

WINTER 2025

TRANSFORMATION

*Shaping How **Adventurers, Explorers, and Seekers**
Experience the World*



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*Shaping How **Adventurers, Explorers, and Seekers**
Experience the World*

Every destination tells a story. And every visitor seeks something meaningful to them—whether it’s thrills, comfort, or a deeper connection to the world around them. At PGAV, we’ve spent years observing, researching, and exploring to discover what captivates visitors and drives them to attractions.

What do they crave? Adventure? Serenity? History?

It’s all of those and so much more. Visitors are fueled by different desires, but they all seek one thing: an unforgettable experience. We’ve learned to meet people where they are and then transport them somewhere new.

ESCAPE VOYAGERS want to step through a portal and lose themselves in another world.

ANIMAL LOVERS seek understanding and connections with wildlife, prioritizing authentic encounters and animal wellbeing.

THRILL SEEKERS crave the adrenaline rush: excitement, novelty, and pulse-racing moment—*almost* dangerous.

ZEN CHASERS pursue tranquility, breaking away from everyday life to find luxury, peace, and renewal.

CULTURE EXPLORERS are fascinated by history, eager to step into the past and envision themselves in another era.

BRAND ADVOCATES embrace the personality, values, and promise of a brand and enjoy the chance to step inside, interact, and see themselves in the brand.

NATURE SEEKERS find peace in the wild, where untamed beauty and simplicity bring comfort and solace.

At PGAV, we design destinations that resonate with every kind of explorer. We build empathy and empowerment and create places that transport people to new worlds—each made to fulfill the unique desires and curiosity of every guest.

Wherever their journey takes them, we help make the destination unforgettable.





the
**ESCAPE
VOYAGER**

With a sprinkle of fairy dust, a wave of the wand, or a walk through a portal, an Escape Voyager craves an experience where reality blurs and they step into a new, enchanting world. They seek to be whisked away from the everyday and transported to a place where magic, adventure, and the impossible come to life.

Whether stepping through a portal to a mythical kingdom, exploring the depths of an ancient jungle, or journeying to the edge of the galaxy, the Escape Voyager seeks to leave the real world behind. Every detail matters—the sights, sounds, textures, and even the air should feel authentic and alive. They want to be enveloped by the story, actively participating in the unfolding narrative.

For the escape voyager, the attraction is a sanctuary of imagination where worries dissolve. They seek wonder, awe, and discovery, where each corner reveals new mysteries. Interactive elements, surprise encounters, and opportunities to explore are key—they want to have an adventurer; they want to be the hero.

Let's live, even for just a moment, in a place where anything is possible.



TEN. NINE. EIGHT...realms of exploration, enlightenment, and environmental stewardship at SeaWorld Yas Island, Abu Dhabi. This sprawling indoor park, spanning 1.97 million square feet, beckons you into a world of imagination and artistry. The journey begins in the Abu Dhabi zone, celebrating the local Bedouin people's deep, historical connection with the sea. From there, walk into the park's hub, One Ocean, home to a grand 360° LED screen. A variety of dynamic shows play across the massive, crystal-clear screen throughout the day.

From there, step through the stunning portals that lead to six more realms of adventure. Endless Ocean is home to the region's largest multi-species marine life aquarium. Gaze through the looking glass of a massive circular window, and just for a minute, you'll think you're swimming along a stingray. You'll shiver as you enter two distinct polar realms. Dreamily watch the pink and purple sky as the sun sets over the flamingo lagoon. Shrink down to the minuscule scale of plankton in Micro Ocean, an enchanting children's realm adorned with playful kelp structures and themed rides. Rocky Point provides an enriching environment for sea lions featuring simulated water currents, wave movement, and lighting conditions.







SEVEN. SIX. FIVE steps from a beach chair to snorkeling in an exquisite coral reef.

