



Collier Hospitality Celebrates 55th Year in Tourism with Major Achievement

PIGEON FORGE, Tenn. (August 8, 2023) - Collier Hospitality is pleased to announce the successful completion of their \$50 million investment project in Sevier County, marking an impressive milestone in half the proposed time.

The culmination of this transformative investment was realized with the completion of the Country Cascades Waterpark Resort expansion, including its new 91-room River Tower. The development showcases the diligence and vision of the team in creating an unparalleled destination for travelers seeking adventure, relaxation, and lasting memories.

The Country Cascades Waterpark Resort's reimagined destination now includes the addition of new amenities, the introduction of forest characters and our book "Beary Bear Discovers the Treehouse of Imagination," the creation of family-centered accommodations, and the enhancement of existing experiences. These improvements have elevated the resort's offerings to new heights, captivating guests with a stunning waterpark and a wide range of exciting adventures. Guests can enjoy five dining venues, an arcade with Duckpin Bowling and VR, and plenty of complimentary activities, including a nightly story time and a dance party.

"The completion of our \$50 million investment project is a proud moment for our family," Kay Collier-Pittman, President, said. "Since the opening of our family's first hotel in 1968, we have set out to create exceptional properties that showcase our region's natural beauty and charm while providing guests with unforgettable experiences. To accomplish this recent milestone in half the anticipated time, under the leadership of the Collier family's second and third generations, is a testament to the dedication of our entire team."

The successful completion of this investment project highlights Collier Hospitality's commitment to improve their properties and exceed guest expectations continually. The company's dedication to excellence and ability to deliver on its promises has solidified its position as a leader in the hospitality industry.

In addition to the Country Cascades Waterpark Resort expansion, the \$50 million investment project saw significant strides at The Resort at Governor's Crossing and Creekstone Inn. The Resort at Governor's

Crossing added 67 more condos with the addition of a third tower in 2019. Most recently, they enhanced their impressive outdoor waterpark with two thrilling waterslides: Rushing River Racer and Rushing River Run. Creekstone Inn received a \$10 million refurbishment, proving their commitment to creating peaceful stays along the Little Pigeon River.

Collier Hospitality is focused on the experiences it creates for visitors and the vitality of the Smoky Mountain area through high-quality employment and opportunities. They are further solidifying their commitment to fostering growth in their community as one of the largest employers in Sevier County.

"Our success is a direct result of the incredible dedication and talent of our growing team," Don Collier, Vice-President, said. "They are the cornerstone of our operation, and we value their passion and unwavering enthusiasm. We are blessed to call East Tennessee home and honored to impact our local community."

As the Collier family looks to the future, they remain committed to providing their guests with outstanding accommodations and memorable experiences. They will continue to invest in the Sevier County area, much as Kay Collier-Pittman noted in their 2018 project announcement, "The Collier family believed in Pigeon Forge in 1968, and we believe in the Pigeon Forge area today."

They remain committed to being a premier choice for visitors seeking an exceptional stay in the Great Smoky Mountains.

The \$50 Million Investment Project Included:

- The Resort at Governor's Crossing – Phase 3
- Mountain Valley Vineyards – Production Facility
- Creekstone Inn - Refurbishment
- Country Cascades Waterpark Resort - Refurbishment
- Country Cascades Waterpark Resort – River Tower

For more information, visit CountryCascades.com.

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