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## **Industry Veteran Wendy Hoekwater Named Vice President of Sales for Great Wolf Resorts**

**CHICAGO** – (Feb. 26, 2019) – Great Wolf Resorts names Wendy Hoekwater as its new Vice President of Sales, responsible for the overall leadership of the Group Sales and Catering operations for North America’s largest family of indoor waterpark resorts.

Hoekwater brings to her new position a wealth of accomplishments in strategic integrated sales, marketing, digital planning and brand management, said Scott Wilson, Chief Commercial Officer (CCO) for Great Wolf Resorts.

In her new role, Hoekwater will report directly to Wilson.

“We are thrilled to have someone with Wendy’s sales know-how and marketing savvy joining the Great Wolf pack,” Wilson said. “In a results-driven career, Wendy has a strong track record of success and demonstrated leadership abilities certain to benefit our Sales team as Great Wolf Lodge continues to navigate a period of unprecedented growth.”

Hoekwater most recently was Vice President of Marketing at Choice Hotels, responsible for the WoodSpring Suites brand. Prior to the acquisition by Choice Hotels, Hoekwater served as Chief Marketing Officer for WoodSpring Hotels. During her tenure, she implemented a new national sales structure and developed CRM and lead generation strategies that led to double-digit top-line revenue growth year-over-year. Before that, Hoekwater was Vice President of Marketing and Digital with Marriott International, growing revenue through creative and innovative strategies that included B2B workshops to better align Sales and Marketing initiatives.

Her background also includes working for several advertising agencies serving regional, national and international business-to-business and business-to-consumer accounts. These included Pulte Home Corp. and Pfizer Pharmaceuticals.

Besides leading the Group Sales and Catering teams for Great Wolf Resorts, Hoekwater will be responsible for securing corporate sponsorship opportunities as well as establishing, growing and managing new revenue streams that leverage Sales and Catering, including birthday programs and other special events.

“I’m howling with excitement to join the Great Wolf Resorts pack during this time of expansion and growth,” Hoekwater said. “I look forward to leading a high-performance team of sales professionals as we look to further expand the quality experience meeting and event planners have come to expect from Great Wolf Lodge.”

Hoekwater will be based in the company’s Chicago office. She is a graduate of Central Michigan University. She and her husband, Phil, have two children

For more information on Great Wolf Resorts and its brands of indoor water park resorts, visit [greatwolf.com](http://greatwolf.com)

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**About Great Wolf Resorts, Inc.**

Great Wolf Resorts, Inc. is North America's largest family of indoor waterpark resorts, and through its subsidiaries and affiliates, owns and operates 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., LaGrange, Ga., and Gurnee, Ill. Additional resorts planned include Scottsdale, Ariz. (late 2019) and Manteca, Calif. (mid 2020).

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