



## **Fact Sheet** **@Wildsmokies**

**Wilderness at the Smokies, Tennessee’s Largest Waterpark Resort & Family Adventure Center, is situated in the foothills of the Great Smoky Mountains, the #1 most visited national park, in Sevierville, Tenn. Featuring 713 rooms, suites and villas, Wilderness at the Smokies offers guests an 84-degree, year-round indoor waterpark, two seasonal outdoor waterparks, an indoor family adventure center, dining, shopping, a 36-hole championship golf course, and more than 200,000 square feet of meeting and convention space. A year-round waterpark vacation destination, Wilderness at the Smokies delivers an exciting lodging and entertainment option for families vacationing in the Pigeon Forge/Gatlinburg/Sevierville region.**

**Location:** Wilderness at the Smokies is located just minutes from Interstate 40 at 1424 Old Knoxville Hwy., Sevierville, Tenn., 37876. (30 minutes from Knoxville; two hours from Chattanooga; and under four hours from Atlanta, Ga.)

**Reservations:** For more information, to order gift cards, or to make advanced reservations call 1.877.325.WILD (9453) or visit [Wildernessatthesmokies.com](http://Wildernessatthesmokies.com).

**Wilderness at the Smokies Key Facts:**

- Tennessee’s largest waterpark resort
- 713 rooms, suites and villas
- Two lodging and entertainment quarters: Stone Hill Lodge and River Lodge
- 91,000 square-foot indoor waterpark and family adventure center
- Two outdoor waterparks
- 17 waterslides, nine pools, and multiple water rides and attractions
- Mountain-modern architecture
- 200,000+ square feet of meeting space: flexible conference center, the Sevierville Convention Center, adjacent to Stone Hill Lodge
- Kids craft and activity center
- Dining and shopping
- Fitness center
- Championship 36-hole golf course
- Complimentary shuttle service between lodging, waterpark and entertainment facilities
- Wyndham Vacation Resorts – Great Smokies Lodge
- Awarded *USA TODAY*’s [“10Best Readers’ Choice”](#) as a top 10 indoor waterpark in the U.S.

**Play It Safe:**

- More than 150 lifeguards trained and certified through Ellis & Associates, the industry leader in aquatic safety, oversee the safety operations and regulations for Wilderness at the Smokies
- Coastguard certified lifejackets available for use

**Waterparks:**

**Wild WaterDome Indoor Waterpark**

- Tennessee’s largest indoor waterpark
- Located at River Lodge

- 66,000 square feet of indoor water adventure
- 84-degree indoor air temperature year-round
- Energy efficient Foil Tec transparent roof allows for year-round sun tanning
- Storm Chaser Thrill Ride – four-person tube slide featuring a 55-foot drop into a swirling funnel of water with night illumination; 48" height requirement
- Trail Twister Tube Slides – two swirling, adrenaline-filled one and two person tube slides; 42" height requirement with an adult, 48" height requirement to ride alone
- Runaway Canyon – four-person tube slide that careens 450 feet through water curtains, tunnels, turns and loops; 42" height requirement with an adult, 48" height requirement to ride alone
- Smokies Surf Rider – simulated body-surfing experience, the only of it's kind in the region, powered by more than 50,000 gallons of water; 42" height requirement
- The Great Wave – 10,700 square-foot wave pool capable of generating waves up to five feet tall; tubes and lifejackets available
- Washout Mountain – multi-level play structure with 750-gallon bucket dump, 50 play-and-spray features, body and kiddie slides
- Magnolia Grove Indoor/Outdoor Hot Spa
- Snapping Turtle Indoor/Outdoor Play Lagoon – basketball hoops, balance courses and more
- Flying Squirrel - zero-depth entry toddler area with two mini-slides and swing tree
- Grizzly Grill – pizza, burgers, corn dogs and cold beverages
- Lockers available to rent; towels provided
- Exclusive to overnight guests

