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**Great Wolf Lodge Takes Pumpkin Spice Craze to New Heights with
First-of-Its Kind Suite Inspired by the Famed Fall Flavor**

Families can experience the stimulating autumnal oasis during the resorts' seasonal Howl-O-Ween celebration

CHICAGO – (August 11, 2023) – Playing into the deep-rooted nostalgia associated with the addictive fall flavor, Great Wolf Lodge has partnered with content creator, author and interior designer Steffy Degreff to give families a memorable multisensory experience with the launch of its Pumpkin Spice Suite.

Throughout Great Wolf Lodge's annual Howl-O-Ween celebration, taking place between September 28 and October 31, guests can enjoy this fully immersive Pumpkin Spice experience at five resort locations including: Pocono Mountains, Pa.; Gurnee, Ill.; Grapevine, Texas; LaGrange, Ga.; Garden Grove, Calif.

Known for her unique style and colorful home designs, Degreff hand-picked the suite's décor, using pops of oranges and browns to celebrate the familiar flavors of nutmeg, allspice and cinnamon. Decorative detailing like accent rugs, pumpkin-themed pillows, wall art, faux fall florals and wreaths accompany fall-scented fragrances and potpourri to transport guests into a scenic autumn scape. Everywhere guests look, they'll be reminded of the changing foliage and sweet indulgences that mark the start of the season.

"I chose an assortment of pieces that embody the feeling of warmth, autumn and sipping a piping hot pumpkin spice while leaf peeping," said Degreff. "The fall season has always been my favorite ever since I was a little girl and would collect leaves with my dad in our neighborhood. Bringing the feeling of the fall leaves and crisp mornings inside and emulating the colors and textures in these fall-inspired rooms with Great Wolf Lodge has been a dream partnership for me! I can't wait to share this design with the public, and I hope it brings you the same joy that it brought me to create!"

With more than \$500 million in pumpkin spice products sold annually according to Ad Age, a 24% year over year increase in pumpkin-spice-flavored grocery items according to Nielsen IQ, and a spike in the demand for pumpkin spice-scented products, like cat litter and trash bags, the obsession with the seasonal flavor continues to grow. But pumpkin spice is more than just a craving, it's a reminder of the warm feelings the celebratory season brings.

"Fall is a special time of year for so many families – the leaves are changing colors, it's the start of a new school year, and it marks the return of everyone's favorite festive fall flavor – pumpkin spice," said Great Wolf Lodge Chief Brand Officer, Brooke Patterson. "There's something really gratifying about taking that first sip of pumpkin spice coffee on a cool fall day, and we brought that sensation to life with a mixture of specially curated fragrances and decorative details inspired by one of our guests most highly requested autumn treats. We know families come to Great Wolf Lodge to strengthen their packs and

make incredible memories, and we're excited to offer this Pumpkin Spice Suite as another way families can create memories at our resorts."

When guests book the Pumpkin Spice Suite, they'll be treated to bottomless pumpkin spice coffee products from the coffee shop located in the lodge along with daily amenity service that includes warm buns with pumpkin cream cheese frosting.

The Pumpkin Spice Suite sleeps a maximum of four to six guests depending on lodge location and reservations are available to book beginning August 23, 2023 for dates starting September 28, 2023 by calling 800.905.9653. Rates start at \$399 per night. For more information on the suite, visit <https://www.greatwolf.com/pumpkin-spice-suites>.

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EDITOR'S NOTE: Photos and timelapse footage of the seasonal suite can be found [here](#).

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. Additional resorts are under construction in Mashantucket, Conn., Naples, Fla. and Webster, Texas.

About Steffy Degreff

Steffy Degreff is a content creator, interiors enthusiast and published author located in Long Beach, N.Y. She is a mom of two boys as well as a sweet dachshund, Claude. She is passionate about all things fall, vintage finds, the color orange, and finding the joy in decorating for each season. To learn more about Degreff and her unique sense of style, visit or follow her along her journey on social at <https://www.instagram.com/steffy/>.