite to appeal to that demographic, making the overall resort and amenities even more appealing to the key leisure family market that has a year-round presence in the Orlando market.

WhiteWater: Has the waterpark met your business case's forecast?

Gaylord: Yes! Within the first year we were already exceeding the expectations we set out in the financial plan. We are seeing increased occupancy and ADR.

WhiteWater: How have the new additions impacted your resort?

Gaylord: Guest interest has certainly increased for our pool area. Many guests are enjoying the FlowRider even prebooking this experience which is an additional fee and therefore revenue. With the new features, guests seem to be spending more time at the resort rather than leaving to visit

nearby attractions which increases overall guest spending. The additions really completed the "water park" feel of our Cypress Springs' pool space, keeping families with kids of all ages more entertained.

WhiteWater: What made you choose WhiteWater?

Gaylord: We trust WhiteWater as an industry leader in aquatic amenities. We knew that the team would deliver a quality product and make certain we were satisfied when the project was complete.

WhiteWater: Are you happy with the aquatic facilities that your resort now has?

Gaylord: We are very satisfied with the additions to our water park. The slides and FlowRider add visual excitement to the pool deck and are visible from the streets/parking areas by the hotel, adding curb appeal to the pool facilities.

WhiteWater: What lessons did you learn along the way?

Gaylord: It worked out well to launch in the winter season, so we had time to train staff and troubleshoot. This way, we were prepared for our spring break crowds and had a dedicated staff in place for summer.

WhiteWater: What are your top 3 pieces of advice for other hotels/resorts thinking of adding a new aquatic entertainment amenity?

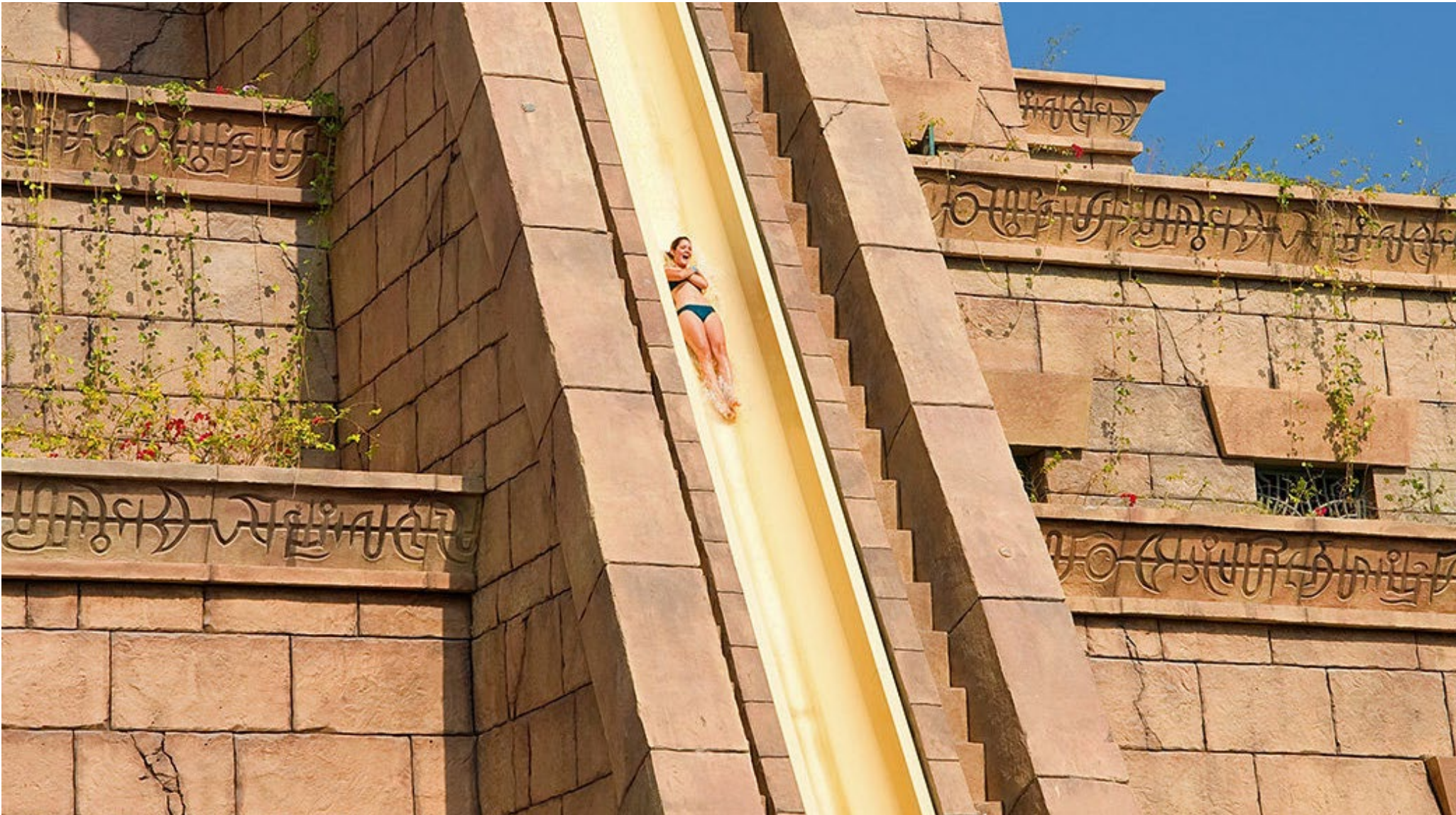
Gaylord:

