

# Hotel Waterpark Resorts Construction Report 2008

## ***33 Hotel Waterparks Opened in 2007, 55 Scheduled for 2008***

**By Jeff Coy and Bill Haralson**

*February 4, 2008* --- During 2007, thirty-three (33) hotels with indoor waterparks opened, including new additions and expansion projects, bringing the total to 169 hotels with 28,888 rooms and 4,132,469 square feet of indoor waterpark space. The room supply at waterpark hotels grew 20.9% in 2007 compared to room supply growth of 1.4% at ordinary hotels.

Eighty-three (83) new hotel waterpark additions and expansion projects are under construction or expected to break ground during 2008. A total of 55 hotel indoor waterparks with 14,615 rooms and 2,287,840 square feet of waterpark are expected to open by year end 2008. Another 33 properties already are scheduled to break ground in 2008 with opening dates in 2009 and 2010.

<b>Construction Project Growth</b>									
<b>Hotel Waterpark Resorts USA</b>									
	<i>2008 F</i>	<i>2007</i>	<i>2006</i>	<i>2005</i>	<i>2004</i>	<i>2003</i>	<i>2002</i>	<i>2001</i>	<i>2000</i>
Open at beginning of year	169	136	104	81	65	50	41	32	18
Openings during year	55	33	32	23	16	15	9	9	14
Total Open at end of year	224	169	136	104	81	65	50	41	32
Percent Change	32.5%	24.3%	30.8%	28.4%	24.6%	30.0%	22.0%	28.1%	
Under Construction	83	93	73	52	32	9	10	9	8
In Development		166	108	121	69	46	19		

Source: Jeff Coy & Bill Haralson, Hotel Waterpark Resort Research & Consulting. Feb 4, 2008.

## ***Hotel Waterpark Resorts That Opened in 2007***

Of the 33 properties that opened in 2007, a few have special features worth mentioning:

**Westgate Resorts**, a division of Central Florida Investments, opened a 60,000 sf indoor waterpark, Wild Bear Falls, at their Westgate Smokey Mountain Timeshare Resort in Gatlinburg TN. Wild Bear Falls features a state of the art retractable roof and showcases the artistic creations of local artist W. R. Fannin. Other features include a lazy river, body slide, tube slide, zero entry pool, toddler play area and a treehouse with tipping water bucket. Westgate has timeshare properties in Las Vegas, Orlando, Branson, Williamsburg,

Mesa, Park City, Miami and Myrtle Beach. You can reach company president, David Siegel, at 877-584-0012.

Owners of the **Mt Olympus Water and Theme Park** in Wisconsin Dells WI purchased the neighboring Treasure Island Resort and four other properties that have been repositioned as a single Greek-themed entertainment complex. The 156-acre resort features 358 rooms, the 65,000 sf Bay of Dreams indoor waterpark, numerous outdoor water facilities and one of the world's largest surf pools called Poseidon's Rage. The \$7 million surf pool is similar to Disney World's 2.7 million gallon Typhoon Lagoon, the largest in the country. However, Poseidon's Rage, the second largest at 1.5 million gallons, makes a wave that can be adjusted from 5 feet to 9 feet high. To make the waves, manufacturer Whitewater West explained that eight chambers are filled with a combined 160,000 gallons of water. The waves are created when doors on the chambers release a surge of water. "Poseidon's Rage is the closest thing to ocean surfing and allows surfers to use their own surf boards," according to the sole proprietors of Mt Olympus, Nick and Eva Laskaris.

**Harrah's Atlantic City Casino Hotel** opened The Pool, part of a \$550 million expansion featuring a walk-up bar under a 90 foot high glass dome, which provides UV protection. The 172,900 sf water entertainment complex features an Olympic-size indoor adult pool amid a tropical setting, 12 cabanas and 7 hot tubs. Not exactly an indoor waterpark, it is one of the largest indoor leisure pools in the country. "It really turned out beautifully," according to Gary Loveman, ceo of Harrah's Entertainment Inc of Las Vegas.

Wave Development LLC of Milwaukee purchased the 367-room **Sheraton Ferncroft** in Danvers MA, completed a major renovation and opened a new 65,000 sf indoor waterpark called Coco Key in May 2007. Coco Key cost \$20 million and features 4 waterslides that range from 286 to 353 feet in length, 320-foot long rapid river and a tipping water bucket. The company partners with Horizon Construction Group of Verona WI and Sage Hospitality Resources of Denver CO for construction and management.

