



## **IT'S SUMMER YEAR-ROUND AT WILDERNESS AT THE SMOKIES**

*Short Getaway or Extended Vacation – Wilderness at the Smokies Defies Inclement Weather and Offers More Family Fun in One Location Than Anywhere Else in Eastern Tennessee*

**Sevierville, Tenn.** – [Wilderness at the Smokies](#) is an ideal destination for families visiting the Great Smoky Mountains - the #1 most visited national park, drawing 10 million visitors annually, twice the number of the second most popular national park, according to [National Geographic](#). The region offers a multitude of attractions in Pigeon Forge and Gatlinburg, but it's Wilderness at the Smokies' mountain-modern lodging and year-round waterpark and family attractions that weather-proof the family vacation experience and ensure optimal family fun.

Conveniently located just off of Interstate 40 in Sevierville, Tenn., and sprawling across more than 200 acres, Wilderness at the Smokies offers beautifully appointed guest rooms, suites and villas, the largest year-round indoor waterpark in Tenn., two seasonal outdoor waterparks, a family adventure center, daily activities, a championship 36-hole golf course, dining, shopping, and more than 200,000 square-feet of meeting and convention space.

“The Smoky Mountains is a premier vacation destination, attracting millions of families from all over the U.S.,” said Phillip Froelich, general manager, Wilderness at the Smokies. “Families can make the most of their experience by lodging and playing in our year-round indoor waterpark, eliminating any concern inclement weather could have on their vacation plans.”

### ***First-Class Amenities and Accommodations***

Wilderness at the Smokies' River Lodge Suites and adjacent Stone Hill Lodge feature 713 guest rooms, suites and condos. Styled with a rustic, mountain-modern charm, 14 different configurations are designed to comfortably accommodate a wide range of traveler preferences, all offering world-class amenities. Additional lodging options include seven beautifully appointed sanctuary villas

located off-site. Wyndham Vacation Resorts – Great Smokies Lodge is located at Wilderness at the Smokies and owners have access to the Resort’s full amenities, including indoor and outdoor waterparks.

### ***Entertainment Galore Including Tennessee’s Largest Indoor Waterpark***

Exclusive to guests, the 84-degree, year-round indoor waterpark and two seasonal outdoor waterparks include 17 waterslides, nine pools and multiple water rides and attractions. Waterpark passes are included in the price of the guest room - a policy families appreciate as it provides a more comfortable capacity and shorter attraction lines compared to day pass waterparks. 100-150 lifeguards, trained and certified through Ellis & Associates, the industry leader in aquatic safety, oversee the safety operations and regulations. Coastguard certified lifejackets are available for use and lockers are available to rent.

Listed as one of the top 10 indoor waterparks in the U.S. by *USA TODAY*'s [“10Best Readers’ Choice”](#) poll, ***Wild WaterDome*** is the largest indoor waterpark in Tenn. An innovative, energy efficient Foil Tech glass roof allows guests to soak up the sun year-round indoors. The waterpark offers attractions for guests of all ages and heights, and boasts seven waterslides, five pools and a multitude of thrilling water attractions. The hugely popular *Storm Chaser Thrill Ride*, which is illuminated at night and can be seen for nearly a mile, drops up to four riders 55-feet into a giant, swirling funnel. Guests can body surf or ride the waves in tubes in *The Great Wave* giant wavepool, take an indoor or outdoor soak in *Magnolia Grove Hot Spa*, play basketball in *Snapping Turtle Play Lagoon*, and splash with mom and dad in the *Flying Squirrel* zero-depth entry pools. *Smokies Surf Rider* offers the only body-surfing simulator of it’s kind in the region. *Washout Mountain* invites guests of all ages to play and spray throughout a multi-level water exploration structure with a giant tipping bucket.

