

# 8 Great Wolf Lodge, Williamsburg, Va.

by Rin-rin Yu



**Year opened:** 2005  
**No. of waterparks:** 1  
**Square footage:** 67,000  
**Amenities:** Spa, MagiQuest interactive fantasy game, arcade, fitness room, outdoor pool

Getting a bunch of East Coast city dwellers to slow down on a weekend vacation can be tricky, even if it involves relaxing in the lazy river at the Great Wolf Lodge in Williamsburg, Va.

“East Coast [people] have a tendency to be a little more fast-paced,” says Curtis Brown, vice president/general manager of the resort. “The services have to be quicker [because the clients] don’t want to wait.”

Apparently his tactic works because the resort receives multiple visits from the same families annually or even within the same year. These families, in turn, bring others and book two or three rooms at a time. Furthermore, the meeting and banquet space draws family-oriented businesses to host gatherings and conventions during quieter seasons, which are usually the months of May and September.

Naturally, the 67,000-square-foot waterpark is the resort’s signature, which can be seen through the floor-to-ceiling windows in the lobby. The waterpark consists of a wave pool, surf ride, hot tubs, funnel ride, multilevel play structure and water slides that take guests in and out of the park, among many other features.

Top customer service is the key ingredient to success, Brown says. His staff is constantly retrained on these skills, from saying “hello” and making eye contact with guests to creating fun interactions with them as well.

“It’s whatever you have to do to make them think we’re the friendliest team around,” he says.