



FOR MORE INFORMATION

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Great Wolf Resorts Names Scott Wilson as Chief Commercial Officer

MADISON, Wisc.--(Feb. 28, 2017)— Great Wolf Resorts, Inc. announced today that Scott Wilson will join North America's largest family of indoor water park resorts on March 6th and serve as the company's first Chief Commercial Officer (CCO). Wilson joins Great Wolf Resorts from United Airlines, where he was Vice President of Merchandising and eCommerce. Wilson brings with him a wealth of experience in the travel and hospitality industry, having served in a variety of leadership positions overseeing eCommerce, digital marketing, social media and merchandising.

"We are pleased to welcome Scott to the Great Wolf pack. His dynamic leadership abilities, vast digital and eCommerce experience, and guest-centric strategic approach will be invaluable as we position the company for unprecedented growth," said Rubén Rodríguez, chief executive officer of Great Wolf Resorts. "Scott's appointment completes our Great Wolf Resorts leadership team -- a team which will drive the company forward and further our position as a preeminent family resort destination."

"I'm excited to join the team and be a part of Great Wolf Resorts' incredible growth story," added Wilson. "This is an iconic brand, recognized across North America for delivering one-of-a-kind family vacation experiences. I've been impressed by the passion and dedication displayed by each member of the pack, and I look forward to contributing to the company's continued success under Rubén's leadership."

In this role, Wilson will be responsible for driving both occupancy levels and room rate at the company's 14 resorts with a focus on eCommerce and digital marketing, and direct functional responsibility for marketing, revenue management, sales and call center operations. Additionally, the CCO will seek ways to increase onsite revenue by partnering with other disciplines such as food and beverage, merchandise and attractions.

Wilson has more than 20 years of online marketing and eCommerce experience. For the last seven years he held a number of leadership positions at United Airlines, and prior to that he served as Vice President of eMarketing for Marriott International. Earlier in his career, Wilson spent seven years at American Online, Inc. in a variety of strategic marketing roles. Wilson graduated from the University of California in Berkeley, with a bachelor's degree in Political Economics and has a master's degrees in Marketing, Operations Research from Carnegie Mellon University.

For more information on Great Wolf Resorts and its brands of indoor water park resorts, visit greatwolf.com.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc., Madison, Wis., is North America's largest family of indoor waterpark resorts and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif., Colorado Springs, Colo., Bloomington, Minn. (opening winter 2017) and LaGrange, Ga. (opening in 2018).

Additional information may be found on the company's [online media center](#).