

WORLD WATERPARK

The Official Magazine of the World Waterpark Association

Key West in the Midwest

Illinois' CoCoKey Water Resort

Great Wolf Lodge Times Two
in Mason, Ohio

"Kooling" Off in Jamaica
Kool Runnings Water Park

It's All in the Name
at Sun-N-Fun Lagoon

Convention Preview!
See what's in store
for Palm Springs!
page 8



Key West in the Midwest!



Thanks to a multi-million dollar renovation, CoCo Key Water Resort is bringing paradise to residents in Rockford, Ill.



How great would it be to experience the warmth of the Florida Keys at any given time in the Midwest without having to go far from home? The Keys are now closer than ever!

The Clock Tower Resort, a well-known landmark in Rockford, Illinois, opened a new Key West-themed destination in January 2007: CoCo Key Water Resort. With the new opening, the 60,000 square-foot indoor water resort now brings all the warmth and adventure of Key West straight to Rockford.

The CoCo Key Water Resort brand began in 2006 as a joint venture between Sage Hospitality Resources, one of the nation's leading hotel management and development companies, and Milwaukee-based Wave Development, LLC. The companies are now acquiring hotels across the country and adding amenities that dramatically enhance the visitor experience, such as the water resort.

The name "CoCo Key," along with the décor and atmosphere, reflect the Key West tropical appeal from the earlier days where the region was known for its constant sunshine, clear seas and welcoming tropical environment. CoCo Key Water Resort captures the relaxation of the Keys and the enchantment of the Island.

From a walk to Rusty's Dive Shop to the Coral Reef Cavern, to the outdoor dining on Duval Street and amazing sunsets viewed from Mallory Square, guests experience the true amazement of Key West. Brightly colored cabanas, swaying palms, fragrant hibiscus, native artwork, thatched roofs all provide the atmosphere of everything Key West has to offer, but now just a close drive away.

Keys to CoCo Key

With the water resort industry booming, some of the things that make CoCo Key so unique and attractive include:

It's not just about a waterpark, it's about a "CoCo Fantastic" experience. When entering CoCo Key Water Resort, guests are entering Key West, an escape from the every day that captures the excitement and relaxation of the tropical Florida Keys.

A one-of-a-kind "Pirate" attitude training program engages all employees to carry through the brand and warmth of Key West throughout the resort.

Our feathered friend, a macaw mascot, is the ambassador of the Water Resort.

"CoCo" entertains families throughout their stay, providing memories that last a lifetime.

A first in the industry, CoCo's own Dip-in Theatre, allows families to watch movies through a full-size movie projection screen while floating in shallow water.

The newest lighting technology in the industry portrays a simulation of a Coral Reef Cavern. The result creates a feeling of swimming deep under water. The same type of lighting is used to create a "Key West" sunset on the far back structure.

Resort feel with family fun

So much more than a typical waterpark experience, CoCo Key offers everything expected of a classic beach resort. Dubbed by Nick Jr. Magazine as one of the top family destinations for 2007, at CoCo Key guests get it all—top quality lodging, a huge all-weather indoor waterpark, restaurants, a game arcade and more—all conveniently wrapped together in one family friendly, close-to-home getaway.

The adventure starts with Parrot's Perch Play Structure, an interactive adventure with slides for younger children, zero-depth-entry area, water cannons and a huge bucket that dumps hundreds of gallons of water every few minutes.

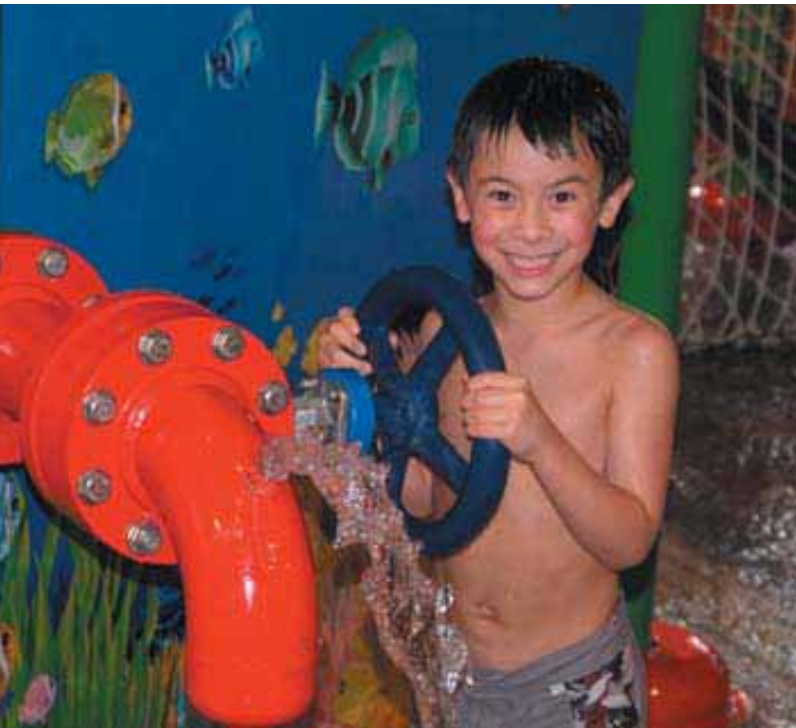
From here guests can enjoy the Coconut Grove Adventure River, a tube ride through the water island with splashy coconut surprises along the way, ending at a zero-depth-entry pool of waves.

For the more adventurous there are three tube and body slides that take visitors from stories up, splashing through turns and black enclosed tunnels, crashing into the entry pool. For those looking to relax, the Palm Grotto Indoor/Outdoor spa offers a sultry tropical haven to get away from all the excitement.

