

ProSlide delivers slide package

New waterpark a big hit at Iowa's Adventureland Park

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Amusement Today

Adventureland Park's Bill Fisher, director of marketing, wasn't sure how guests would take to going from a dry park to a wet park then back to a dry park with all those things that go along with that transformation.

Two years ago, that was one of the questions park officials in the Altoona, Iowa, park had when the facility opened the season with the RainFortress, a water attraction with seven slides and a huge dumping bucket made by WhiteWater West Industries, Vancouver, B.C.

"I did wonder how they would like going from the amusement park into the water area, changing into a swimsuit, getting wet, then changing back out of their swimsuit and going back into the amusement park," Fisher said. "As it turned out, it didn't faze them a bit. They loved it."

At that time, park officials thought they were putting in a water attraction that would only lure the young.

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PHOTO COURTESY ADVENTURELAND

The new \$6 million Adventure Bay Water Park, part of Adventureland Park, Altoona, Iowa, opened mid-July and response was great, according to park officials. Park management decided to invest in the waterpark after water elements installed in 2008 and 2009 were met with great success.



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They found out, yes, the young loved it, but so did the older generation. Fisher said they had guests go to Kokomo Kove, which is what they named that area, ranging in age from five years to 85.

With that experience in mind, Adventureland officials took another leap of faith with water. The park installed Heron Harbor for the 2009 season. It was geared toward the very young with a pool that gently slopes toward the center filled with hoops, sprays and a huge plastic heron that squirts out water.

Again, response was great.

"So, we decided at the end of last season to go ahead and put in a full-blown waterpark," Fisher said. "We got with ProSlide (Technology Inc., headquartered in Ottawa, Ont.) and expanded beyond Kokomo Kove and Heron Harbor."

After about \$6 million and weeks of planning and construction, in mid-July just about all of the water elements were up and running.

And, still, guests didn't seem to mind getting wet and then getting dry again.

The new waterpark, which is called Adventure Bay, includes (all from ProSlide):

- Mach 4 that Adventureland renamed the Bermuda Quadrangle and which includes four innertube slides – the Topsy-Turvy, BulletBowl and two Pipelines;

- Tantrum, a four-person tube slide the park renamed the Typhoon;

- Two high-speed slides, ProSlide's Plummets, called Gang Plank and Pirates Plunge; and

- A six-lane ProRacer mat slide.

The park also includes a 6,000-sq.-ft. pool called the Pirates Port Pool, the Sand Bar that includes a sandy beach equipped with cabanas, and "the longest lazy river I have ever seen," said Fisher.

"It has to be a quarter of a mile long," Fisher said. "It is the longest lazy river in the state of Iowa."

The Pirates Port Pool is three feet deep and has a bar at one end.

"The waterpark is roughly four times the size it was last year," Fisher said.

Adventure Bay just adds



PHOTOS COURTESY ADVENTURELAND

The above overview of Adventureland's new Adventure Bay shows the layout of the waterpark including the quarter-mile long lazy river. Park officials boost that lazy river is the largest lazy river in the State of Iowa. It encircles the sandy beach area and the new 6,000-sq.-ft. pool.



Slides at the new Adventure Bay include (all from Proslide) the Mach 4, which includes four innertube slides; Tantrum, a four-person tube slide; two Plummets, both racing slides; and the ProRacer, shown above. The ProRacer is a six-lane mat ride.

to the fun, Fisher said. Adventureland Park has 34 rides and attractions, including three roller coasters.

Admission price includes both the dry park and the wet park. Prices were increased this year by \$4, making admission for those 10 years of age and older \$35.

"Which we think is a great deal," he said. "People have access to both parks for that. We know the water attractions have increased the stay-time in the park and we think it

will also increase our season pass sales because there will be more here."

Park officials also feel the waterpark will increase attendance. The park markets to the entire state of Iowa and two counties deep into surrounding states.

