

# WWA Appoints Coy & Haralson to Chair Resort Task Force

December 10, 2002. The World Waterpark Association has appointed Jeff Coy and Bill Haralson co-chairmen of the Resort Task Force, according to WWA president Rick Root.

“Our waterpark owner members are very interested in learning about hotel development. On the hotel side, we’ve had many hotel owners and developers asking us about waterparks,” states Root. “Hotels with indoor waterparks are a relatively new phenomenon that grew out of Wisconsin Dells. Nobody in the hotel industry or in the waterpark industry is tracking this phenomenon, except Jeff and Bill. We’ve asked them to help us establish some benchmarks.”

Jeff Coy is a hotel consultant who heads JLC Hospitality Consulting Inc of Rochester MN. Bill Haralson is a leisure industry consultant and president of William L. Haralson & Associates Inc based in Richardson TX. A year ago, Coy and Haralson teamed up to work with the World Waterpark Association, facility owners, architects and water technology experts to gather a hotel-waterpark industry database of construction costs, operating expense ratios as well as before and after impacts of indoor waterparks on hotel occupancy, average rooms and room revenues. Recently, the two consultants formed a collaborative effort called Hotel Waterpark Resort Research & Consulting to focus on building the industry database.

Other members of the WWA Resort Task Force include:

Nick Scott	Owner	Residence Inn. Holiday Inn Express & Comfort Inn	Erie PA
Bob Pace	Partner	Holiday Inn & Suites	Owatonna MN
Daryl Taketa	General Manager	Timber Ridge Lodge	Grand Geneva WI
Craig Stark	President	Great Lakes Companies	Madison WI
Tom Pientka	President	Planning Design Build Inc	Madison WI
Matt Freeby	Manager	Water Technology Inc	Beaver Dam WI
Terry Ramaker	President	Ramaker & Associates	Sauk City WI
Bob Nagel	President	Architectural Design Consultants	Lake Delton WI

“We’ve asked waterpark owners and technical experts to share data with Jeff and Bill with the understanding that individual property information is protected and confidential,” explained Root. “By consolidating data from many sources, we hope that Bill and Jeff will be able to publish some statistics that will help all of us better understand the hotel waterpark resort industry.”

See related articles:

***Hotel Waterpark Resort Industry Report – 2003.***

***Hotel Waterpark Resort Industry Report – 2002.***

---

*For more information, contact Rick Root at 913-599-0300, Jeff Coy at 507-289-7404 and Bill Haralson at 972-231-7444.*