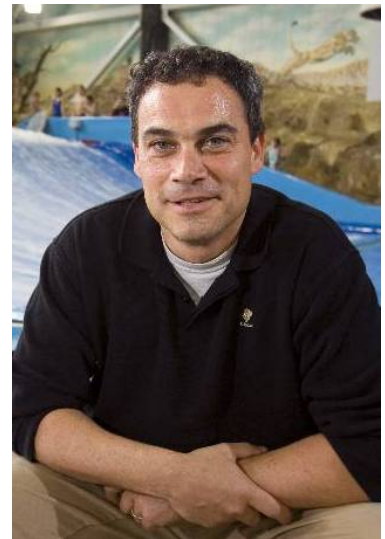
In November 2007, Wave Development opened a 50,000 sf Coco Key waterpark resort at the 357-room **Sheraton in Cincinnati-Sharonville OH**, a hotel it acquired and renovated. The company has a strategy of acquiring under-performing hotels in good markets, renovating them and constructing its own brand of indoor waterparks to balance the business-leisure customer mix and achieve higher occupancies and revenues. Wave Development LLC has hotel waterparks in Chicago-Arlington Heights IL, Rockford IL, Newark OH, Danvers MA, Omaha NE and Cincinnati-Sharonville OH. New developments are underway in Kansas City MO, Mt Laurel NJ, Waterbury CT and Fitchburg MA. The company is expected to surpass industry leader Great Wolf Resorts in terms of the number of properties owned/managed. You can reach the partners, Mark Flaherty, Ed Carow and Chuck Heath, at 608-848-4500.

**Chula Vista Resort** owner Mike Kaminski embarked on a 4-year \$200 million expansion plan that started in 2005. When the expansion is completed in 2009, Chula Vista Resort in Wisconsin Dells WI will have about 1000 condos and hotel rooms, 100,000 sf of waterpark and 200,000 sf of convention space. In 2007, Kaminski opened 150 new condos and an

80,000 sf sports dome that can handle conventions and major sporting events. Future plans call for a 150,000 sf conference center, a second 80,000 sf sports dome and major additions to his existing 80,000 sf indoor waterpark. Chula Vista is now positioned among the top three largest hotel waterpark resorts in the nation along with Kalahari Resort and Wilderness Hotel & Golf Resort. You can reach Mike at 608-254-8366.

In December 2007, **Great Wolf Resorts Inc** opened its 402-room Great Wolf Lodge and 80,000 sf indoor waterpark in Grapevine TX. Called Bear Track Landing, the indoor waterpark features 6 pools, 9 waterslides, a 12-level climbing structure, a 1000-gallon tipping water bucket and an enclosed 6-story *Howlin Tornado* extreme funnel ride. For the first time, Great Wolf will offer its teenage guest a dedicated tech center with a Tech Jockey concierge to help with internet stations, karaoke staging, movies and musical entertainment. The resort also offers an 84,000 sf outdoor waterpark. Great Wolf Resorts Inc will open its next property at Grand Mound WA in March 2008 in partnership with the Chehalis Tribe of Indians. Future projects have been announced for Charlotte NC, Bloomington MN, Mashantucket CT and Lake Lanier GA. Talk to John Emery, ceo of Great Wolf Resorts Inc, at 608-251-6400.

In December 2007, Todd Nelson more than doubled the size of his **Kalahari Resort** in Sandusky OH --- making it the nation's largest hotel indoor waterpark. Nelson added 288 new rooms, bringing the total to 884 and making it the largest hotel in Ohio. The indoor waterpark more than doubled in size from 80,000 sf to its current 173,000 sf. Features include 12,000 sf wave pool, a 4-lane Mat Racer slide where racers can compete with fellow racers, a bowl funnel slide and a second FlowRider, where surfers can ride a sheet of water flowing under them. Kalahari Resort Sandusky OH is the site of a Developer's Workshop, called *Developing & Financing Hotel Waterpark Resorts*, scheduled for February 28 & 29, 2008. To register, go to [www.hotelwaterparkworkshop.com](http://www.hotelwaterparkworkshop.com). Kalahari owner Todd Nelson recently announced the construction of his third waterpark resort in Fredericksburg VA. You can reach Todd at 608-254-3750.



