



FOR MORE INFORMATION

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Big Family Fun Awaits as Great Wolf Lodge Celebrates Grand Opening of First Florida Resort

Four-time Super Bowl champion and former Tampa Bay Buccaneer, Rob Gronkowski, races down all 12 slides in the 92,000-square foot indoor water to unlock \$60,000 donation for Make-A-Wish Southern Florida

To support hurricane relief efforts, Great Wolf Lodge is offering a special grand opening discount of up to 40% off standard room rate discount when using promotional code NOWOPEN, and for each booking made under that code, the company will make a \$10 donation to the American Red Cross.

\$250 million investment by Blackstone and Centerbridge Partners creates 675 full and part-time jobs and will attract an estimated 500,000 annual visitors, which is expected to generate \$5 billion in new local economic activity over the next 30-years.

NAPLES, Fla. – (Nov. 14, 2024) – Future Hall of Fame tight-end and former Tampa Bay Buccaneer, Rob Gronkowski, joined Great Wolf Resorts Chief Executive Officer, John Murphy, this morning for a grand opening celebration of the new [Great Wolf Lodge South Florida](#) in Naples, Fla. This is the company’s first resort in the Sunshine State and represents Great Wolf Lodge’s “next generation” resort experience, filled with immersive thematic elements, technological surprises and an incredible array of family adventures.

The 500-room Great Wolf Lodge in Naples is the indoor water park resort’s 22nd property in North America, and features an expansive 92,000 square-foot indoor water park, a 61,000 square-foot adventure park and a collection of eateries and retail offerings all under one roof. The “next generation” resort experience offered at Great Wolf Lodge South Florida includes a new water-coaster slide element, a regional family raft adventure called Breakaway Bay, a new multi-level ropes course with an exhilarating zipline experience, and a new virtual reality attraction where families work together to unlock magical powers from the resort’s popular interactive MagiQuest game.

“Great Wolf Lodge South Florida offers an immersive resort experience where families can enjoy multiple adventures together, whether that’s at our fun-filled attractions, fantastic eateries, family entertainment offerings or the resort’s iconic indoor water park,” shared Murphy. “This new resort will provide families across the Sunshine State with a convenient and carefree family getaway, while also stimulating the local economy by creating hundreds of new jobs and encouraging more families to visit the region. We greatly appreciate the support from Collier County, as well as our shareholders Blackstone and Centerbridge Partners, in helping to make this resort a reality.”

Funds affiliated with Blackstone Real Estate and Centerbridge Partners invested more than \$250 million to make Great Wolf Lodge South Florida a possibility. Their investment has already added more than 675 full and part-time jobs at the resort, and is expected to generate \$5 billion in local economic activity over the next 30-years along with \$150 million in additional tax revenue.

"The one-of-a-kind family experience offered by Great Wolf Lodge gives visitors from throughout Florida and adjacent States another reason to come to Collier County. And, as we envisioned, there are tremendous synergies between Great Wolf and the Paradise Coast Sports Complex, with the family-friendly attractions and amenities offered at the resort helping to attract more youth sporting events to the complex," shared Collier County District Five Commissioner, Bill McDaniel. "The complexity of operating an indoor water park and resort has also brought a diverse array of new jobs to the area, offering more career opportunities for Collier County residents and helping us maintain our economic growth trajectory."

"Over the past five years, Blackstone has seen firsthand the joy that Great Wolf Lodge resorts bring to families, and the economic growth and quality jobs they bring to communities, which is why we are so proud to have invested over \$250 million alongside Centerbridge Partners to bring Great Wolf Lodge South Florida to life," said Jacob Werner, Managing Director and Co-Head of Americas Acquisitions at Blackstone. "If the demand we've seen at Great Wolf's 21 other resorts across the North America is any indication, we're confident that this lodge will become a special destination for countless families in the years to come."

The grand opening festivities included a charitable moment where Great Wolf Lodge challenged former All Pro NFL tight-end and current FOX NFL Sunday contributor, Rob Gronkowski, to test all the water-slides at the indoor water park as a fundraiser for Make-A-Wish. Gronkowski is known for supporting organizations that help children reach their maximum potential through his Gronk Nation Youth Foundation, including Make-A-Wish, and gladly accepted Great Wolf Lodge's offer to donate \$5,000 for each slide tested. With help from Make-A-Wish kids, Gronkowski conquered all 12 slides at the indoor water park – and Great Wolf Lodge donated \$60,000 to the Make-A-Wish Southern Florida chapter in honor of this feat.

"Make-A-Wish is an incredible organization that brings such joy and hope to children who are fighting critical illnesses. I was excited that Great Wolf Lodge reached out with a fun way to help support this fantastic organization," shared Gronkowski. "It's been a blast riding slides all morning, and it's awesome that each ride down fundraised for a great cause. I think Florida families are going to love coming to this place."