#### **Lake Wilderness Outdoor Waterpark**

- Located at River Lodge
- The Wall – one- or two-person tube waterslide featuring dark twists and steep drops before careening up a 35-foot wall; 48" height and combined rider 100 lb. weight requirement
- Cyclone Racer - four-lane, high-speed, mat waterslide from 50-foot high racing tower; 42" height requirement
- The Wild Vortex – 66 feet tall and the only near-vertical, translucent, looping body waterslide in the Southeast; riders stand vertically in a trap door release capsule; 39-foot vertical free fall drop generating maximum g-force (2.5 g in less than two seconds) before reaching an inclined loop; 48" height and 100 lb. weight requirement
- Cataloochee Creek Adventure River – more than 750 feet of tubing fun around the entire outdoor waterpark
- Washout Wilderness Rapids – 12,000 square-foot wavepool capable of generating waves up to five feet tall; tubes and lifejackets available
- Private Poolside Cabanas – available to rent; equipped with flat screen TVs, ceiling fans, luxury outdoor furniture, poolside cabana service, lush towels and cool misters
- Blue Gill's Cove offers chicken fingers, burgers, fries, cold beverages and more
- Lockers available to rent; towels provided
- Exclusive to overnight guests

#### **Salamander Springs Outdoor Waterpark**

- Located at Stone Hill Lodge
- The Timber Rattler – one of the longest tube slides in Tenn., at 207 feet long; 42" height requirement with an adult, 48" height requirement to ride alone
- The River Otter – curvy body slide running 180 feet in length; 42" height requirement.
- Lunker's Landing – four-level play structure with three water slides, 750-gallon tipping bucket and 50+ play-and-spray water activities
- Catfish Corral – activity pool with basketball hoops, balance courses and more
- Minnow Marsh – zero-depth entry play area with tot swings
- Wildflower Lagoon – large hot tub - a quiet spot for parents to enjoy
- Coyote Cove – chicken fingers, burgers, fries, cold beverages and more

- Lockers available to rent; towels provided
- Exclusive to overnight guests

### **Family Adventure Forest Family Entertainment Center**

- Entertainment:**
- Located at River Lodge, adjacent to Wild WaterDome Indoor Waterpark
  - 25,000 square-foot, climate-controlled, dry, family indoor adventure area
  - Tree Top Towers – three-story ropes course with cargo nets, balance beams and mid-air lily pads
  - Mount Wild – 23-foot-tall indoor rock climbing wall
  - Howlin’ Hound Dog Alley – miniature bowling featuring six full lanes
  - Moonshine Run – nine holes of black-light miniature golf
  - Copperhead – exciting laser maze
  - Cubs Climbing Den – the largest climbing, playing and interactive playhouse in Eastern Tenn.; features climbing ropes, tube slides and more
  - Daredevils Drop – 25-foot-tall indoor drop ride for the smallest guests
  - The Adventure Forest Mega Arcade – family friendly arcade with more than 100 arcade games and prize redemption area
  - Fury in the Forest – a multi-level laser tag arena
  - Cataloochee Creek – outdoor, nine-hole mini golf
  - Billy Jack’s Snack Shack – fast food and cold drinks
  - Open to the public, based on availability
  - Birthday party packages with private room, waterpark access, and food and beverage

### **Tennessee Jetboat Adventures**

- Newest family fun attraction in the Smoky Mountain region
- High-speed, thrill ride on the French Broad River with spinouts, power stops and big sprays
- 20-foot, 11-passenger custom-made jet boat with minimal wake and noise
- Jet boat operations are State and US Coast Guard Certified
- Ticket office located at Wilderness at the Smokies and at the Smoky Mountain Knife Works (adjacent to the jet boat dock and launch location)
- Complimentary shuttle bus from Wilderness at the Smokies
- Open to the general public and resort guests (tickets may be bundled with guest room for additional savings)

### **Molly & Monty’s Kraft Korner**

- Located in Stone Hill Lodge
- Arts and Crafts change daily and include: sand art, color your own t-shirts, backpacks, pillow cases and more
- Outdoor fun at Lake Wilderness including dancing and DJ, hula hoop contests and more
- Exclusive to resort guests

### **Polka Dot Pots**

- Located in River Lodge
- Featuring an assortment of pottery pieces including plates, mugs, banks and more
- Kids, and kids, at heart can paint their own one-of-a-kind souvenir
- Open to the general public and resort guests

### **The Sevierville Golf Club**

- Two 18-hole championship courses: The Highlands Course and The River Course
- Recognized by *Golf Digest* as one of the top ten course renovations in the country
- Full-service clubhouse with driving range, pitching area, practice area, putting greens and lessons
- For tee times call 865.429.4223 or visit [SeviervilleGolfClub.com](http://SeviervilleGolfClub.com)