Here is a completed list of all hotel indoor waterparks and resorts that opened during 2007, along with locations, room counts and waterpark size:

### Hotel Waterpark Resorts Opened in 2007

<b>USA</b> <i>Opened During 2007</i>	<b>Location</b>		<b>Number Of Rooms</b>	<b>Indoor WP Sq. Ft.</b>	<b>Open Date</b>
Clock Tower Resort Add IWP	Rockford	IL	252	60,000	200701
IWP at Sea Island on the Beach	Myrtle Beach	SC	149	10,000	200701
Holiday Inn & Suites & IWP	Maple Grove	MN	136	25,000	200702
Westgate Smokey Mtn Resort's Wild Bear Falls IWP	Gatlinburg	TN	0	60,000	200703
Holiday Inn West Holidome Conversion	Topeka	KS	197	11,000	200703
HI Express Splash Universe Add Rooms & IWP	Dundee	MI	176	25,000	200704

Bridges Bay Resort & IWP	Spirit Lake	IA	141	19,800	200704
Mt Olympus (former Capt Quarters)	Wisconsin Dells	WI			200704
Mt Olympus (former Familyland OWP)	Wisconsin Dells	WI			200704
Mt Olympus (former Pleasant View)	Wisconsin Dells	WI			200704
Harrahs Casino Hotel & Domed Pool	Atlantic City	NJ		172,000	200705
Sheraton Resort Add Coco Key IWP	Danvers	MA	367	65,000	200705
Canad Inns Splashers at Alerus Center	Grand Forks	ND	192	40,000	200705
Flying L Ranch Add Rooms & OWP	Bandera	TX	76		200705
Lodge & IWP at Northern Bay Golf Resort & Marina	Arkdale	WI	225	20,000	200706
Quality Inn & Suites Rain IWP Addition	Sandusky	OH	89	5,000	200706
Chula Vista P2 Add Condominiums	Wisconsin Dells	WI	150		200706
Chula Vista P2 Add Dome Sports Center	Wisconsin Dells	WI	0		200706
Glacier Canyon Lodge Add Golf Course	Wisconsin Dells	WI	0		200706
Hotel Condos & Indoor Waterpark	Seattle-Woodinville	WA	150		200706
BW Ramkota Hotel Convert IWP	Casper	WY	229		200706
Isle of Capri Casino Hotel at Lost Island OWP	Waterloo	IA	200		200707
Holiday Inn Suites & Dome Waterpark	Toledo-Maumee	OH	106	22,000	200708
Lodge at Storm Lake & Kings Point Waterpark	Storm Lake	IA	100	20,000	200708
Holiday Inn Central Add IWP	Omaha	NE	383	60,000	200709
Splash Universe Waterpark Resort	Shipshewana	IN	154	25,000	200709
Radisson Resort & Waterpark	Albuquerque	NM	314	23,000	200709
Best Western Ramkota Aberdeen Convert IWP	Aberdeen	SD	154	11,000	200709
Glacier Canyon Lodge Add to Conference Center	Wisconsin Dells	WI	0		200709
Sheraton North Add Coco Key Waterpark	Cincinnati-Sharonville	OH	357	50,000	200711
Great Wolf Resort Add Conference Center	Traverse City	MI			200711
Great Wolf Lodge at Grapevine	Grapevine	TX	404	80,000	200712
Kalahari Resort Additions IWP, Condos	Sandusky	OH	288	93,000	200712

Source: Jeff Coy & Bill Haralson, Hotel Waterpark Resort Research & Consulting. Feb 4, 2008.

## ***USA Lodging Industry Performance Was Good in 2007***

Year 2007 hotel industry occupancy was 63.2%, down 0.2 percent versus 2006. However, average room rates increased 5.9 percent to \$103.64, and revenue per available room (RevPAR) gained 5.7% to \$65.50, according to Mark Lommano, president of Smith Travel Research. "The US lodging industry turned in another good performance in 2007. We expect another good year in 2008. Room supply growth will reach the long term trend number of just over 2 percent. Demand (rooms sold) growth should continue but will likely be lower than supply growth, resulting in declining occupancy," said Lommano. Average room rate growth will totally drive RevPAR gains of 4.0 percent to 4.5 percent in 2008.

PriceWaterhouseCoopers expects that the US hotel occupancy will drop only slightly to 62.9% in 2008 compared to 63.2% in 2007, according to PWC's principal Bjorn Hanson. This is "within a few tenths of an occupancy point of the highest occupancies in 10 years," he said. PWC expects 2008 supply growth will be greatest in the upscale hotel tier.

