



**Imagine Resorts & Hotels Reveals Home of Its Long-Awaited  
Family Destination Resort  
First Themed Waterpark Resort of Its Kind Will Be Built in Hollister, Missouri**

Hollister, Missouri (July 29, 2020) – Top executives from [Imagine Hospitality](#) today announced that they've selected the **City of Hollister**, a suburb of the entertainment capital of Branson in [Taney County, Missouri](#), as the location of the company's long-awaited, first-of-its-kind family destination resort.

The 575,000-square-foot resort will be situated on 68 acres within the Hollister city limits. The property will feature an array of amenities aimed at attracting and entertaining multiple generations of families. The resort will provide each guest – no matter how young or old – with the opportunity to interact in unique ways with a collection of some of the world's most beloved entertainment, attraction and media brands.

This family resort, which represents an estimated \$300 million investment in the community, will be a transformative economic-development project in this Ozark Mountain town. The property, which will create an estimated 450 new jobs, will feature these highlights and more:

- A 100,000-square-foot indoor themed waterpark
- 450 guest rooms and cabins, many of which will be specially themed
- 6 to 8 themed restaurants and dining experiences
- 40,000 square feet of family entertainment space
- 10,000 square feet of retail space
- 30,000 square feet of convention space ideal for corporate meetings and family reunions
- Adult and themed children's spas

"We're so pleased to bring the world's first of these family-friendly, branded destination resorts to the vibrant vacation area of Hollister and Branson," said Bruce Neviaser, CEO and Managing Member of Imagine Resorts. "This resort will be an exciting addition to the area, and we look forward to being an active member of the business community. In short, we're thrilled to be welcomed into the region's tourism family."

The City of Hollister has been communicating with the Imagine team for years, so today's announcement marks the end of the planning chapter and the beginning of the development story. The goal is to break ground for the project in the first half of 2021, with a grand opening slated for 2023.

"Throughout Hollister's history, we've been a community of imagination and innovation," said Hollister Mayor David G. Tate. "This project builds on that proud tradition. Our city, which already figures prominently in a

region that's known for its incredible commitment to families and fun, is delighted to welcome such a unique resort to our portfolio of travel and entertainment experiences.”

Rick Ziegenfuss, the city administrator for Hollister, added, “During the past three years we have worked closely with the Imagine team to bring this new and exciting leisure destination to our community. It has been our pleasure to work with these experienced professionals to create the next generation of Hollister’s bright future.”



#### **ABOUT IMAGINE HOSPITALITY, LLC**

Imagine Hospitality, LLC (dba Imagine Resorts & Hotels) is a hospitality and management company created with a vision to redefine the family vacation experience through active play and multi-generational engagement. Founded by the innovators of the original Great Wolf Lodge portfolio, the Imagine Resorts team has created the industry model for immersive recreation and engaging entertainment to foster an unprecedented level of fun and family interaction. Through strong leadership, a passionate vision and an unsurpassed management and operations team, there simply is no better place to be a family than at an Imagine Resort.

#### **ABOUT HOLLISTER, MISSOURI**

Hollister is enviably positioned in the heart of Ozark Mountain Country’s Tri-Lakes Region, located just 35 miles south of Springfield, Missouri, on U.S. Highway 65. Hollister shares the shores of Lake Taneycomo with its closest neighbor, Branson, Missouri, positioning residents and visitors just 10 minutes from some of the greatest family entertainment and recreational destinations in the nation. In addition to Lake Taneycomo’s world-class trout fishing, Table Rock and Bull Shoals lakes offer crystal-clear water for boating, swimming and fishing. Hollister is a 5-minute drive from Big Cedar Lodge, the #1 family golfing resort in North America, according to *Golf Digest’s* “Top 100 Resorts” 2019-2020 edition. Hollister is a phenomenal American road-trip destination that can be reached via a four-lane divided highway system. It’s also accessible through low-cost air service on Frontier Airlines, which flies into Branson Regional Airport, just 6 miles away.

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