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FOR IMMEDIATE RELEASE

**Dad Is At The Wheel:
Great Wolf Lodge Survey Shows Dad Makes Today's Family Travel Plans**

61 Percent of Dads Surveyed Think Vacation Planning is Their Responsibility

MADISON, Wis. (June 5, 2013) – When it comes to planning the annual family vacation, moms have traditionally taken charge. However, a new survey conducted by Research Now on behalf of [Great Wolf Lodge](#), shows that when it comes to planning *this year's* family trip, dads have a say, too – and that many are even in the driver's seat.

What do dads really want in a vacation? The results may be surprising. After asking 1,000 working dads about vacation - who plans, goals for the trip, and how much to spend – the outcome shows that today's dad has a strong voice when it comes to planning the annual family trip:

- Almost three in four dads (71 percent) say that if they were to take a short vacation or getaway today, a family trip with the kids would be the trip they would most prefer (only 4 percent say their top preference is a guy's trip with friends).
- Sixty-one percent of dads surveyed say they handle all or most of the family vacation planning, and one in four say they personally make the final decision of where to go.
- Traveling by car (55 percent) to a distance that is two to five hours away (45 percent), which costs less than \$300 per day for travel, accommodations and entertainment (43 percent) is dad's ideal trip.

"Planning a family vacation is exciting, but it can be challenging," said Kim Schaefer, Chief Executive Officer, Great Wolf Resorts, Inc., "We were pleasantly surprised to see dads have a strong interest in planning vacations for their families. At Great Wolf Lodge, we are focused on families and providing memorable experiences. We offer the perfect vacation choice that will meet dad's goals – as well as mom's."

While the results show dads wanting to take three to four family vacations each year many times that just isn't realistic. Fifty percent of dads said they had unused vacation days last year, and of that number, thirty-eight percent had up to one week of unused time.

"As a father of two, it's important for me to use my earned vacation time to create memories and bond together as a family, especially while the kids are young and off school for the summer," said Dave Parfitt, founder of AdventuresbyDaddy.com and Great Wolf Lodge [Ask-A-Mom](#) panelist. "As a dad and travel blogger, I do most of the vacation planning for my family. I'm excited to hear there are so many dads who feel the same way and have fun taking an active role in planning a family trip that everyone will enjoy."

As the halfway point in the calendar year is quickly approaching, 59 percent of dads say they still have two weeks of vacation left to take this year. Just in time to encourage families to take summer vacation, Great Wolf Lodge has launched the [Wolf Your World Tour](#). The summer-long tour started Memorial Day weekend. The six lovable [Great Wolf Lodge characters](#) are traveling across North America, taking part in community events, visiting national landmarks and handing out tens of thousands of wolf ears. Each set of ears includes information on how to enter for the chance to win the

Ultimate Great Wolf Lodge Getaway, complete with a two night stay for 25 people and a banquet for the entire “Pack” at the Great Wolf Lodge of the winner’s choice – the perfect way to guarantee that one lucky family will take a vacation this year.

For more information on the summer tour, visit www.wolfsyourworld.com or for additional information on the “What a Dad Wants” survey, visit www.greatwolf.com.

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; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; and Charlotte, N.C. Through Great Wolf Resorts’ environmental sustainability program, Project Green Wolf™, the company is the first and only national hotel chain to have all US properties Green Seal™ Certified – Silver.

The company’s resorts are family-oriented destination facilities that generally feature 300 – 600 rooms and a large indoor entertainment area measuring 40,000 – 100,000 square feet. The all-suite properties offer a variety of room styles, arcade/game rooms, fitness rooms, themed restaurants, spas, supervised children’s activities and other amenities. Additional information may be found on the company’s [online media center](#).

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