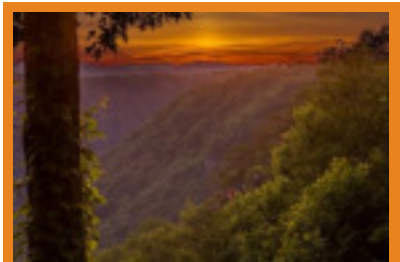




FOR IMMEDIATE RELEASE



The new pavilion will overlook the New River Gorge.

For Immediate Release

Adventures on the Gorge Announces Multiple Enhancements as the Resort Readies for Summer Guests and Country's Newest National Park

FAYETTEVILLE, W. Va., Dec. 28, 2020 -- In anticipation of a busy summer season, especially now that it is a neighbor to the country's [newest national park](#), Southern West Virginia's [Adventures on the Gorge](#) has begun a series of enhancements to improve the adventure resort experience and respond to the evolving needs of its guests.

Situated on the rim of the New River Gorge overlooking the [river](#) and the architecturally stunning [New River Gorge Bridge](#), Adventures on the Gorge offers an array of outdoor adventures - including whitewater rafting, rock climbing, ziplining, fishing and more - along with cabins and campgrounds, restaurants and lounges, shops, a massive outdoor pool complex, meeting and event space and much more. The resort is located within 500 miles of



The new outdoor seating will expand opportunities to enjoy offerings from the resort's restaurants.

approximately 60 percent of the U.S. population, according to [Visit Southern West Virginia](#).

As the result of a [bipartisan effort](#) advanced by West Virginia's Senators Joe Manchin (D-WV) and Shelley Moore Capito (R-WV) and Representative Carol Miller (R-WV) and supported by Adventures on the Gorge and other outdoor recreation-focused businesses, the New River Gorge National River will be redesignated New River Gorge National Park & Preserve. It will be West Virginia's first national park and the country's 63rd.

Improvements at Adventures on the Gorge include:

- the creation of the New River Gorge Adventure Center, where the resort will stage non-rafting adventures and other guest services
- a rim-view pavilion for outdoor dining to complement the current decks outside the resort's two restaurants
- enhanced resort entrance
- spacious Welcome Center for easy registration
- new guest bathrooms
- major campground improvements including the addition of glamping tents, RV sites, Sprinter van sites, tent platforms, group camping areas and new bathhouse with multiple private bathroom units.

The improvements will be completed by late spring in time for the summer season. Additional details will be announced soon.

"Although we now know that the day is coming when we will be able to dust off the physical and mental cobwebs of quarantining and hit the road, we think travelers will have the most confidence in drive-to travel experiences that offer built-in physical distancing, freestanding accommodations, outdoor dining and plenty of outdoor spaces for exploring and relaxing," said Roger Wilson, CEO of Adventures on the Gorge. "We check all of those boxes and more."

Resort History

The enhancements are reflective of the resort's decades-long tradition of creating experiences that respond to the ever-changing interests and needs of travelers.

The Adventures on the Gorge story - captured in a beautifully crafted Outside Online video called "[The Wild Ones](#)" by filmmaker Logan Bockrath - began in the 1970s when a small group of young adventurers began rafting the New River. In the early days, multiple small rafting companies would sign up rafting clients at riverside picnic tables. Several of those companies eventually merged to create the beginnings of one of the country's first destination resorts dedicated to outdoor adventures. These pioneers - many who are still involved in the industry - responded with vision and enthusiasm to evolving guest interests, and the resort soon added cabins, campgrounds, a zipline and aerial adventure course and much more.

2021 Deals

Adventures on the Gorge has several options for early vacation planners. Accommodations booked online are 10 percent off the regular rate. The resort also offers a variety of [rafting and adventure passes](#); [all-inclusive packages](#) with lodging, adventures and meals; and adventure combo packages such as the [Lower New River Rafting and Mountain Biking Package](#). Kids under 12 always [raft free](#) when accompanied by an adult.

For more information, visit the website or connect with the resort on [Facebook](#), [Twitter](#), [Instagram](#), [TripAdvisor](#), [YouTube](#), and [Vimeo](#) and by signing up for AOTG [e-newsletter](#).

Reservations can be made [online](#) or by calling 1-855-379-8738.

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What to know about Adventures on the Gorge

Named one of the top six adventure resorts in the country by [U.S. News & World Report](#), Adventures on the Gorge is located on more than 250 acres along the rim of the majestic New River Gorge near Fayetteville, W.Va. The resort provides an array of outdoor experiences including whitewater rafting on the New and Gauley Rivers, aerial adventures, rock climbing, rappelling, kayaking, stand up paddle boarding, fishing, mountain biking and hiking.

There are also restaurants, bars and shops as well as a small-group conference center. Visitors can choose from a variety of [accommodations](#) and [vacation packages](#).

Travelers can find out more about Adventures on the Gorge [online](#), by calling 1-855-379-8738, or connecting on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [TripAdvisor](#), [YouTube](#), and [Vimeo](#) and signing up for AOTG [e-newsletter](#).

Media Links (please credit Adventures on the Gorge)

Video:

[Scenic spring summer](#)

[Scenic fall winter](#)

[Rafting](#)

[Adventures on the Gorge](#)

[New River Gorge Bridge](#)

Photos:

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