**Watering  
Holes &  
Dining:**

**Hidden Trail Bar and Grill**

- Located at Stone Hill Lodge
- Open for breakfast and dinner
- Tapas style menu
- Attitude Adjustment Hour – 5PM-7PM, Seven days a week: \$2 chicken, steak or pork tacos, \$2 glasses of house wine, and \$2 draft beer
- Live music every Saturday
- Kids under four eat free – restrictions apply
- Open to the public

**Thirsty Miner Restaurant**

- Located on the second floor of River Lodge overlooking Wild WaterDome indoor waterpark
- Breakfast and dinner buffets as well as “off the menu” items for breakfast, lunch (seasonal) and dinner
- Kids under four eat free – restrictions apply
- Full-service bar
- Open to the public

**Mountain Marketplace and Deli**

- Located at River Lodge adjacent to the lobby
- Serving Starbucks<sup>®</sup> coffee drinks, Krispy Kreme Donuts<sup>®</sup>, and other fresh pastries
- Made-to-order sandwiches
- Ice-cream, candy and confectionary
- Open to the public

**Grizzly’s Grill, Coyote Cove, Bluegill’s Cove, and Billy Jacks Snack Shack**

- Americana-themed waterpark eatery offering burgers, hot dogs, fries, pizza and cold beverages
- Grizzly’s Grill – located at Wild WaterDome indoor waterpark; exclusive to resort guests
- Coyote Cove – located at Salamander Springs outdoor waterpark; exclusive to resort guests
- Bluegill’s Cove – located at Lake Wilderness outdoor waterpark; exclusive to resort guests
- Billy Jacks Snack Shack – located at Adventure Forest family adventure center; open to the public

**Retail:**

**Base Camp Mercantile, Outpost Specialty Gifts, and Black Bear Boutique**

- Souvenirs, sweatshirts, suntan lotion, swim apparel, jewelry and more
- Base Camp Mercantile is located in River Lodge near Adventure Forest and Wild WaterDome indoor waterpark
- Outpost Specialty Gifts is located in the River Lodge near the lobby
- Open to the public

**Meeting &  
Conferences:**

**Convention Center and Meeting Space**

- **Sevierville Convention Center** – 200,000 square feet of meeting and exhibit space; located at Stone Hill Lodge
- **Deep Creek Meeting Rooms** – 2,200 square feet; can be separated into two rooms; located at Stone Hill Lodge
- **Cades Cove Meeting Rooms** – 1,900 square feet; can be separated into two rooms; located at Stone Hill Lodge
- **King Executive Suites** Six Executive suites with a breakout boardroom
- Full-service catering and audio-visual technology
- Ideal for conventions; corporate and associations; sporting events; school outings; family reunions; wedding and honeymoons; tour and travel; birthday parties and more.
- Call 865.868.2171 to speak to an event planner or request a proposal at [wildernessatthesmokies.com](http://wildernessatthesmokies.com)

**Lodging:****Stone Hill Lodge; River Lodge Suites and Sanctuary Villas**

- 713 guest suites styled in a rustic, mountain-modern charm with world-class amenities
- 14 suite configurations include lofts; suites with bunk beds; condos; and the largest suites accommodating up to 17 people
- Amenities include: large flat-screen TVs; high-speed Internet access; iPod-compatible alarm clock; snack-size refrigerator, microwave and coffee maker; hair dryer; iron and ironing board; desk; in-room safe; handicap-accessible rooms available
- Visit Wildernessatthesmokies.com for layouts, photos and rates

**Stone Hill Lodge**

- **Double Queen with Balcony** – two queen beds, balcony, maximum four people
- **Double Queen Sofa** – two queen beds, one queen sofa sleeper, maximum six people
- **King Sofa with Balcony** – one king bed, one queen sofa sleeper, balcony, maximum four people
- **King Executive Suite** – bedroom with privacy door and king bed, living room with two queen murphy beds, queen sofa sleeper, balcony, maximum eight people