The year-round family resort destination features attractions and amenities for all ages, including completely NEW elements that debuted as part of the "next generation" Great Wolf Lodge experience. Some of the highlights include:

- A 92,000-square-foot indoor water park, heated to a comfortable 84 degrees and featuring a variety of body slides, tube slides, raft rides, activity pools, and splash areas for every member of the family and level of thrill seeker.
 - **NEW! Rapid Racer and Breakaway Bay.** Rapid Racer is an exhilarating tube slide where riders race each other side-by-side and experience a thrilling water coaster element where high velocity water forces the tube up a hill, immediately after riders plunged down. Breakaway Bay is a family raft adventure unique to the Naples resort where riders are dropped into a cone shaped “tornado” and slosh up one side and down the other before exiting into a 360-degree loop and then plummeting into a giant bowl.

- A 61,000-square-foot family entertainment center known as the **Great Wolf Adventure Park.** Here, families can scale a multi-level ropes course, play a round of miniature golf or step into the world of MagiQuest – Great Wolf Lodge’s exclusive live-action interactive fantasy adventure game where players use magic wands to enchant items, battle enemies and save the fantasy world of Vellara.
 - **NEW!** The Virtual Frontier offers families a collection of virtual reality adventure games where players can dive below the ocean or walk amongst dinosaurs. On one of those adventures, families can go on a virtual quest to the mystical work of Vellara. In the game, they will work together to solve puzzles and unlock magical runes in spirited adventure based off the resort’s popular MagiQuest game.
 - **NEW!** At Howler’s Peak, families will discover two aerial adventures – a Ropes Course where climbers can traverse across rope bridges, elevated passes and other obstacles, and an Adventure Trail where guests can freely explore a harness-free climbing adventure through a tree-fort. The Ropes Course features an element new to Great Wolf Lodge – an indoor Sky Rail™ -- which is a set of two modern zipline experiences that stretches more than 200-feet in length and allows participants to soar over the entire Adventure Park.

- **NEW!** Every evening just before bedtime, families can gather in the Grand Lobby of Great Wolf South Florida for a multi-sensory immersive storytelling experience. During *The Legend of Luna* show, the lobby magically transforms, using projection technology and special effects to tell an enchanting fable about a young wolf who longs to find her place in the world.

- A collection of complimentary family events and activities including Yoga Tails, a program that combines tales of the Northwoods creatures with yoga poses, themed arts and craft projects, and Great Wolf Lodge’s signature nightly dance parties.

- Several dining options that will appeal to a variety of culinary styles ranging from pizza and burgers, to the full-service, elevated dining experience at Fireside, to the premium ice cream and confectionary treats at Wood’s End Creamery and breakfast delights at Dunkin’.

- 500 family-friendly suites featuring a new, contemporary design and available in a variety of categories and styles including themed suites which feature a separate sleeping quarters for kids complete with bunk beds and Great Wolf Kids character theming.

- **NEW!** Great Geyser Suite. A premium two-bedroom suite which includes a separate bedroom for parents with a King-sized bed and an additional themed bedroom with bunk beds for the kids. Room also features a living room with an additional sleeper sofa.

An overnight stay at Great Wolf Lodge South Florida includes two days of indoor water park fun – with access to the water park starting after 1pm on check-in day. Standard rates start at \$199.99 per night.

To celebrate the official grand opening and support hurricane relief efforts, Great Wolf Lodge is offering a special discount of up to 40 percent off standard rates for stays through February 27, 2025. Guests must reserve their suite using promo code NOWOPEN on or before November 17, 2024 to qualify for the offer. For each confirmed booking made under that code, Great Wolf Lodge will make a \$10 donation to American Red Cross.* Guests can get more information or book a stay by visiting greatwolf.com or by calling 1-888-983-WOLF (9653).

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. owns and operates North America’s largest family of indoor water park resorts. Great Wolf Lodge offers a fully integrated resort experience designed specifically for families, with an expansive indoor water park, family-friendly attractions, fun-filled entertainment, delectable eateries and more, all under one roof. The company has 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.; Manteca, Calif. and Perryville, Md. The company celebrated the grand opening of new resorts in Webster, Texas in August and Naples, Fla. in Sept., with another resort in Mashantucket, Conn. set to open Spring 2025.

About Rob Gronkowski

Regarded as one of the greatest tight ends of all time, Robert Gronkowski contributes to both FOX NFL SUNDAY and FOX NFL KICKOFF on Sundays during the NFL season. Gronkowski had two stints in the NFL, beginning with the New England Patriots (2010-2018) and the Tampa Bay Buccaneers (2020-2021). Gronkowski won three Super Bowls with the Patriots and one with the Buccaneers, and was named to the NFL 2010s All-Decade Team and the NFL 100th Anniversary All-Time Team. He officially retired in 2022 after an 11-year career, ending with 92 touchdowns, 621 receptions, and over 9,200 yards. Gronkowski works with the community through the Gronk Nation Youth Foundation. He focuses on inspiring youth to reach their maximum potential through sports, education, community, and fitness. Gronkowski and his brothers provide appearances at events with selected nonprofit organizations that strongly serve and benefit youth with a focus on health, education, and overall fitness. Gronkowski has also regularly helped the Make-A-Wish Foundation and the Patriots Foundation. He received the Ron Burton Community Service Award from the New England Patriots in 2016 for his charitable works and leadership.

** Offer valid at Great Wolf Lodge South Florida on above dates. Valid per night for single or multiple-night stays, promotion code must be mentioned at time of reservation and based on 2024/2025 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.*