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GREAT WOLF LODGE SHARES FIRST DETAILS ABOUT NEXT GENERATION GREAT WOLF ADVENTURE PARK DEBUTING IN NAPLES

The 60,000 Square Foot Great Wolf Adventure Park in Naples to Feature Two Exciting New Attractions: Virtual Frontier and Reimagined Howlers Peak Ropes Course

NAPLES, Fla. – (Apr. 18, 2024) – Guests visiting the next generation Great Wolf Lodge opening in Naples, Fla. this September will discover a wealth of family-fun above-and-beyond the 92,000 square foot indoor water park. Today, Great Wolf Lodge South Florida shared comprehensive details about the resort’s Great Wolf Adventure Park, a 60,000 square foot family entertainment center offering an array of attractions that guests can enjoy in-between time at the water park.

Guests will enter the newly imagined Great Wolf Adventure Park through the Grand Lobby by traversing under a canopy of mossy branches and twinkling lights. This whimsical portal into the Adventure Park is one of many immersive experiences that await families, several of which are NEW and exclusive to the next generation Great Wolf Lodge coming to Naples.

In the Adventure Park, families will have the opportunity to journey to the mystical world of Vellara both through the resort’s popular MagiQuest adventure game and an all-new virtual reality experience. Guests are also invited to explore areas found in Spirit Water Forest, home of the Great Wolf Lodge cast of characters – including an interactive mining adventure based off Oliver Raccoon’s passion for rock collecting.

Some of the experiences awaiting guests include:

- **Howlers Peak Ropes Course:** Families can enjoy an invigorating aerial adventure that will have them balancing on ropes, crossing bridges and climbing through obstacles: all from the safety of a climbing harness!
 - NEW -- a first-ever indoor zipline element. One of the two zipline elements will stretch an exhilarating 150-feet in length and provide a 180-degree panoramic view of the entire Adventure Park!
 - NEW – a harness-free Adventure Trail adjacent to the ropes course that provides an climbing adventure through an interactive tree-fort.
- **Howl in One™ Miniature Golf Course:** A 9-hole miniature golf course that will feature NEW theming based off of the character adventures featured in Great Wolf Lodge’s animated series, the Great Wolf Pack.
- **NEW! Virtual Frontier:** The attraction takes families on a variety of virtual adventures where families can dive below the ocean, complete exciting puzzles or walk among dinosaurs.
 - Great Wolf Lodge South Florida will offer a series of NEW games that will give families the opportunity to step into the stories and worlds of the Great Wolf Lodge characters, as well as new virtual MagiQuest adventure.
- **Oliver’s Mining:** Kids can sift through silt and sand at a wooden sluice using specially designed pans to find their own gemstones to take home.

- **Northern Lights Arcade:** More than 100 interactive video and redemption games that allow guests to redeem points for prizes. The arcade is open 24-hours.
- **Ten Paw Alley™:** Family-style bowling with pint-sized bowling balls.
- **MagiQuest:** Great Wolf Lodge's brand-exclusive interactive fantasy adventure game, where players use their magic wands to collect relics and runes on their journey to become a powerful Magi. The game features multiple quests and adventures to complete as players progress through the game.
 - **NEW** to Great Wolf Lodge South Florida, the newest version of the game, including updated graphics, an interactive Source Tree, epic boss battles, and an entrancing storyline.

To celebrate the reveal of the Adventure Park details, Great Wolf Lodge is offering a special discount of 30% percent off standard rates or up to 40% off on themed or premium suites. To get this special discount, guests must book this offer before April 25, 2024. This discount is valid for stay dates through December 31, 2024. Guests can book by visiting greatwolf.com or by calling 1-888-983-WOLF (9653) and using the promo code, GWLNEXT.*

The 500-room Great Wolf Lodge South Florida resort is being constructed on a 20-acre site on the eastern edge of Collier County, near the I-75 and Collier Blvd interchange and next to the Paradise Coast Sports Complex. The \$250 million resort is expected to bring more than 600 full- and part-time jobs to the area. For more information on Great Wolf Resorts and its brands of indoor water park resorts, visit greatwolf.com.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. owns and operates North America's largest family of indoor waterpark resorts. Great Wolf Lodge is the perfect, carefree getaway for families looking to strengthen their pack, with an expansive indoor water park, fun-filled attractions and family-friendly entertainment all under one roof. Great Wolf Resorts is a fully integrated resort company with locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash., Fitchburg, Mass., Concord, N.C.; Garden Grove, Calif., Manteca, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; and Perryville, Maryland. The company has three resorts currently under construction including Great Wolf Lodge South Florida in Naples (late summer/early Fall 2024), Great Wolf Lodge Texas Gulf Coast in Webster (late summer/early fall 2024), and a resort in Mashantucket, Conn. set to open mid-2025. Additional information may be found on the company's [online media center](#).

* Offer valid at Great Wolf Lodge South Florida on above dates. Valid per night for single or multiple-night stays, must be mentioned at time of reservation and based on 2024 standard rates. Limited number of rooms available for each date. May not be valid during holiday and blackout periods or combined with any other discount or promotional offers. Limited suite style availability on select dates. Discount may vary by date. Offer based on 4 guests per room and may be terminated at any time without notice. Must have one individual 21 years of age or older staying in each room. Offer is not redeemable for cash.