

4! Great Wolf Lodge, Poconos Mountains, Pa.

by Rin-rin Yu



In a world where declining manners and hospitality are becoming the norm, Great Wolf Lodge in the Poconos Mountains is striving to swim against the current.

“People are starting to accept mediocre service,” says Dale McFarland, general manager of the northeastern resort.

So at his indoor waterpark resort, he makes sure guests are treated like family, which is appropriate considering the target audience. Guests travel from the metropolitan New York area, New Jersey and Philadelphia markets, as well as parts of Connecticut and Maryland, bringing their children with them for weekend getaways.

Like its other branded locations, the Great Wolf Lodge offers Magiquest, an interactive fantasy scavenger hunt that involves finding clues and accomplishing various feats, from slaying a dragon to making animals talk. It’s so popular, McFarland says, that some kids don’t even make it to the waterpark.

But those who do head for the water have plenty to keep them occupied. Some guests come for a weekend of skiing during the day, followed by indoor waterpark fun after the slopes close. Others prefer to stay in the balmy temperature all day, lounging in the wave pool or spinning around on the bowl slide.

To keep patrons safe, Great Wolf employs 130 lifeguards. Meanwhile, the staff constantly checks air-handling units and water-treatment systems to ensure service matches what the resort works so hard to provide.

Year opened:
2005

No. of water-parks: 1

Square footage:
78,000

Amenities:
Magiquest interactive fantasy game, spa, arcade, fitness room, outdoor pool

