WHY HOTELS & RESORTS CHOOSE MAGIC ICE USA

- **Revenue-Generating Experiences**
  Boost hotel stays, ticket sales, and ancillary revenue
- **Differentiator in a Competitive Market**
  Seasonal ice attractions give your hotel a unique edge
- **Customizable Designs for Any Resort**
  We create ice attractions tailored to your space & needs
- **Turnkey & Hassle-Free**
  Complete design, installation, and operation management
- **Trusted, Experienced & Affordable**
  We've been trusted by top-tier hotels across the country for decades





CREATE A MAGICAL WINTER DESTINATION AT YOUR RESORT!

With over **40 years of experience and 1000+ installations,** Magic Ice USA can help your resort create memorable, revenue generating winter experiences for your guests.

MAGICICEUSA.COM
INFO@MAGICICEUSA.COM
877.374.7465

MAGIC ICE

MORE **MOMENTS.**
MORE **MEMORIES.**
MORE **MAGIC.**



CREATING HOLIDAY EXPERIENCES FOR HOTELS & RESORTS

SEASONAL ICE ATTRACTIONS THAT DRIVE REVENUE & CREATE UNFORGETTABLE GUEST EXPERIENCES

Hotels and resorts are always looking for ways to **stand out**, create unforgettable experiences, and **increase revenue**– especially during the busy holiday season. At **Magic Ice USA**, we specialize in transforming hotel and resort properties into **winter wonderlands** with our **custom ice rinks, ice slides, and holiday-themed attractions**.

Our partnerships with Gaylord Resorts – including **Gaylord National (DC), Gaylord Palms (FL), Gaylord Texan (TX), and Gaylord Opryland (TN)** – serve as prime examples of how seasonal ice attractions can become a **major revenue driver**, not only by selling tickets but by generating **significant ancillary sales** through on-site dining, shopping, and paid experiences.

SUCCESS STORIES: MAGICAL WINTER ESCAPES AT GAYLORD RESORTS

ICE SKATING AND SLIDES IN THE NATION'S CAPITAL

Gaylord National (Washington, D.C.)

- Offers a stunning outdoor skating rink and winter-themed activities
- Drives ticket sales, hotel bookings, and resort dining revenue
- Attracts locals and tourists to the National Harbor area
- Provides a unique, family-friendly experience for resort guests

WINTER MAGIC IN THE SUNSHINE STATE

Gaylord Palms (Kissimmee, FL)

- Features a holiday ice rink and slides set in the middle of the resort's tropical surroundings
- Creates a seasonal destination for both guests and local visitors
- Generates incremental sales in resort restaurants, shops, and attractions
- Enhances family vacation offerings in a competitive market

TEXAS-SIZED HOLIDAY FUN

Gaylord Texan (Grapevine, TX)

- A breathtaking ice rink and slide set against the backdrop of the Texan resort's lush grounds
- Boosts hotel bookings during the holiday season
- Increases restaurant and retail sales with added foot traffic
- A perfect family attraction and corporate holiday outing destination



HOLIDAY TRADITIONS IN MUSIC CITY

Gaylord Opryland (Nashville, TN)

- Hosts a large ice skating rink and ice slide, becoming a Nashville holiday tradition
- Drives local, national, and international visitors to the property
- Supports ancillary sales in a variety of hotel venues, from gift shops to concerts
- Establishes Opryland as a leading family vacation destination