1. Make the pool bigger and more flexible. Because we have an adults-only pool, we cannot let kids in, but when we have a large capacity on the family side we need the flexibility to give some of that space. So we're now having to add in drop fences.
2. You can never have too much deck space. You never want to cap out occupancy because you don't have enough deck chairs. Using run out lanes for our slides instead of pools was also a big contributing factor to maximizing our space.

3. Design flexibility into your cabanas. Our cabanas are a top seller, but they do take up a lot of space. If we were to do it again, we would find a more efficient design that allowed for portability and reconfiguration, even make them collapsible. They also tend to sell out on the family side more so than on the adult side, so we would probably change the balance on each side.

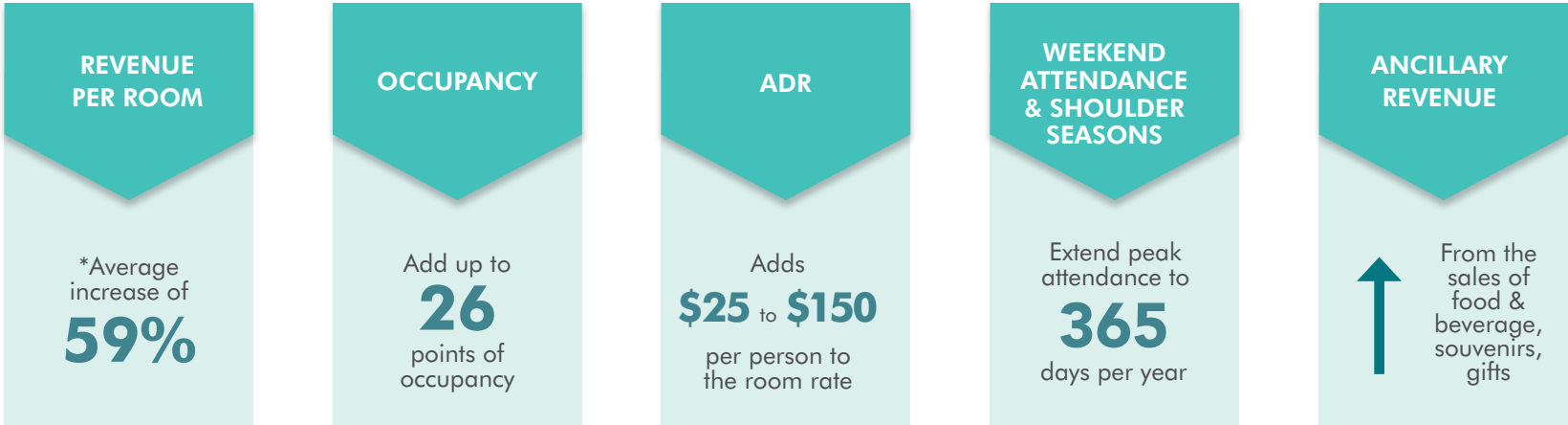
WhiteWater: Final thoughts?

Gaylord: Gaylord Palms Resort wants to always offer endless entertainment for our guests, from the incredible experiences inside our hotel to the outdoor offerings under the Florida sun. Choosing new, thrilling aquatic amenities from WhiteWater allowed our resort to take the entertainment to the next level at our Cypress Springs Water Park. We now have appealing features for all ages, thanks to our new towering drop slide, racing slides, and FlowRider surf simulator! Whether guests experience the slides or FlowRider personally, or cheer others on from the pool, all guests visiting our water park are enjoying these additions. We've seen that guests stay longer at the pool, and even change plans, opting to stay longer to have more fun without ever having to leave our resort!



