



Grand Lodge Waterpark of America/Great Wolf Lodge Feasibility Study

Bloomington, Minnesota

Mr. Hunden provided full market and financial feasibility services for the Waterpark of America and Radisson Grand Lodge in Bloomington, Minnesota. The Waterpark of America was the third largest indoor waterpark in the country and included a full-service hotel (the Radisson Grand Lodge) with approximately 400 guest rooms and a 68,000-square foot waterpark. The project is located near the Minneapolis/St. Paul International Airport and adjacent to the Mall of America, which is a major tourist destination that attracts more than 42 million visitors annually.

The Waterpark of America included the world's tallest indoor water slide (90 feet) and various other rides and attractions and contains indoor and outdoor spas, a kayak course, rock climbing wall, an arcade, a food court, party rooms and other support space. The analysis included an overview of the greater Minneapolis-St. Paul market area and analysis of the growing indoor hotel waterpark industry as well as the local and national hotel and waterpark markets. The waterpark overview included a detailed physical, market and financial review of the country's leading waterpark attractions and their demand. The report concluded with a ten-year projection of consolidated hotel and waterpark demand and operations, which were used for financing of the \$95-million project.

The Radisson Hotel Bloomington closed in January 2017. Great Wolf Resorts Inc. bought the hotel and renovated/rebranded the property into a Great Wolf Lodge resort.

Client: Waterpark of America/Radisson

Time Period: 2004