

HotelExecutive.com
YOUR VIEW FROM THE TOP



Hotel Newswire

Daily Industry News Update

[Business & Finance](#)

Coral Hospitality, GA Partners with American Adventure Park Systems to Enhance Programming at Two Georgia State Park Lodges

Company Announces Upgrades as Next Phase of Adventure Lodge Program Rollout; Will Include Several Aerial Adventure Parks and Canopy Zip Line Tours

ATLANTA, GA. April 21, 2016 – Coral Hospitality today announced it has tapped adventure travel industry veteran American Adventure Park Systems for the next phase of its recently unveiled Adventure Lodge Program at two Georgia State Park lodges. Together, the companies have started construction on expansive new aerial adventure parks, designed to support Georgia’s growing adventure travel tourism market.

“American Adventure is the perfect partner for us to continue expanding our Adventure Lodge Program in Georgia, as they share our commitment to preserving the environment while creating fun, memorable experiences for visitors of all ages,” said Heath Carter, regional vice president of sales and marketing for Coral Hospitality. “The American Adventure team brings decades of experience in this area, specifically, as well as innovative concepts we believe will position our Georgia State Park lodge properties for future success.”

Beginning with Amicalola Falls State Park and Lodge and Unicoi State Park and Lodge, Coral Hospitality and American Adventure are setting out to build safe and innovative family-friendly attractions designed to increase tourist activity, producing an immediate economic benefit for the State of Georgia. As part of the process, the team will focus on minimizing environmental impact, preserving the sanctity of the parks, and building in educational elements to help visitors understand the importance of their ecological footprint.

The first phase of the expansion program will consist of a minimum of ten zip lines at each location, with varying heights and lengths to appeal to beginners and thrill-seekers alike. American Adventure Park Systems will implement its proprietary QuickTrekker Closed Belay System, the safest harness system in the industry, which is used in all of their courses. The belay system ensures guests are securely connected to lines throughout their canopy adventure, rather than transferring

connections. During their tour, adventurers will enjoy panoramic views of the parks' beautiful greenery, as well as the surrounding lakes and mountains. A wildlife element will include the opportunity to spot bald eagles and red tailed hawks.

"At American Adventure Park Systems, our mission is to create a unique adventure experience, while providing exceptional safety to guests and protecting the ecological systems of our parks," said Mike Holder, owner of American Adventure Park Systems. "Our zip line canopy tour construction is exceptionally environmentally sensitive, even more so than building a walking path. Also, as a federally recognized 501c3 conservancy, we are proud to commit a portion of our proceeds to historical and ecosystem preservation."

Family-owned and operated American Adventure Park Systems is located in Whitesburg, GA. With more than 35 years of experience, owner Mike Holder has personally worked on the development and safety of a new, modern-day zip line system and is a trusted, certified supervisor and inspector.

In addition to new aerial parks, a variety of other activities are available at Coral Hospitality's Adventure Lodge Program locations, including archery, hiking, GPS scavenger hunts, paddle boarding, fly fishing and mountain biking.

For additional information about Coral Hospitality, visit www.CoralHospitality.com or call 239-449-1800. For information on the new Adventure Lodges of Georgia Program, visit www.GaAdventureLodge.com.

About Coral Hospitality

Founded in 1988, Coral Hospitality is a full-service hospitality management and investment company with three distinctive divisions – Coral Hotels & Resorts, Coral Golf & Country Clubs and Coral Residences & Associations. A market leader that delivers unparalleled service to guests and generates exceptional financial results for clients and investors, Coral takes a unique, full-service approach to the management of its portfolio of hotels, resorts, golf clubs, residences and spas. As a result, Coral is consistently ranked in Top 5 in REVPAR growth among independent management companies. Coral Hospitality...leveraging powerful, world-class partnerships to create experiences that innovate and inspire.

Contact:

Samantha Jacobs or Morgan Stemler
Hemsworth Communications
CoralPR@HemsworthCommunications.com
954-716-7614