**River Lodge Suites**

- **Studio Suite** – two queen beds, one twin sofa sleeper, balcony, maximum five people
- **Bunk Suite** – one queen bed, one twin/queen bunk bed, one twin sofa sleeper, balcony, maximum six people
- **Queen Murphy Deluxe Suite** – one queen murphy bed, one queen sofa sleeper, full kitchen, fireplace, maximum four people
- **Junior Deluxe Suite** – two rooms, two bathrooms, two queen beds, one twin sofa sleeper, one queen murphy bed, one queen sofa sleeper, full kitchen, fireplace, balcony, maximum nine people
- **One-Bedroom Deluxe Suite** – two rooms, two bathrooms, one queen bed, one twin/queen bunk bed, one twin sofa sleeper, one queen murphy bed, one queen sofa sleeper, living room, full kitchen, fireplace, balcony, maximum 10 people
- **Deluxe Family Suite** – two rooms, two bathrooms, three queen beds, two twin sofa sleepers, one queen murphy bed and one queen sofa sleeper, full kitchen, fireplace, maximum 12 people
- **Two-Bedroom Premier Suite** – three rooms, three bathrooms, three queen beds, one twin/queen bunk bed, one queen murphy bed, one twin sofa sleeper, one queen sofa sleeper, full kitchen, fireplace, maximum 15 people
- **Fireplace Suite** – one queen bed, one queen murphy bed, one queen sofa sleeper, maximum six people
- **One-Bedroom Fireplace Suite** – two rooms, two baths, two queen beds, one queen murphy bed, one twin/queen bunk bed, one twin sofa sleeper, one queen sofa sleeper, fireplace, maximum 12 people
- **Two-Bedroom Fireplace Suite** – three rooms, three baths, four queen beds, one queen murphy bed, one twin/queen bunk bed, two twin sofa sleepers, one queen sofa sleeper, fireplace, maximum 17 people

**Sanctuary Villas**

- Seven beautifully appointed, luxurious golf front villas, less than one mile from the Wilderness at the Smokies
- Ideal for getaways, corporate retreats and honeymoons
- Wilderness at the Smokies amenities included, shuttle-service not provided

**Development:**

- June, 2008 opening of 234-room Stone Hill Lodge and Salamander Springs Outdoor Waterpark
- Dec., 2008 opening of 472 suite River Lodge and 66,000 sq. ft. Wild WaterDome Indoor Waterpark
- May, 2009 opening of Lake Wilderness Outdoor Waterpark
- March, 2012 opening of Adventure Forest Family Entertainment Center
- April, 2012 opening of Wild Vortex waterslide at Lake Wilderness Outdoor Waterpark
- April, 2013 opening of Cyclone Racer at Lake Wilderness Outdoor Waterpark
- April, 2015 opening of The Wall waterslide at Lake Wilderness Outdoor Waterpark

- 2016 upgrades and renovations include – new carpeting, wall paper, linen and throws; four new poolside Cabanas; new menu, entertainment and uniforms in Hidden Trails
- 2017 planned upgrades and renovations include – new box springs and mattresses; new sofa sleeper mattresses; 46" TV upgrades; new artwork and deck furniture, and new waterpark feature

## **Ownership**

### **Backgrounder:**

Stand Rock Hospitality is a leading hotel and hospitality development and management company, specializing in independently branded and franchised hotels, luxury resorts, indoor waterpark resorts, outdoor waterparks, golf clubs, restaurants, conference center, retail and family entertainment venue development and management across the U.S. Headquartered in Wisconsin Dells, Wis., Stand Rock Hospitality developed and operates the 713 key Wilderness at the Smokies, adding hundreds of jobs, attracting tourists, and having a major impact on sales tax and room tax generated for the City of Sevierville. The newly launched Tennessee Jetboat Adventures further positively benefits the area, creating additional tax revenue. Stand Rock Hospitality also co-owns and operates the 453-room Camelback Lodge & Aquatopia Indoor Waterpark in Tannersville, Pa., featuring the largest indoor waterpark in the Northeast, and helped develop and is co-owner of America's largest waterpark resort, Wilderness Resort in Wisconsin Dells, Wis. Stand Rock Hospitality also owns and operates the 101-room Hampton Inn & Suites Milwaukee West in West Allis, Wis. Their award-winning and distinctive style makes their properties and venues a favorite among a wide spectrum audience including guests, investors and partners. [standrockhospitality.com](http://standrockhospitality.com)

**Media:** For more information, hi-res photography or b-roll, or to schedule an interview contact:  
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