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Photo Attached

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**Wilderness at the Smokies Resort Brings Year-Round Opportunities to
Conference, Convention and Meeting planners**

New Indoor and Outdoor Waterpark Provides Year-Round Opportunities

SEVIERVILLE, Tenn. – March 30, 2010 – Wilderness at the Smokies resort is changing the way conference, convention and meeting planners view and utilize the Great Smoky Mountains of East Tennessee. Always popular as a spring, summer and fall destination, the area’s newest resort is drawing year-round events to its 700-acre Sevierville, Tenn. property.

Conveniently located next to the 200,000 square-foot Sevierville Event Center, Wilderness at the Smokies offers 234 mountain modern guest rooms and 472 multi-room suites in addition to condominiums at the Wyndham Resort on the Wilderness property. Wilderness at the Smokies resort also boasts two outdoor waterparks, a nearly four-acre indoor waterpark and 36-holes of championship golf.

With a 108,000 square-foot exhibit hall, a 19,000 square-foot ballroom, more than 1,600 parking spaces, ten covered loading bays, two nearby airports, and less than a full day’s drive for 75 percent of the U.S. population, the Sevierville Event Center at Wilderness at the Smokies resort is quickly becoming one of the region’s most popular conference, convention and meeting destinations.

Since opening less than two years ago, Wilderness at the Smokies resort has hosted meetings, conferences and conventions ranging from family reunions to major national events like the Phil Waldrep Ministries “Celebrate America” conference in October with keynote speaker former President George W. Bush which was attended by nearly 10,000 people.



“We work hard to make sure the meetings our guests host are fun and easy,” says Dottie Clabough, director of sales for Wilderness at the Smokies. “Our facility offers multiple meeting room options, six executive suites, and if you need more space, we have the Sevierville Events Center, which is connected to our Events Center Hotel.

“When your guests are done with a busy day in the board room, they, along with their families, will welcome the opportunity to kick back and relax in our fabulous waterparks, on Eagle’s Landing championship golf course, or at our restaurants,” says Clabough. “We even have a trolley service available to us that goes to many popular shows and attractions in nearby Pigeon Forge. It is perfect for spouse’s programs or evening activities.

“When guests come to our property, they can park their cars and not worry about driving during their stay. Everything they could want or need is all right here.”

Wilderness at the Smokies resort opened in June 2008 with the Stone Hill Lodge and Salamander Springs outdoor waterpark adjacent to the Sevierville Event Center. Six months later, River Lodge and the Wild WaterDome indoor waterpark were added. In May 2009, Wilderness at the Smokies expanded again with the addition of Lake Wilderness, the resort’s second outdoor waterpark. Lake Wilderness features Cataloochee Creek Adventure River, the Wilderness Rapids Wave Pool and poolside cabanas.

Wilderness at the Smokies, located minutes from Interstate 40 and situated in the foothills of the Great Smoky Mountains, is establishing a new standard for conferences, conventions and meetings in East Tennessee. With two 18-hole golf courses, two outdoor waterparks, an indoor waterpark with a wave pool and surf rider, hot tubs, and countless waterslides and attractions, Wilderness at the Smokies has something for all age groups. For more information about Wilderness at the Smokies, visit www.WildernessAtTheSmokies.com.

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Editors: High resolution photos are available upon request. For interviews or more information, contact Rick Laney at (865) 584-0550.