During 2007, the cost of materials rose between 3 percent and 5 percent, pushed by cement and steel, while increases in copper also are expected, according to a June 4<sup>th</sup>

article in Hotel & Motel Management. The increased prices on copper as well as freight increased about 15 percent for hotel chains in the northeastern region. Higher fuel prices affected both the manufacturing and delivery of goods, such as hotel furniture, fixtures and equipment.

### ***What's Ahead for 2008?***

While there are signs of a slowing economy --- due to higher fuel costs, higher construction costs and a residential mortgage crisis that is affecting hotel lending --- there are also positive signs for the hotel industry, especial regional resorts with indoor waterparks.

A weaker US dollar attracts hundreds of thousands of international visitors to the USA, which is good for the hotel, travel and attractions industry. The merging of lodging, recreation and entertainment concepts are making drive-to regional resorts very competitive with the fly-to national resort destinations. And hotels with indoor waterparks typically out-perform the hotel industry in terms of higher occupancy, higher room rates and higher revenues.

### ***Hotel Construction Is Increasing***

Smith Travel Research reports 211,000 hotel rooms in the development pipeline in December 2007 compared to 156,000 in December 2006 --- a 35.5% increase.

The 2008 Lodging Industry Construction Pipeline stood at 5,438 projects and 718,387 hotel rooms at the end of 2007 --- representing a 36% increase over last year, according to Patrick Ford, president of Lodging Econometrics of Portsmouth NH. New hotel openings were increasing in 2007 with a growth rate of 2.2%. New hotel supply growth is forecast at 2.8% for 2008 and 3.4% for 2009 taking into account anticipated market conditions. However, "2009 could decline slightly if economic and lending conditions worsen more than expected," says Ford.

### ***Will Money Be Available for Hotel Lending?***

At America's Lodging Investment Summit (ALIS) a few days ago, 3000 attendees met to discuss future hotel deals. Jubilation faded, but most insiders felt that while some hotels would get financed, others would find it more difficult --- primarily due to the negative news of home foreclosures spilling over to hotel lending. Most experts are sitting on the fence regarding the economy in 2008, but say that hotel room rates will remain strong throughout the year. Upsets in the financial markets usually do not cause a dip in the hotel industry until six months later, that is, even if one occurs. Developers may experience a longer wait in 2008, but things will be fine in 2009.

For years, leisure travelers and families with kids have sustained the hotel industry, while the business traveler segment was up and down. Consumers represent 2/3rds of the American economy, and history has shown that families continue to getaway on weekends and mini-vacations --- even during economic downturns --- so recreational regional resorts are expected to do well. Hotel waterpark resort developers will continue to analyze markets and determine economic feasibility. And while it may take a little longer to find the money, the best deals will get financed.

Here is a list of hotel waterpark resort projects that are already under construction and expected to open during 2008.

