



Key Lime Cove/Great Wolf Lodge Waterpark Hotel Feasibility Study

Gurnee, Illinois

HSP was engaged to conduct a market demand, financial and competitive analysis for the Key Lime Cove facilities, specifically focusing on the impact of potential future competition in the northwest and northern suburbs, as well as in southern Wisconsin.

The Key Lime Cove Indoor Water Park Resort consists of:

- Hotel – 414-rooms/suites
- Indoor Water Park – 65,000 square feet
- Arcade – 8,000 square feet
- Retail, Food and Beverage Space – 3 retail spaces; 6 food and beverage outlets
- Conference/Meeting Facilities – 5,500 square feet
- Spa – 4,700 square feet

HSP gathered information on the performance of the facility, made recommendations and provided analysis on the operations and programming of the facility. HSP also analyzed existing regional water parks, as well as potential future water park developments that might impact the future of Key Lime Cove. Parks included in the analysis were the Wisconsin Dells, Lake Geneva, and other upper Midwest water parks. Eventually the property converted brands and is now an operational Great Wolf Lodge resort.

Client: Key Lime Cove

Time Period: 2014