Two outdoor waterparks add more seasonal fun. ***Lake Wilderness Outdoor Waterpark***, located at River Lodge, is home to six waterslides, a lazy river and a giant wave pool. The newest waterslide, *The Wall*, delivers an exhilarating experience with dark twists and steep drops and a 35-foot wall, while *The Wild Vortex* is the only 66-foot tall, near-vertical, trap door release looping body waterslide in the Southeast. *Private Poolside Cabanas* are available for rent and equipped with flat screen TVs, ceiling fans, luxury outdoor furniture, poolside service, lush towels and cool misters. ***Salamander Springs Outdoor Waterpark***, located at Stone Hill Lodge, offers five waterslides and four pools,

including the *Catfish Corral* activity pool, zero depth entry play area, and *Lunker's Landing*, a four-level play structure with a 750-gallon tipping bucket and more than 40 water features. Guests can take on the 207-foot *Timber Rattler* to experience one of the longest tube slides in the state.

On the drier side, the 25,000 square-foot ***Adventure Forest***, located at River Lodge, features: *Tree Top Towers*, a three-story ropes course with cargo nets, balance beams and more; *Mount Wild*, a 23-foot indoor rock climbing wall; *Howlin' Hound Dog Alley* miniature bowling; *Moonshine Run* black-light mini-golf; *Cataloochee Creek* outdoor mini-golf; *Copperhead* laser maze; *Daredevils Drop* indoor kiddie ride; and *The Adventure Forest Mega Arcade*, a huge family-friendly arcade with ticket redemption for prizes. Adventure Forest is open to the public and offers great birthday party packages. Additional amenities include *Molly & Monty's Kraft Korner*, offering daily crafts and activities at Stone Hill Lodge and *Polka Dot Pots* pottery painting center at River Lodge.

Head outdoors while staying at Wilderness at the Smokies and experience the newest seasonal attraction, ***Tennessee Jetboat Adventures***. Commanding speed and precision, an expert captain throttles the custom made jet boat up to 40 mph and performs spinouts, quick stops and skilled maneuvers. The high-performance boat is designed to skim the water with the help of powerful air jets. The thrill ride focuses on speed, power stops and big sprays, delivering an exhilarating adventure and a great way to cool off on the French Broad River. Tickets for Tennessee Jetboat Adventures are available to the public or can be bundled with a reservation.

Don't forget the clubs! ***The Sevierville Golf Club***, with two eighteen hole championship courses, is located adjacent to Wilderness at the Smokies and recognized by *Golf Digest* as one of the top ten course renovations in the country. Visit [SeviervilleGolfClub.com](http://SeviervilleGolfClub.com) for tee times.

### ***Delectable Restaurants, Eateries and Bars***

Two sit-down restaurants and multiple bars and eateries add to the unique mix of amenities. ***Trail Bar and Grill***, located at Stone Hill Lodge, is open for breakfast and dinner with an extensive Tapas and unique menu, but it's the *Attitude Adjustment Hour* that's become popular with guests and locals. Every day from 5PM -7PM, patrons can enjoy \$2 tacos (chicken, steak or pork), \$2 glasses of house wine and \$2 draft beer, and live music on most Saturdays. The ***Thirsty Miner Restaurant*** overlooks Wild WaterDome indoor waterpark at River Lodge and is open to the public, and very popular with

resort guests, serving breakfast, lunch (seasonal) and dinner. Kids under four eat free at both restaurants, but certain restrictions apply. Located in the heart of the waterpark action are *Grizzly's Grill*, *Coyote Cove* and *Bluegill's Cove* serving burgers, hot dogs, pizza, fries and more. On the drier side next to the Arcade, guests and the public can enjoy a similar menu at *Billy Jacks Snack Shack*. *Mountain Marketplace Deli*, located adjacent to the lobby in River Lodge, serves Starbucks® coffee drinks, Krispy Kreme Donuts®, made-to-order sandwiches, ice cream, candy and homemade fudge.

### ***Conference and Meeting Space***

Meeting and conference space abounds with the 200,000 square-foot Sevierville Convention Center, located at Stone Hill Lodge, and an additional 7,500 square feet of more intimate meeting space throughout the property. Wilderness at the Smokies is an ideal setting for conventions, corporate and association meetings, sporting events, school outings, weddings and honeymoons, birthday parties and more.

For more information about Wilderness at the Smokies, or to make a reservation, call 1.877.325.WILD (9453) or visit [www.WildernessattheSmokies.com](http://www.WildernessattheSmokies.com).

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### **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 courses, 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 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 of audiences including guests, investors and partners. [standrockhospitality.com](http://standrockhospitality.com)

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