### Hotel Waterpark Resorts Scheduled to Open in 2008

USA			Number	Indoor WP	Open
<i>Under Construction &amp; Opening in 2008</i>		<u>Location</u>	<u>Of Rooms</u>	<u>Sq. Ft.</u>	<u>Date</u>
Silverleaf's The Villages Resort at Lake Palestine	Flint-Tyler	TX		19,000	200801
Double JJ Ranch Add Phase 2 Rooms	Rothbury	MI	137		200801
BW Timber Creek CC + Detached Waves of Fun	Sandwich	IL	100		200801
Bluegreen Odyssey Dells at Mt Olympus Resort	Wisconsin Dells	WI	24		200801
Red Jacket Mountain View Add IWP	North Conway	NH	162	40,000	200802
Grand Sierra Resort & Casino Expansion	Reno	NV	2000	150,000	200803
Lake Lawn Resort Additions Phase 2	Delavan	WI	800	130,000	200803
Wingate + 2ndHotel WP & Action Sports Park	Syracuse-VanBuren	NY	287	90,000	200803
Great Wolf Lodge	Grand Mound	WA	390	67,000	200803
Marriott Resort Add Coco Key IWP	Mt Laurel	NJ	285	65,000	200803
KeyLime Cove Resort & IWP Phase 1	Gurnee	IL	414	64,500	200803
Silver Mountain Resort's Silver Rapids IWP	Kellogg	ID	268	45,000	200803
The Water Resort Condo Hotels	Pigeon Forge	TN	336	35,000	200803
Deadwood Mountain Resort & IWP	Deadwood	SD		10,000	200803
Borgata Casino Resort & Water Club	Atlantic City	NJ	800	172,000	200804
Maui Sands Family Suites & IWP	Sandusky	OH	310	55,000	200804
Ron Jon Surfpark at Festival Bay Mall	Orlando	FL	0	26,000	200804
Big Horn Resort (Wingate) & Waterpark	Billings	MT	109	23,000	200804
Wilderness Resort #1Hotel & Event Center	Sevierville	TN	236	52,000	200812
Comfort Inn & Suites Pool Conversion	Omaha	NE	169	5,000	200804
Timberlake Lodge & Grand Splash Waterpark	Grand Rapids	MN	84		200804
Volente Beach Add Hotel & Indoor WP	Leander-Cedar Park	TX	250	38,340	200805
Legacy Grand East Gate Condo-Hotel Waterpark	Kissimmee	FL			200805
Sheraton CC & Paradise Bay Waterpark	Fishers	IN	250	80,000	200806
Ramada Add Rooms, IWP & Conference Center	Urbandale	IA	200	40,000	200806
Valley of Springs Resort & Big Splash Island	French Lick	IN	156	40,000	200810
WanaWaves Resort & Waterpark	St Louis	MO	160	25,000	200806
Comfort Inn & Suites Indoor Waterpark	Somerset	OH	98	20,000	200806
Metropolis Hotel & Waterworks	Eau Claire	WI	107	30,000	200806
Honey Creek Resort State Park & IWP	Rathbun Lake	IA	105		200806
Great Adventure Water Resort (Days)	Bellevue-Omaha	NE	129	30,000	200807
Lodge at Schlitterbahn Vacation Village	Kansas City	KS	650		200807
Legend at Bergamont GC Add Clubhouse & I-OWP	Wales-Oregon	WI	0		200807
Randall's Island Aquatic Center	New York City	NY	0	182,000	200808
Frontier Lodge Conference Center & IWP	LaSalle	IL	464	61,000	200808

Splash Universe Waterpark Resort at Mills	St Louis-Hazelwood	MO	150	30,000	200808
Inn at Okoboji Add IWP, CC & Condo Hotel	West Lake Okoboji	IA	243	20,000	200808
Sheraton Coco Key at Truman Sports Complex	Kansas City	MO	374	60,000	200810
Hilton Garden Inn & Aqualand Waterpark	Fargo	ND	110	17,000	200810
Wilderness Resort #2 Condo Hotel & I-OWP	Sevierville	TN	233	80,000	200811
Glacier Lakes Resort Aquazonia IWP	Farmington	NY	275	70,000	200811
Volcano Island Resort CC & I-OWP P1	Fairmont	WV	300	50,000	200811
Split Rock Resort IWP Addition	Lake Harmony	PA	500	48,000	200811
Sahara Sam's Oasis	West Berlin	NJ	0	72,000	200812
Sun Island Waterpark Resort	Hoffman Estates	IL	506	70,000	200812
Grand Cambrian Resort	Wisconsin Dells	WI	350	50,000	200812
Greek Peak's Hope Lake Lodge IWP	Syracuse-Virgil	NY	106	40,000	200812
Mackinaw Bay Lodge & IWP	Mackinaw City	MI	235		200812
Wyndham Garden Hotel & Condo & IWP	Kent	WA	144	6,000	200812
Bluegreen Odyssey Dells at Mt Olympus Resort	Wisconsin Dells	WI	75		200812
Belle Island Village Hotel Waterpark Resort	Pigeon Forge	TN			200812
Hilton Waterpark Resort Near Briggs Ranch	San Antonio	TX	350		200812
Great Wolf Lodge Room & Mtg Room Additions	Grapevine	TX	200	20,000	200812
Splash Universe Waterpark Resort near Cabela's	Greenwood	IN	100	20,000	200812
Hotel I-OWP at Wild Escape Theme Park	Wheeling-Dallas Pike	WV	700		200812

Source: Jeff Coy & Bill Haralson, Hotel Waterpark Resort Research & Consulting. Feb 4, 2008.

## ***What's Ahead for 2009 & 2010?***

Here is a list of hotel waterpark resort projects that are under construction or expected to break ground during 2008 and scheduled to open during 2009 and 2010. Realistically, not all of these projects will get funded.

