



FOR RELEASE: April 13, 2021

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Aerial Photo Attached

B-Roll Available at: <https://vimeo.com/532355366>

SOAKY OFFICIALS ANNOUNCE OPENING 2021 SEASON

New Two-Person Cabanas and More Food Options Also Announced

(SEVIERVILLE, Tenn.) – Soaky Mountain Waterpark officials today announced that Soaky Mountain Waterpark will officially open for the 2021 season on May 15 and 16, and then daily starting May 22. A season pass holder sneak preview day is planned for Friday, May 21 from 10 am to 6 pm.

The massive, 50-acre waterpark, located at 175 Gists Creek Road in Sevierville, Tenn, which opened in 2020 during the pandemic, will also be hosting an official Grand Opening celebration for tourism industry partners on Friday, June 4, at 9 am since it was unable to do so last year.

According to Dave Andrews, general manager of Soaky Mountain Waterpark, “We can’t wait for another summer of fun at our amazing waterpark. 2020 was truly a challenging year for us, first we had to get our construction completed while the country was shut down due to the pandemic and then we were only able to be at reduced capacity levels as a safety precaution due to COVID-19.

“That’s why we are taking the time on June 4 to properly celebrate our great new waterpark with our fellow tourism industry partners.”

Guest coming to the park this year can expect to see some changes including the addition of 11 two-person cabanas that include two lounge chairs, beverage service and safe. Rentals start as low as \$50.

In addition, Yukon Frozen Yogurt is being incorporated to the Candy Cabin building. At Yukon Yogurt guests will be able to build their own refreshing frozen treat. All they have to do is grab a cup, choose from a variety frozen yogurt or sorbet flavors, add whatever delicious toppings they want, have it weighed, pay and enjoy!

There are also plans for Summit Snacks food carts to be added to main plaza area. At these carts, guests will be able to purchase nachos, pretzels, popcorn, hot dogs, novelty ice cream, cookies, fresh squeezed lemonade, beer, bottled water, Ices and fountain drinks.

Attraction highlights of Soaky Mountain Waterpark include the **Avalaunch**, a first-of-its kind watercoaster with four flying saucer features that create a drop-and-dive sensation and one wave curved wall; **Soaky Surge**, a massive, 35,000 square foot wave pool capable of generating waves 6 feet high; **Black Bear Rapids**, an adventure river encompassing 24,000 square feet; and **The Hive**, a bee-themed play-and-spray feature with countless hands-on activities for younger children.

There is also **Boomers Bay**, a super fun kid activity pool area with smaller versions of the adult-size towering slides including **Lil' Rattlers** and **Mini Mayhem** so kids can experience the thrills and chills of the waterpark on their level; an adventure pool with a water obstacle course; a 3,800 square foot flat-water cabana pool for relaxing poolside; and **Hang 10essee**, a double FlowRider® surfing simulator.

In addition to the Avalaunch watercoaster, there are other massive slides including two five-person raft rides; a tubing tower with five flumes; two high-intensity body slides; and a four-lane, head-first mat racing challenge to satisfy everyone's racing desires. Some of the slides feature translucent tubes which create a swirling array of light effects and others are themed in colors like **the Rainbow's Revenge** which features all of the colors of the rainbow and the **American Racer's Rush** which features red, white and blue stars and stripes.

Season admission passes are on sale now through April 30 for \$99.99 and include one guest daily admission ticket. Starting May 1 they will be \$109.99. Daily admission tickets are \$44.99 for anyone above 42 inches and \$39.99 for anyone under 42 inches. Children ages three and up require a ticket. The waterpark will be open through Labor Day and then weekends in September (weather permitting). Wilderness at the Smokies guests can purchase a discounted daily admission ticket for \$19.99.

The new waterpark cost nearly \$90 million to construct and employs approximately 500 employees. It is currently hiring for all positions. It is anticipated to draw over 400,000 visitors in 2021, of which 100,000 will be new visitors to Sevier County. It is also expected to increase the average nightly stays in the region while generating approximately \$400,000 annually in Tourism Development Zone Tax.

Wilderness Resorts and Waterparks currently owns and operates Wilderness at the Smokies in Sevierville, and Wilderness Resort, Glacier Canyon Lodge, and Wilderness on the Lake, Wild Rock Golf Course, Sundara Spa and Glacier Canyon Conference Center in Wisconsin Dells.

For more information visit: SoakyMountainWaterpark.com.

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