Freefall - Atlantis Resort The Palm - Dubai, UAE

The positive impact of the addition of aquatic amenities can be felt throughout your property, including its bottom line.



* (ref: <https://www.hospitalitynet.org/opinion/4036076.html>)

(Ref: <https://www.condohotelcenter.com/articles/a96.html>)

What's the Payback?

GAIN THE COMPETITIVE EDGE

One of the key benefits of aquatic entertainment amenities is gaining the competitive edge over, not only your direct competition, but also over other entertainment options that are vying for guests' dollars.

With each passing year the quality of hotel and resort amenities raises from one facility to the next, therefore it's important not to look to the past but to the future of how one's property can be competitive by offering unique aquatic amenities that are also revenue generators beyond just filling beds. Part of the evolution of the hotel and resort industry has been the appropriate incorporation of traditional water park features, however, done so at a resort quality look and feel that fits with the location's branding and aesthetic. Example features are the incorporation of increasingly taller and more exciting water slides, themed water play structures, wave lagoons, tidal rivers, and larger dedicated children's areas.

INCREASE REVPAR

If researched and planned correctly, adding aquatic entertainment amenities has been proven to boost a hotel or resort's occupancy and ADR. Properties with water parks or other aquatic interactives are able to demand higher room rates than hotels without aquatic entertainment amenities, evening during the off season.

Where resorts and hotels have added indoor water parks, up to \$25 per person has been added to their room rates, which equates to an extra \$150 over the normal rate of a 6-person room. These properties also achieved 75% of the total hotel market room revenue in 2003.⁴

On top of the direct increase in revenue associated with the aquatic amenity's surcharge, there will also be additional revenue sources; by keeping guests on premise for longer, sales from cabana rentals, food and beverage, and gift shop purchases will increase.

HAPPY GUESTS = RETURN GUESTS

Ultimately, the goal for any resort or hotel is to increase their occupancy, not by selling their aquatic amenities as an added feature, but by having developed them so that they are the drivers to bring guests to their properties, which in turn increases occupancy. Properly designed water parks and related attractions are amenities that create positive guest experiences, more than carpet choices and wallpaper ever will.

Design and planning of additions, expansions, and new builds aren't just about pools and slides, but about the entire experience enhancing your guest's stay while creating additional revenue opportunities for your property.

In the end, it's the guest's overall experience and the positive memories that were made while at your property that will drive positive social media posts and 5-star Trip Advisor reviews, which will further promote your property to future patrons.



Atlantis Paradise Island, Bahamas







Atlantis Paradise Island, Bahamas



Courtyard Anaheim, Anaheim, USA

End Notes:
¹ Sangree, David J. "Adding A Waterpark To A Hotel: Is It A Good Idea?" Hotelwaterparks.com. <http://hotelwaterparks.com/building-a-waterpark/adding-a-waterpark-to-a-hotel-is-it-a-good-idea/>.

² Sangree, David J. "More Slides Ahead: The waterpark industry in North America continues its forward progress with plenty of new attractions set to open in 2017." World Waterpark, April 2017, 47-51.

³ Sangree, David J. "Indoor Waterparks and Hotels." Hotel & Leisure Advisors. http://hladvisors.com/docs/default-source/Publication-PDFs/waterparks_case_study_book_chapter.pdf.

⁴ Coy, Jeff, and Bill Haralson. "What Are the Risk Factors of a Hotel Waterpark Investment?" Condo Hotel Center. <http://www.condohotelcenter.com/articles/a96.html>.



WHITEWATER

EST. 1980

WhiteWater was born in 1980 with one clear purpose, to create places where families unite and make joyful lasting memories.

We achieve this by standing alongside our customers from concept to completion of award-winning attractions, from slides to water rides and everything in between. We aim to inspire our clients by unleashing our creativity to realize their ambitions; we craft solutions which make each park unique. We are dedicated to making products that operators can count on, because we understand the importance of reliability and efficiency on the bottom line.

As market leaders, we put our success down to our attitude, in all our years we've never once forgotten why we're here – to help parks solve problems, create immersive experiences, and delight guests all over the world.

We're here to create places where fun thrives.

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