

Hotel Waterpark Resorts Workshop Set for March 10-13, 2009 at Chula Vista Resort in Wisconsin Dells

January 7, 2009 --- Several hundred waterpark resort owners, managers and developers from across the USA, Mexico & Canada are expected to meet in Wisconsin Dells WI March 10-13, 2009 at the **Hotel Waterpark Resort Workshop --- *How to Survive & Prosper in Turbulent Times***. Due to the economy, the topics this year have shifted from new construction to the sharing of survival techniques by existing property owners and operators.

The theme of the workshop is focused on Getting Back to Fundamentals --- building consumer confidence, promoting travel close to home, marketing value-added packages, job-sharing, customer service, revenue-management, cost-cutting, energy-efficiency, profit preservation and making the next mortgage payment," according to co-producer Jeff Coy, who heads JLC Hospitality Consulting of Phoenix-Cave Creek AZ.

More information can be found at www.hotelwaterparkworkshop.com.

"During the last three years, the workshop focused on the development and financing of new hotel waterpark resorts, but this year, due to the bank crisis, credit crunch and construction halt, we adjusted the agenda to what owner-operators need to know to survive," said waterpark industry consultant Bill Haralson of William L. Haralson & Associates in Alto NM, who is a co-producer of the workshop.

Haralson and Coy teamed with Mike Kaminski, owner-operator of the host Chula Vista Resort in Wisconsin Dells WI, to produce this fourth annual event. "Travel is a major solution, not the problem, to reviving our national economy, and we are being proactive by helping to educate our waterpark resort industry," Kaminski explained.

"Over 25 experts are scheduled to speak at the waterpark workshop that runs from 7:00 pm Tuesday, March 10 through 1:00 pm Friday, March 13 at the Chula Vista Resort, one of the largest waterpark resort conference centers in the USA," according to Coy. "Attendees will be able to tour the \$200 million, 4-year expansion at Chula Vista as well as other waterparks and attractions in Wisconsin Dells," said Kaminski.

Top owners, marketers, managers, investors, lenders, vendors and consultants from the waterpark resort, ski resort, adventure sports resorts, theme park, recreation, entertainment and leisure industries will be on hand to discuss the current challenges and share strategies about reviving the hotel & travel industry.

“We’ve also invited several sponsors to participate with us because the waterslide and water play equipment manufacturers are so important to the success of a waterpark resort,” according to Haralson. Workshop attendees will be able to talk about their projects with speakers and sponsors during social events planned for Tuesday, Wednesday and Thursday evenings.

Resort developers, hotel managers, attraction owners, city council members, economic development directors, CVB staffs, tourism officials, investors and lenders are expected to attend. Tentatively scheduled sessions include:

- Hotels With Indoor Waterparks Still Out-Perform Hotels Without
- Waterpark Resort Marketing During an Economic Downturn
- What’s It Going to Take to Get Consumers Spending Again
- Hitting the Target: Reaching the Right Person in the Right Place at the Right Time With the Right Message Using the Right Media
- How to Create Great Customer Service
- Adding Value Versus Discounting Prices
- What’s It Cost to Operate a Hotel with an Indoor Waterpark?
- How to Achieve Energy Efficiency in a Hotel Waterpark Resort?
- Hotel & Waterpark Industry Outlook & Trends.
- Emergence of Adventure Sports Resorts: 10 Future Trends
- How Can a Private Residence Club Rescue Your Resort?
- Restructuring Distressed Condo Hotel Projects
- How to Analyze Your Market & Determine Economic Feasibility?
- What Does It Cost to Build a Hotel Waterpark Resort?
- How Can Cities Revitalize Their Aging Outdoor Waterparks?
- Insurance Issues for Indoor & Outdoor Waterparks.
- Moveable Roofing & Wall Systems for Stadiums, Arenas & Waterparks.
- Whitewater River Courses Are Here: Get ready for river parks.
- Surf Quality Waves Are Rolling In: Get ready for surfparks.
- Indoor Skiing on Real Snow --- Outdoor Summer Snow Skiing
- Future Attractions Are Coming Indoors & Under Cover
- How to Prepare Your Investor & Lender Package?
- How to Refinance Your Hotel Waterpark Resort?
- Energy Council Roundtable
- Marketing Council Roundtable
- Operations Council Roundtable
- Aquatic Directors Roundtable
- Financing Roundtable

For conference registration, go to www.hotelwaterparkworkshop.com or call Chula Vista Resort at 608-254-8366. Speakers, contact Jeff Coy at 480-488-3382 or email jeffcoy@jeffcoy.com. Sponsors, contact Bill Haralson at 575-802-1522 or email wharalson@aol.com.