For guests looking to get some sun, there's the Outdoor Splash Pad with cascading towers of water to cool off after lounging on the large tanning deck.

Visitors can then dry off and experience family friendly dining at the A&W Snack Shop or at Pizza Hut Express. Adults can enjoy a break in the Wet Rooster Bar, which overlooks the entire water resort. For the guest that would like a little private getaway inside the

By Laurie Scott



Suppliers

Development/Design: Wave Development LLC, Neuman Group
Construction: Horizon Construction
Waterslides: Whitewater West Industries
Raft/Tubes/Mats: Zebec
FEC equipment: Family Entertainment Group
Children's equipment: Whitewater West Industries
Furniture: Grosfillex
Lockers: SmarteCarte
Pool and/or deck coatings: ProTile Distributors, Inc.
Filtration equipment: Neuman Group
Pumps: Aurora Pump
Chemical: Hawkins, Inc.
Chemical controllers: Neuman Group
Admission system: Infogenesis / Convergence
Food/Equipment: Yum Brands / Landmark
Uniforms: Water Safety Products, Proforma
Theming: Weber Group
Children's Interactives: SCS Interactive
Consultants: Neuman Group

resort, available to rent are private poolside cabanas, which are uniquely decorated right down to the thatched roof. These cabanas are the perfect base camp for families and friends. Each cabana features a TV, refrigerator, lockable safe and private butler service!

CoCo's packages

CoCo Key offers a great water resort overnight package, enabling guests to experience both the waterpark and the many additional features of the hotel. Not only do the guests get top-notch lodging for the night, they also

get access to the waterpark on both the day of check in and the day of check out.

For guests who live in the Rockford area and want to experience the park for a shorter time, CoCo Key offers day passes based on availability. Cost for a day pass ranges between \$19 to \$39 per person based on season and day of week.

Another popular package is CoCo's Birthday Party Packages. The packages include time in the water resort, an hour in a private mural-painted celebration room, pizza or hot dogs, cake, goody bags, arcade tokens and a group photo for the birthday child. Celebration coordinators are on hand during the party room time to make sure the kids have a great time and take the work out of the party for the parents.

CoCo Key Water Resort at the Clock Tower

**7801 East State Street
 Rockford, Ill. 61108
www.clocktowerresort.com**

Owners: WPH Rockford

Admission prices:

\$19 Sunday – Friday
 \$29 Saturday

Dates open: Year-round

Size/Acres: 60,000 sq. ft.

Number of employees:

Waterpark: 75
 Hotel: 150

Clientele (local vs. tourist): Local, tourist and business clientele

Unique park programs: Birthday party packages with "party hosts" who take care of all the details and manage the experience for families.

In-service programs: Lifeguards receive 8 hours per month in-service training through Ellis & Associates.

Arcades, renovations complete the picture

A visit to Key Quest Arcade is a must for guests at the resort. In this 10,000 square-foot cavern of fun, kids and adults alike can test their skill at more than 75 games that feature a swipe-and-play card system, so guests don't have to carry around large pockets of change. Plus, a trip to the arcade wouldn't be complete without a visit to the Treasure Trove Gift Shop.

Beyond the addition of CoCo Key Water Resort, the multi-million-dollar Clock Tower renovation includes a new lobby, restaurant and lounge; extensive renovation of meeting space, ballroom, and public areas; and updated guest rooms, featuring new décor and furnishings.

The Clock Tower is a one-of-a-kind, full-service resort featuring 247 spacious and newly renovated guest rooms, including 14 loft suites, three whirlpool suites and brand new family suites that sleep up to eight guests.

The spectacular 50,000-square-foot recreation center includes: multiple tennis, volleyball and racquetball courts; outdoor pavilion and gardens; a playground; outdoor swimming pools; a whirlpool and a sauna. More than 30,000 square feet of versatile conference and banquet space and the unique SunDial restaurant and lounge make



CoCo Key Water Resorts, created in partnership with Wave Development LLC and Sage Hospitality Resources, is the newest water resort development group throughout the United States, offering a Key West paradise for family adventure getaways. Managed and developed by Sage Hospitality Resources, one of the nation's leading hotel management and development companies, CoCo Key Water Resort developments are currently open at : Sheraton Chicago Northwest NW Hotel, Arlington Heights, IL; Clock Tower Resort, Rockford, IL; Cherry Valley Lodge, Newark, OH; and Sheraton Ferncroft, Danvers, MA. Additional CoCo Key Water Resort developments are currently under way in Omaha, NE; Cincinnati, OH; Kansas City, MO; and Mt. Laurel, NJ.

the Clock Tower a favorite destination for leisure and business travelers, as well for as meetings, events and weddings.

Building tourism is one key to success

The effort in Rockford is part of Sage's multimillion-dollar renovation of the 40-year-old Clock Tower Resort to draw people for the weekend, supplementing business from weekday clients and keeping the property bustling all week.

With the success of the seasonal outdoor waterpark nearby, Magic Waters Waterpark, Rockford is a good fit for a year-round attraction like CoCo Key. The popularity of the resort will play a great part in helping build the city's market for tourism. Pairing CoCo Key with other family attractions such as the Burpee Museum of

Natural History and the Discovery Children's Museum makes Rockford a nice spot for a quick, easy and relatively affordable mini-vacation.

CoCo Key fits into those vacation plans for any season, since it is a perfect place for children to burn off pent-up energy from wintertime cabin fever, with plenty of watery things to do for guests of all ages. [WWA](#)



Laurie Scott is the Marketing Manager for CoCo Key Water Resort located at the Clock Tower Resort and Conference Center in Rockford, Illinois.