"We don't expect to increase our marketing area, but we feel there is a whole waterpark market out there that we can market that we didn't have before," Fisher said.



Adventure Bay's Pirate's Port Pool includes a bar at one end. The 6,000-sq.-ft. pool is only three feet deep, great for rest and relaxation. The area called Sandy Bar offers a sandy beach and individual cabanas for guests.



PHOTOS COURTESY LOST ISLAND

Lost Island's new Wailua Kapua water coaster features a conveyor that carries two-person rafts 40 feet up to the ride's starting point.

Iowa's Lost Island marks 10th anniversary season with ProSlide water coaster

Lost Island Waterpark in Waterloo, Iowa celebrated its 10th anniversary season this summer with the introduction of a new ProSlide HydroMagnetic Rocket water coaster. Dubbed Wailua Kapua, which translates to purple Hawaiian river dragon, the new water coaster is the longest and most expensive ride addition in the tropical paradise-themed waterpark's history.

The HydroMagnetic Rocket has nearly all the attributes of a roller coaster. Utilizing a combination of water lubrication, downhill and uphill gravity and ProSlide's proprietary HydroMagnetic technology, riders experience the magnetic pull of the ascent followed by the exhilarating speeds of the downhill drops as well as airtime going over the hill crests at top speed.

Seated in four-person rafts, Wailua Kapua riders are then raised via conveyor 40 feet up to the top of the first hill before they experience a drop and are then propelled up and down three more hills and around three closed-tunnel turns at speeds reaching up to 35 feet per second. Along with Holiday World's Wilde Beast, the Lost Island's 900-foot-long Wailua Kapua is the only ProSlide water coaster with a ride-up conveyor, which makes the ride more accessible to guests who may have problems with traditional stairs.

"The Wailua Kupua has brought the nor-

mal hiccups that come with trying to bend the laws of physics," said Lost Island General Manager Eric Bertch, "but overall it has been a huge success and great addition to Lost Island Waterpark."

Bertch declined to say how much Wailua Kapua cost but he did confirm that it is the most expensive addition that they've ever installed. Lost Island's ticket prices increased by \$2.00 this season to accommodate the new attraction, but he's already seen a definite increase in attendance. "Having this major, major addition to the park, and the fact that we do try to keep everything new, is important to the guests," said Bertch. "We really hit it this spring with a heavy marketing plan touting the 10-year anniversary to try to reach out further than we have in the past.

The passenger boats used on Wailua Kapua were specially made by Z-Pro Watersports while the unique ride-up conveyor was supplied by California-based Van Stone Conveyor, Inc.

The ProSlide HydroMagnetic Rocket won the 2007 IAAPA Award for Best New Water Ride Product. Lost Island also features the award-winning ProSlide Tornado, Dark Mammoth, OctopusRacer, CannonBowl, Plummet, two Twisters, three Pipelines along with a Kidz ProRacer.



Iowa's Lost Island Waterpark marked its 10th anniversary season this summer with the introduction of Wailua Kapua, a new ProSlide HydroMagnetic Rocket water coaster. The 900-foot-long ride offers coaster-like thrills at speeds of 35 feet per second.

PHOTOS COURTESY LOST ISLAND



Whale's Tale debuts ProSlide's first RideHouse

The world's first ProSlide RideHouse made its debut at Whale's Tale Waterpark in Lincoln, N.H. this summer. ProSlide's RideHouse is an all-new experience in family waterplay structures.

Shipwreck Island at Whale's Tale is the first multi-level 'Ride 'n Play' structure for kids of all ages. The waterplay structure featuring numerous water cannons, active water sprays, and a high volume water dump that covers everyone in its path.

The Shipwreck Island play structure also offers seven RideHouse slides.

This summer ProSlide opened its first RideHouse waterplay structure at Whale's Tale Waterpark in Lincoln, N.H. PHOTOS COURTESY PROSLIDE

