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RUBY FALLS OPENS NEW VENUES AND INTRODUCES NEW GUEST SERVICES

The multimillion-dollar project is complete and open for the public

CHATTANOOGA (June 22, 2018)—Ruby Falls unveils a picturesque and thoughtfully-designed expansion with new venues and enhanced guest amenities today, Friday, June 22. The multimillion-dollar project highlights the natural beauty of Lookout Mountain and Chattanooga and serves as an all-in-one destination to create long-lasting memories and unique experiences.

“The rich history and legacy of Ruby Falls is the guiding concept for this project,” said Hugh Morrow, president of Ruby Falls. “The addition creates opportunities for guests to exhale, relax, and connect with friends and family.”

As the number of visitors from around the world tops 500,000 annually, the destination shows it is committed to preserving and protecting natural resources of the environment by including more than 40 LEED strategies in the green design of the new venues. Final approval for LEED Certification is in process.

Highlights include a new entrance and Ticket Atrium with expanded guest services, the accessible Blue Heron Overlook with a bird’s eye view of the valley, seasonal food carts and shaded open-air dining, and the Village Gift Shop with a collection of curated gifts and keepsakes. Connecting all the venues is the Ruby Falls Village Plaza, designed to serve as a gathering place and crossroads to discovery and adventure at Ruby Falls. The new guest amenities deliver outstanding experiences across generations.

With the expansion, Ruby Falls introduces timed-entry ticketing. “The new ticketing process is a game changer,” said Morrow. “Now you can purchase your ticket ahead of time, selecting when you want to check-in for your cave tour, and arrive to enjoy music on the Village Plaza, have a bite to eat, take-in the view and focus on the memories, not the minutes.”

“The Ruby Falls project is a special combination of strategy, setting, and a vision to strengthen the connection to the next generation of visitors,” said Diane Lochner, PGAV Destinations vice

president and project lead. “The endeavor has been a team effort to create a place of community, inspired by the powerful stories of Ruby Falls.”

As the Tennessee attraction nears its second century of operation, the re-imagined Ruby Falls experience plays an important role in the growth of tourism in the area.

“Tourism is the second largest industry in the state of Tennessee bringing in nearly \$20 billion in economic impact” said Kevin Triplett, Commissioner of the Tenn Dept. of Tourist Development. “We cannot do that without investment from our partners. We encourage authenticity, and providing a real, genuine experience for our visitors; working to exceed their expectations with modern efforts without losing touch with who we are. Ruby Falls has done that for decades and with the completion of this project, will do so for years to come.”

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About PGAV Destinations

PGAV Destinations is a global leader in the planning and design of unique destinations spanning five continents. Now entering its sixth decade, the practice has evolved to become the ideal destination-consulting partner, skilled at developing growth-oriented master plans and translating those plans into successful projects.

PGAV’s key clients include industry leaders such as Delaware North Companies, SeaWorld Parks and Entertainment, the Biltmore Companies, Bass Pro Shops, Ameristar Casinos, Universal Studios, The Gettysburg Foundation, the Saint Louis Zoo, and many others. Recent assignments include planning and design at many of the world’s “must see” destinations, including the Grand Canyon, Biltmore Estate, Space Shuttle Atlantis, Chimelong Ocean Kingdom, the Georgia Aquarium, the Hoover Dam, and SeaWorld Adventure Parks. www.PGAVDestinations.com

About Ruby Falls

Celebrating its 88th year as a destination inspiring exploration, Ruby Falls is home to the tallest and deepest underground waterfall open to the public in the United States. Over half a million guests visit the thundering waterfall annually, located 1,120 feet beneath the surface of Lookout Mountain in Chattanooga, Tenn. Guided tours explore the cavern trail and ancient geological formations. Sweeping views of the Tennessee Valley are abundant from historic Lookout Mountain Tower, Blue Heron Overlook and the Ruby Falls Village Plaza. Committed to cave conservation and environmental sustainability, Ruby Falls is the first attraction in the United States to earn certification from Green Globe and is recognized as a leader in tourism sustainability. www.RubyFalls.com