

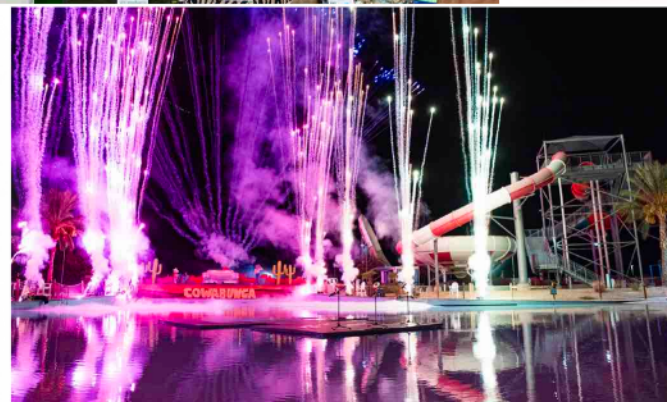
# WORLD WATERPARK™

The Official Magazine of the World Waterpark Association

## WWA Show 2024 in Vegas is a Wild Success



- Schatze's Storybrook Park**
- Margaritaville At Lanier Islands**
- Mitigating Risk Through Waterslide Inspections**
- Recharging Group Sales**





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Where Paradise Meets Exhilarating Fun  
BY EMMA RAY



THE COVER

The 44th Annual WWA Symposium & Trade Show, held October 8-11, 2024 in Las Vegas, Nevada, was a huge hit with more than 1700 owners, operators, developers, designers and suppliers who traveled from 25 countries to be a part of this once-a-year experience.

# MARGARITAVILLE<sup>®</sup> AT LANIER ISLANDS

## Where Paradise Meets Exhilarating Fun

BY EMMA RABY





## - A Lakeside Oasis Just Outside Atlanta -

**J**ust one hour northeast of downtown Atlanta, Lake Lanier's nearly 700 miles of shoreline and 38,000 acres of water hosts a variety of activities, watersports and relaxing vacations. Here, Margaritaville at Lanier Islands has created an immersive escape, transforming the southern lakeside into a tropical paradise with thrills and relaxation for all ages.

The property includes Fins Up Water Park, Camp Margaritaville RV Resort at Lanier Islands, LandShark Landing and various other dining options and activities throughout the year, making it a must-visit destination for new and repeat visitors alike. "Whatever your idea of a perfect escape, that's what Margaritaville offers. Whether you want to be active or just relax, we've created an authentic island getaway where you can craft your own adventure," says Maggie Anderson, marketing and reservations manager of Margaritaville at Lanier Islands.

The property, which is committed to offering valuable year-round activities for guests, offers ticketing options ranging from day passes to season passes for its summer and winter activities and even an annual pass that goes on sale at key points throughout the year as a revenue driver for the park.

## - Signature Attractions -

Fins Up Water Park is the main attraction at Margaritaville at Lanier Islands. Boasting 18 attractions, in a variety of thrill levels, the park's ethos holds true that, 'there's something for everyone.'

On the more thrilling end, slides such as the Intimidator, Triple Threat, Fin Dunker, Raging River and others offer riders experiences focused on speed, height, twists and turns. Other notable slides include the Twister with a 360° loop; Typhoon, famous for its high turns and rapid decline; Splashdown, which has riders plummet headfirst through twists and drops on a mat; and Racing Waters, a two-lane slide where riders team up and race to the bottom.

For guests looking for a more laid-back experience, the Wild Waves Pool offers a simulated ocean experience with large swells that kids and parents can enjoy by wading in the shallow end or riding the waves on a tube. Nearby, Wiggle Waves—the junior version located at Parakeet Springs—is accompanied by mini water slides, sprinkler features and more for the little ones looking for the feeling of big-kid thrills.

Due to its large footprint, the park's waterslides are spread throughout the property to ensure crowd flow is balanced and

guests feel catered to. "It's thoughtfully organized so there's room enough to move around. We don't get long lines with people waiting for hours and hours," Anderson said.

Uniquely located on Lake Lanier, guests of Margaritaville at Lanier Islands can enjoy experiences not found at other waterparks. On the lake side, Wibit Aquatic Adventure, an inflatable, on-water obstacle course, allows guests to test their strength and conquer challenges.

LandShark Landing, perfectly placed on the opposite end of the lakeshore from the waterpark, is the watersport recreation area at Lanier Islands. With its white sandy beach and fire pits, waterfront restaurant and bars, nearby boat docks and variety of watersports like kayaking and paddleboarding, LandShark Landing offers guests of the resort and waterpark a vacation within a vacation.



**"WHATEVER YOUR IDEA OF A PERFECT ESCAPE, THAT'S WHAT MARGARITAVILLE OFFERS."**

## - Evolution of Excellence -

Earlier this year, Margaritaville at Lanier Islands expanded Fins Up Water Park to include the new Fins Up Falls waterslide complex, which features Georgia's first and largest waterslide coaster, Apocalypse. "Our goal is to provide the best water park experience for guests, and what better way than bring the first waterslide coaster to Georgia on the shores of Lake Lanier," said Bucky Perry, vice president of Margaritaville at Lanier Islands.

The water park also debuted three additional slides—Serpentine Storm, Dreamsicle Dive and Mango Mania—for the 2024 season. "It's a new concept for us that consolidates four brand new rides on one foundation," Anderson said. "It maximizes space, water and manpower while managing traffic well. And it's unbelievably fun!" In addition to Fins Up Falls, the water park doubled the Aquatic Adventure inflatable obstacle course in Lake Lanier, providing guests with increased capacity and numerous opportunities to jump and splash in the lake.





