

# PRESS RELEASE

2315 Beach Blvd., St. 203, Jacksonville Beach, FL 32250

## FOR IMMEDIATE RELEASE

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CONTACT: Julie Dion  
PHONE: (904) 249-9784  
FAX: (904) 246-0536  
EMAIL: [juliedion@comcast.net](mailto:juliedion@comcast.net)  
PHOTOS AVAILABLE UPON REQUEST



## GHOST TOWN GEARING UP FOR MAY 2007 OPENING

**JACKSONVILLE BEACH** - Maggie Valley's Ghost Town in the Sky, one of North Carolina's first theme parks that has been closed since 2002, will re-open on May 25<sup>th</sup>, 2007. Hank Woodburn, one of the new Ghost Town owners, will be speaking at a sold-out, Maggie Valley Chamber dinner tonight at the Quality Inn on Soco Road. Woodburn will discuss ride refurbishments, new attractions and future plans for the park as well as some marketing initiatives.

As the park continues to gear up for opening day, ticket sales are already underway. Ghost Town is providing its guests with a two-tier pricing structure, offering hotel and motel operators a discount ticket sales program as well as offering a corporate discount program for local and regional companies. Ghost Town has also developed discounted packages for groups to attract school field trips, church outings, family reunions and company picnics. Ghost Town season passes are also available as a local incentive.

Ghost Town is offering two types of daily admissions. The FRONTIER ticket, which includes unlimited access to all rides and shows, is \$26.99 for an adult daily admission and \$18.99 for children 3-10. The HERITAGE ticket includes a chair lift or incline railway ride and access to the Heritage Town Square. The Heritage Town Square will feature a museum, arts and crafts. Pricing for the HERITAGE ticket is \$16.99 for an adult daily admission and \$10.99 for children 3-10. With the influx of visitors already traveling to Western North Carolina that are "baby boomers" and retirees not bringing children, Ghost Town wanted to offer a limited ticket that would appeal to them.

In September, Ghost Town launched an "early bird" accommodation ticket sales program to hotel and motel operators in Haywood County. The program allows the operators to sell discounted Ghost Town tickets and/or provide its guests the convenience of accommodation and attraction packaging. Lodging operators also have the opportunity to be a Ghost Town PREFERRED LODGING partner which is promoted on the home page of Ghost Town's website, providing the PREFERRED LODGING partners a link to their website.

Ghost Town has created a CORPORATE DISCOUNT CLUB which will also be featured on Ghost Town's website. The corporate discount club is a no-risk benefit for companies to offer their employees. Employees of companies that are members of the Corporate Discount Club will be able to purchase discounted Ghost Town tickets through a password-protected area at [www.ghosttowninthesky.com](http://www.ghosttowninthesky.com).

Discounts will also be given to groups of 20 or more who make reservations in advance. Ghost Town anticipates groups attributing to at least 20% of its revenue the first year.

Season passes, which allows a season pass cardholder unlimited access to Ghost Town every day the park is open to the public, are on sale now for \$69 for adults and \$49 for children 3-10. The price will increase by \$10 each starting June 1. Ghost Town is in the progress of adding other local incentives for season pass cardholders which will include discounts to area businesses like restaurants, retail outlets and other family attractions.

The re-opening of Ghost Town will create 285 full and part-time park-related jobs in addition to those from refurbishment and construction activities. Revived attention to Maggie Valley, Haywood County and WNC through Ghost Town's aggressive local and regional marketing plans will further boost the region as a travel destination. Long-term development plans to the property include the addition of a waterpark, retail outlets, condominiums and potential home sites.