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Great Wolf Lodge Splashes into South Florida

Iconic family indoor water park resort breaks ground on its first resort in the Sunshine State.

The \$250+ million Collier County resort expected to create more than 600 jobs with its 2024 opening.

NAPLES, Fla. – (July 14, 2022) – South Florida families looking to strengthen their pack will have a new, fun, adventure-filled getaway in 2024, as [Great Wolf Resorts, Inc.](#), North America’s largest family of indoor water park resorts, broke ground today on its newest resort in Naples, Fla. Great Wolf Lodge South Florida will become the brand’s 21st resort in North America, featuring 500 family-friendly suites and an expansive 100,000-square-foot indoor water park. The resort will sit on 20 acres on the eastern edge of Collier County, near the I-75 and Collier Blvd interchange and next to the Paradise Coast Sports Complex, making for a convenient, fun-filled getaway for families across South Florida and a significant economic engine for the region.

With an investment of more than \$250 million dollars from Great Wolf’s shareholders Blackstone and Centerbridge Partners, Great Wolf Lodge and its construction partner Suffolk estimate the number of construction and trade workers on-site will range between 250-500 daily during the build. When Great Wolf Lodge South Florida opens, it will create more than 600 full and part-time jobs, ranging from senior management positions, engineering, and IT professionals to lifeguards, guest service agents, and housekeepers, all with long-term career growth potential. With a rough construction timeline of 18-24 months, Great Wolf Lodge South Florida is expected to celebrate its grand opening in spring/summer of 2024.

“As we look to expand the Great Wolf Lodge experience to new markets, we are excited to place our newest resort in South Florida. This resort will offer families in the Sunshine State an easy, carefree escape, where parents and kids have the opportunity to laugh and play together and strengthen their family bonds,” said Murray Hennessy, Chief Executive Officer for Great Wolf Resorts. “South Florida has been on our radar for some time, and now, thanks in large part to the tremendous support from Collier County as well our shareholders Blackstone and Centerbridge Partners, we’re excited to make this resort a reality. We’re excited to officially join the community and look forward to helping contribute to its continued growth and prosperity.”

According to an economic impact report commissioned by Collier County and conducted by Hunden Strategic Partners, it is anticipated that the new Great Wolf Lodge South Florida will help bring \$5 billion in new net spending into the region, and the County is expected to receive an additional \$150 million in tax revenue over the next 30-years.

"The one-of-a-kind family experience offered by Great Wolf Lodge not only gives visitors another reason to come to Collier County, but it will bring a diverse array of new jobs to the county," said Collier County Board Chairman, Bill McDaniel. "Aside from the thousands of construction jobs required to build the resort, Great Wolf Lodge will need more than 600 employees to operate its resort. The complexity of operating a water park and resort will require a number of skilled, higher-paying technical and management roles, offering opportunities for Collier County residents and helping to maintain our economic growth trajectory."

Great Wolf Lodge South Florida will be a year-round family destination filled with attractions and amenities for all ages. Some of the highlights include:

- An expansive 100,000-square-foot indoor waterpark, heated to a comfortable 84 degrees, featuring a variety of body slides, tube slides, raft rides, activity pools and splash areas for every member of the family – from toddlers and teens to parents and grandparents.
- A 62,000-square-foot family entertainment center known as the Great Wolf Adventure Park will offer a variety of family-friendly attractions, including MagiQuest – Great Wolf Lodge's exclusive live-action adventure game where players use interactive magic wands to battle goblins and dragons.
- A collection of complimentary family events and activities including Yoga Tails, a morning exercise program that combines tales from the creatures found in the Spirit Water Forest with yoga poses, and evening events such as Great Wolf Lodge's signature Hustle & Howl dance party and Story Time event.
- Several dining options that will appeal to a variety of culinary styles ranging from pizza and burgers to upscale dining and premium ice cream treats at Wood's End Creamery.
- Family-friendly suites in a variety of categories and styles including Great Wolf-themed suites with separate sleeping quarters for kids designed as either a log cabin or wolf den and outfitted with bunk beds and Great Wolf character theming. The resort will also feature suites with multiple bedrooms for large families or multi-generational groups.

Great Wolf Lodge South Florida will offer an exceptional value for families with admission to the water park and much of the family entertainment activities in the Grand Lobby included as part of the guest's stay.

Meeting and event planners can also look to Great Wolf Lodge South Florida for their meeting and event needs. The property will boast 13,000 square feet of flexible conference space with breakout rooms, built-in A/V technology, customizable catering options, and a team of dedicated industry professionals to tend to every meeting need.

As part of Great Wolf Lodge's environmental initiative, Project Green Wolf, Great Wolf Lodge South Florida will feature a number of energy and water conservation measures, such as energy-saving LED lighting and special water filters to reduce consumption.

A few key partners helping make Great Wolf Lodge South Florida a reality include Stantec, a renowned architecture, design and planning firm that serves as the lead architect for the project. The Estero-based division of Suffolk will lead the overall construction of the resort, while Neuman Pools, a family-owned, design/build company of large-scale water attractions, will oversee construction for both the indoor water park and outdoor pool areas. Custom fabricator, ID3 Group, will design and build the mystical Spirit Water Forest theming found throughout the resort.

For more information on Great Wolf Resorts and its brand of indoor water park resorts, visit www.greatwolf.com.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. is North America's largest family of indoor water park resorts, and through its subsidiaries and affiliates, owns and operates family resorts under the Great Wolf Lodge brand. 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., Charlotte, N.C.; Garden Grove, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; and Manteca, Calif.. Additionally, a Great Wolf Lodge in Perryville, Maryland is scheduled to open summer of 2023. Additional information may be found on the company's online media center.