### **Hotel Waterpark Resorts Scheduled to Open in 2009 & 2010**

<b>USA</b>			<b>Number</b>	<b>Indoor WP</b>	<b>Open</b>
<b><i>Under Construction &amp; Opening 2009-2010</i></b>	<b><u>Location</u></b>		<b><u>Of Rooms</u></b>	<b><u>Sq. Ft.</u></b>	<b><u>Date</u></b>
Holiday Inn & Proposed Add IWP	Waterbury	CT	284	65,000	200901
Canad Inn & IWP	Bismarck	ND	260	40,000	200902
BW Timber Creek & CC & Detached Waves of Fun	Sandwich	IL	100	69,000	200903
Hampton Inn & Hilton Garden Inn & IWP	Chicago-Bridgeview	IL	300	60,000	200903
Sheraton Paradise Bay at Fishers Marketplace	Fishers	IN	300	80,000	200903
Shipwreck Falls Lodge IWP	West Warwick	RI	347	65,000	200903
Chula Vista Phase 2 Add Conference Center	Wisconsin Dells	WI	0		200903
Chula Vista Phase 2 Add 2nd Dome Sports Center	Wisconsin Dells	WI	0		200903
Grand Empire Resort & IWP	Atlanta-Lithonia	GA	450	150,000	200906
KeyLime Cove Resort IWP Phase 2	Gurnee	IL	611	80,000	200906
BW Timber Creek & Waves of Fun IWP Add OWP	Sandwich	IL	0		200906
Splash Universe Waterpark Resort	Hammond	IN	160	22,000	200906
Courtyard Renovation Add CoCo Key IWP	Fitchburg	MA	245	60,000	200906
Great Wolf Lodge	Charlotte	NC	409	81,000	200906
Chula Vista P2 Additions to IWP	Wisconsin Dells	WI	0		200906
Legacy Hotel Waterpark & Biodome	Sault Ste Marie	MI	300		200907
Hollister Waterpark Resort	Branson-Hollister	MO	908	100,000	200907

Abbey Resort & Spa IWP Addition	Lake Geneva	WI	334	20,000	200910
Crowne+3 at Grand Isle Resort CC & IWP	Linthicum-BWI	MD		130,000	200910
Boone Crossing Hotel Waterpark Resort I-65 & 334	Indianapolis	IN	250	50,000	200912
Grand Isle Resort (4 hotels) & Crosswinds IWP	Baltimore	MD	1100	145,000	200912
Wildwood Beach Condo Hotel & Waterpark Resort	Wildwood	NJ	340	30,000	200912
Las Vegas Wet Hotels(2), I-OWP & I-Snow Dome	Las Vegas	NV	1200	350,000	200912
Splash Resort & CC at Redstone Village	Sioux Falls	SD			200912
Nickelodeon Resort by Marriott	San Diego	CA	650	100,000	201001
Chula Vista Phase 2 Add Condominiums	Wisconsin Dells	WI	534		201001
WB Resort & Waterpark Seaport Pier	North Wildwood	NJ	425	90,000	201002
Main Street Themed I-OWP	Grayling	MI	0		201006

Source: Jeff Coy & Bill Haralson, Hotel Waterpark Resort Research & Consulting. Feb 4, 2008.

## ***What's the future?***

In the long term, here are our predictions about the future of hotel waterpark resorts:

- Hotel waterpark resorts are not a fad.
- Hotels with indoor waterparks will continue to grow faster than the hotel industry.
- Hotel waterpark resorts under construction will continue to rise each year.
- Indoor waterparks will increase hotel occupancy, increase room rates and increase room revenues over typical hotels without indoor waterparks.
- Resorts are excellent candidates for indoor waterparks.
- Recreational locations with interstate highway access within 200 miles of a major metro area are excellent targets for hotel waterpark development.
- Ski resorts will continue to be prime candidates for indoor waterpark development.
- The first hotel with an indoor waterpark to open in a new market will become first choice among leisure travelers.
- Almost all major markets will attract a hotel waterpark developer in the next few years.
- Almost all future hotel waterpark resorts will be designed as indoor-outdoor combinations.
- Every hotel owner and developer will DO SOMETHING with water.

In the short term, hotel construction will increase during 2008 causing occupancies to soften slightly, but hotel room rates and revenues per available room (RevPAR) will remain strong. Negative news from residential foreclosures may spill over to hotel lending. It may take longer to find the money, but the best deals will get financed.

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