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Rafting is still the top activity at Adventures on the Gorge.

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Adventures on the Gorge Marks 15th Year as One of America's First and Largest Adventure Resorts

FAYETTEVILLE, W. Va., August 5, 2022 - [Adventures on the Gorge](#) (AOTG) is celebrating its 15th year as one of the first - and largest - adventure resorts in the U.S.

Situated on a sprawling 350-acre plot overlooking the New River Gorge in Southern West Virginia, the resort offers an array of 54 guided [river](#), [lake](#), [land](#) and [aerial](#) adventures; [lodging](#); two [restaurants](#); two retail stores; and [on-site activities](#) including a pool, disc golf and hiking trails.

Created in 2007, the resort's compelling story began when a group of investors with a passion for the region's superlative whitewater rafting



The Lookout Post is a conference and special events facility.



The resort has added a variety of accommodations in the past 15 years.



Aerial activities such as a ropes course and ziplines have been added.

and a vision for expanding tourism in the stunningly beautiful region brought together three of the region's most established and experienced whitewater rafting companies. All three companies had many years of experience offering rafting trips in the region, and their managers were well-known for their professionalism and astute tourism leadership. The investors also acquired those companies' assets including rafting equipment, cabins, retail facilities and restaurants, and some of the managers became executives with the new operation to help shepherd the resort's growth.

"The idea of building an entire resort around an array of human-powered adventures in the great outdoors - adventures that can be experienced by everyone, not just the fit and outdoorsy among us - was a little out there." recalled Roger Wilson, CEO of Adventures on the Gorge and a long-time West Virginian whose family has lived in the region for generations. "Back then, travel seemed to be trending towards spas, cruises, theme parks and international travel. The resort's leaders at the time knew that there would always be a market for rafting, but no one really knew if they could convince the traveling public to spend an entire vacation getting dirty."

Turns out, the leadership didn't have to worry that much. The concept took off.

Rapid Expansion

Under the new umbrella, the group continued offering rafting adventures on the [New](#) and [Gauley](#) rivers while implementing a multi-pronged master expansion plan that included more adventures and facilities. The acclaimed [TreeTops Zipline Canopy Tour](#) was constructed in the resort's lush, on-campus Eastern Hemlock forest in 2009. In 2012 the resort added the [TimberTrek Aerial Adventure Park](#) and the [Canyon Falls Swimming Pool](#), a 33,000-square-foot pool complex. With the increasing enthusiasm for the destination among groups and event coordinators, the resort built the [Lookout Post](#), a small-group conference center, in 2016. In 2017, AOTG added the 20 [Kaymoor Cabins](#) and [Suites](#). And in 2021, the resort added a guest welcome center, rim-view pavilion for outdoor dining and events as well as a new campground with glamping tents, tent platforms and a bathhouse. In response to the fast-growing enthusiasm for RVing, a tent campground was converted into [RV sites](#).

More Adventures

Although the resort offers 54 different adventures today, its original adventure, rafting on the New River, remains its most popular. The resort also offers rafting on the nearby Gauley River, two ziplines, aerial obstacle course, fishing, kayaking, SUP, rock climbing and rappelling, mountain biking, guided hiking and more. There are package options too. For example, in the fall, rafters come from around the world to experience the huge Gauley River rapids during Gauley Season. Many rafters book a two-day trip that includes deluxe riverside camping.

Still Wild and Wonderful

Southern West Virginia is within a day's drive of about 50 percent of the U.S. population, and it is especially popular among travelers from the Washington, D.C. area as well as states throughout the Southeast, Mid-Atlantic and Midwest.

The appeal of the destination skyrocketed when the New River Gorge National River was designated the New River Gorge National Park and Preserve in December 2020. The bipartisan, years-long initiative was actively supported and promoted by Wilson and other tourism leaders. The designation has helped enhance the destination's profile and resulted in a [significant jump in visitation](#) as well as an infusion of much-needed tourism dollars into the region.

Although today's Adventures on the Gorge looks different compared to 2007, the resort has remained true to its original mission, said Wilson. "We are continuously looking for ways to meet the expanding interests in the outdoor recreation world," he said. "With its river, forests, national park and stunning natural beauty, and because the destination is so close for so many people, it's a great getaway for anyone who wants to reconnect to nature and have some outside fun."

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What to know about Adventures on the Gorge

Named one of the top adventure resorts in the country by [U.S. News & World Report](#), Adventures on the Gorge is located on more than 350 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](#), [LinkedIn](#), [TripAdvisor](#), [YouTube](#), and [Vimeo](#) and signing up for AOTG [e-newsletter](#).

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