



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



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What Can Water Parks Learn from Theme Parks and Vice Versa

November 15, 2021

Bridgette Bywater, King's Dominion

Hank Salemi, Six Flags Great America & Hurricane Harbor

Mike Denninger, SeaWorld Parks & Entertainment

Moderated by Doug Smith, WhiteWater



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Your Panel



Bridgette Bywater
VP & General Manager,
Kings Dominion
Cedar Fair Entertainment
Company



Hank Salemi
Park President,
Six Flags Great
America & Hurricane
Harbor



Mike Denninger
Executive Vice President
Attractions & Capital
Development,
SeaWorld Parks &
Entertainment



Doug Smith
Global Head of Sales,
WhiteWater

What Can We Learn from Each Other?



Commercial
Considerations



Design Ideas



Operational
Improvements



Guest
Experiences

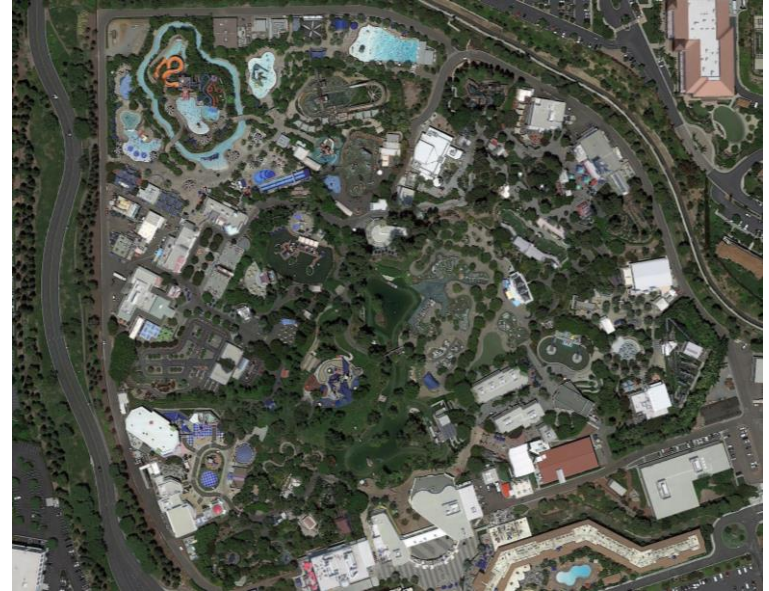
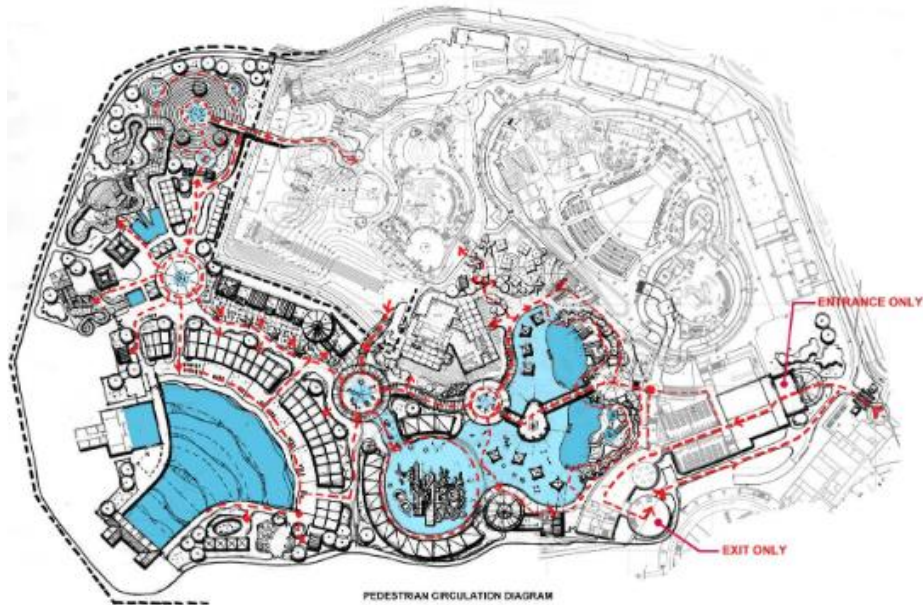
Commercial Considerations: Investment & Return



Commercial Considerations: Seasonality



Design Considerations: Journey Plans



Design Considerations: Passive Capacity



Design Considerations: Accessibility



Operational Considerations: Queues



Operational Considerations: Staffing



Operational Considerations: Safety



Guest Experience: Technology



Guest Experience: Storytelling & IP



Guest Experience: Mindset



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Q & A



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