

Press Release

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The Ruby Falls Experience

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Anticipation builds, the temperature drops, a cool fresh breeze surrounds you as you are engulfed in total darkness. There is the thunderous sound of water splashing directly in front of you, and you feel an invigorating mist that until that time was not there. Suddenly, there is light, your attention which before that time was focused directly in front of you is drawn immediately upward. You are now staring at one of the world's most amazing phenomenons; Ruby Falls.

As you stare at this massive wonder there is a feeling of total tranquility. You are overcome with joy and excitement as music fills this large domed room and the colorful light show begins. This massive stream of falling water begins changing seamlessly to deep colors of purple, red, and blue right before your eyes.

You are encouraged by your tour guide to walk behind this wonder. As you work your way around you are overcome with a feeling of excitement. This excitement is quickly transformed into awe as you stand directly behind this land mark. You look above and see millions of drops of water falling from an opening over 145 feet above.

The Ruby Falls experience is unlike any other. It begins with your drive up Lookout Mountain, one of the nations most scenic and historic mountains. As you make a turn along the mountain road you see a sight not normally seen in the United States. It is a large castle located on the side of the mountain. This castle named "Cavern Castle" is the entrance for Ruby Falls and is touted as "the worlds grandest cave entrance". Constructed out of limestone rock excavated from the cave, Cavern Castle is a replica of a 15th century Irish Castle.

Once inside the Cavern Castle, like the millions before you, you descend by glass doored elevator 260 feet, deep into the heart of the mountain. This is where you meet your guide. Friendly and knowledgeable, your guide leads you along the cave's trail, deeper into the mountain. Along the way you encounter countless unusual and whimsically named rock formation like the "Elephant's Foot", and the "Bacon and Potato Chip", and are lead through specialty trails like "Weight Watchers Lane" and the "Twilight Zone". Your guide shares with you the history of the cavern and explains the time consuming process that causes these formations to grow.

The highlight of the tour is deep within the cave. Located over 1120 feet beneath the surface, Ruby Falls is the nation's largest and deepest waterfall open to the public. Hundreds of gallons of water rush over by the minute every day and amaze visitors. "Solomon's Temple" the room in which the falls is located, was slowly formed by the falls itself through erosion. This ageless cavity is over 145 feet tall, 100 feet long and 20 feet wide.

The tour is concluded with a short stroll out of the cavern. Even though you are on the same trail as you entered it takes on a much different look due to your reversed perspective. You return to the surface by way of elevator and are then welcome to view the Tennessee River Valley from high on top of the Lookout Mountain Tower. Children have the opportunity to play on the Fun Forest Play Ground or pan for gemstones.

The Ruby Falls experience is a one of a kind experience that all will enjoy. You will be creating memories to last a lifetime

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