From wild to mild, 'there's something for everyone' at Fins Up Water Park.

For those seeking a retreat amidst the excitement, guests can enjoy the new resort-style cabana rental program. The spacious cabanas offer cozy seating, sling chaises, Wi-Fi and tables, all available for daily rental. Accommodating up to 10 people, cabana guests can enjoy personal service with advance bookings available on the park's website. Additional upgrades included a new ticketing and Point of Sale (POS) system featuring high-tech wristbands for a seamless park experience and LandShark Bar & Grill's expanded food and beverage offerings.

### — Year-Round Entertainment —

Margaritaville at Lanier Islands doesn't close when the water-park season ends. Margaritaville's fall activities go into full swing each weekend from late September through mid-November. With movie nights on the beach, hay boat rides, arts and crafts, low country boils, yard games and more, the property transforms into a seasonal destination for families near and far.

Following the fall activities, License to Chill Snow Island opens, providing Georgia's first and only guaranteed snow. Margaritaville hosts multiple attractions each holiday season to provide guests with the thrill-seeking and carefree experiences they've come to love in the summer but bundled up with the use of snow machines.

The main attraction of License to Chill Snow Island is Blizzard Mountain, which is one of North America's longest snow rides



**7650 Lanier Islands Pkwy, Buford, GA 30518**  
<https://www.margaritavilleresorts.com/margaritaville-at-lanier-islands/attractions/water-park>  
**Email:** [info@margaritavillelanierislands.com](mailto:info@margaritavillelanierislands.com)  
**Owners:** Islands Entertainment LLC., Safe Harbor Development  
**Admission prices:** Daily Admission ranges from \$44.99 – \$59.99  
**Dates open:** Seasonal (May – September)  
**Size/Acres:** About 35 Acres  
**Number of employees:** Year-round: 150+; Seasonal: 350+  
**Unique Park Programs:** Season Pass Program, Cabana & Palapa Rentals, Birthday Party Packages

coming it at 575-feet-long and eight stories tall. Here, guests can board tubes and slide down the mountain at high speeds. Snow Island also provides guests opportunities to ice skate, participate in snowball fights and ride their favorite carnival amusement rides such as bumper cars and the Ferris wheel.

Snow Island also brings special dining options for guests with themed meals, drinks and snacks at the Glacier Café, Topsy Snowman and Jack Frost's Shark Shack. Menu items include typical park offerings such as cheeseburgers and chicken fingers, as well as specialty offerings to entice guests for the season like hot cocoa, s'mores and signature cocktails.

Later in the season, Margaritaville at Lanier Islands opens its Lakeside Lights Spectacular—an opportunity to stroll through a range of traditional holiday displays, high-tech images and Margaritaville-themed scenes. To provide refreshments, Margaritaville sets up the Topsy Elf in the middle of the light show, offering guests a refill station for cocktails, hot cocoa and sweet treats.

CONTINUED ON PAGE 52



Fins Up Water Park boasts 18 attractions and multiple themed dining options.

# - Suppliers -

- Consultants:** Aquatic Development Group
- Construction:** PBG Builders, Inc., Spivey Industrial Contractors, Baynum Amusement Solutions
- Theming:** Aquatic Development Group
- Waterslides:** WhiteWater
- Tube/Raft /Ride Conveyor:** Tube Pro
- Wave pool:** Southern Watershapes
- Wave generator:** Murphy's Waves
- Raft/Tubes/Mats:** Tube Pro
- Children's interactive play structure:** Southern Watershapes, Commercial Recreation Specialist
- Furniture:** Coastal Carolina, Tropitone, Table Designs
- Flooring/Safety:** Life Floor
- Lockers:** Venu+ / Best Lockers
- Filtration equipment:** Aquatic Consulting and Equipment
- Pumps:** Aquatic Consulting and Equipment
- Chemical:** Aquatic Consulting and Equipment, Han Chem
- Chemical controllers:** Aquatic Consulting and Equipment
- Shade system:** Anchor Industries, Kiwi Tees
- Admission system:** Connect & Go
- Merchandise:** G-III Leather Fashions, Gecko Brands, Rico Industries
- Food/Equipment:** SYSCO, J&J Snack Foods, Southern Eastern Paper, Edward Don
- Uniforms:** Embroidery of Georgia, Cintas
- Snow Equipment:** Snow Magic



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FINS UP WATER PARK CONTINUED FROM PAGE 50

"We're committed to making this the best year-round destination in Georgia and the southeast," Anderson says. "With the constant activities we have lined up, we feel like it makes our annual pass option a great value for guests and we're really proud of that."

## - Stay and Play -

To maximize the experience, Margaritaville at Lanier Islands added Camp Margaritaville RV Resort. The resort features RV sites, RV rentals, waterfront cabins and glamping tents that provide all the comforts of home where guests can rent, stay and play all in one place.

Through year-round activities, on-site dining options with rotating themed menus and specialty drinks and continued upgrades and investments into the park and resort's attractions, Margaritaville at Lanier Islands has developed a property integral to the region with longstanding and new fans alike. •

EMMA RABY IS AN ACCOUNT MANAGER AT REED PUBLIC RELATIONS, NASHVILLE'S FASTEST-GROWING AGENCY, WHERE SHE HELPS LOCAL, NATIONAL AND GLOBAL BRANDS ACHIEVE MEASURABLE AND SUCCESSFUL CAMPAIGNS, UNFORGETTABLE EVENTS AND POWERFUL BRAND MESSAGING.