Welcome to Discovery Cove, our seventh theme park designed from the ground up—and in this case, from the depths of the water below to the trees that create a canopy overhead. Discovery Cove sweeps you away to a secluded, exclusive paradise. Dive into the water to join a playful dolphin and swim under a waterfall into the natural habitat of a free-flight aviary where the colorful birds soar above. With every inch designed to whisk you away, you'll forget you're in a theme park.





FOUR. THREE. TWO. ONE...Prepare for liftoff at Kennedy Space Center as Space Shuttle Atlantis® takes guests on an awe-inspiring journey above Earth.

The experience begins with a stunning welcome—a full-scale replica of the External Tank and Solid Rocket Boosters, the powerful components that launched shuttles into orbit.

Inside, you'll be mesmerized as Atlantis is revealed, suspended as though still in flight. State-of-the-art multimedia presentations, over 60 interactive exhibits, and high-tech simulators reveal the intricate systems behind one of history's most complex engineering marvels. Highlights include a replica of the Hubble Space Telescope, a crawl-through International Space Station, and themed retail experiences.



Space Shuttle Atlantis | Kennedy Space Center Visitor Complex | Merritt Island, Florida



the **ANIMAL LOVER**

Animal Lovers can spend hours hiking alongside a dog or curled up with a purring cat. But many Animal Lovers crave something even more profound. They long to understand and connect with wildlife, prioritizing authentic encounters that respect and elevate the wellbeing of the animals. It's not just about seeing animals; it's about feeling their world, experiencing life through their eyes, and fostering a sense of empathy that drives us to action.

Zoos and aquariums today must do more than showcase wildlife. As designers, we must cast a spell that lets us inhabit the mind and feel the sensations of other creatures. When these connections are created, we unleash a powerful emotional bond that inspires action and advocacy for the natural world.

Previous generations were content with knowing zoos and aquariums kept animals safe. But for Generations Z and Alpha, it's not just safety that matters—they want to know the animals are thriving.



HEART OF AFRICA

Columbus Zoo & Aquarium

Columbus, Ohio

Step into the breathtaking savannas of the Heart of Africa at Columbus Zoo, where you'll have the chance to connect with incredible wildlife up close. Animal lovers can immerse themselves in the magic of one-on-one encounters with majestic species while learning about vital conservation efforts. Wander through expansive savanna habitats designed for the wellbeing and enrichment of diverse herds, offering you the chance to see natural behaviors in action.



“In my mind, designing habitats that are enriching for animals also translates into an even better guest experience. Visitors come to the zoo to see real animals. When animals are allowed and encouraged to exhibit a natural range of behaviors, it becomes a much more engaging and enriching experience for both animals and guests.

We have these incredible and intelligent sentient, emotional creatures in our care. We should feel obligated to give them the best range of experiences and care we can.”

*-Jonathan Stechschulte,
PGAV Landscape and Architectural Designer*



CONGO FALLS

San Antonio Zoo

San Antonio, Texas

Imagine standing just feet away as a powerful gorilla jumps through grassy terrain or locks eyes with you, creating a moment you'll never forget. At Congo Falls, the San Antonio Zoo's future home for gorillas, you'll have the chance to witness these incredible creatures up close in a stunning, two-acre habitat designed to let them roam, play, and explore. Congo Falls will be home to a family of eight gorillas, allowing animal lovers to observe their natural behaviors, from foraging to climbing. A show-stopping 60-foot tower gives the gorillas the freedom to scale to the treetops, just like they do in their native forests. This extraordinary habitat invites you into the gorillas' world, fostering a deep appreciation for these majestic animals.



CHIMELONG OCEAN KINGDOM

Hengquin, Zhuhai, China

For those who cherish the beauty of marine animals, Chimelong Ocean Kingdom offers an unforgettable experience. This world-class marine theme park brings you face-to-face with extraordinary ocean creatures. The storytelling blurs the boundaries between animals, rides, and shows. Each moment in the park lets you connect with the marine world in new and exciting ways, offering a deeper understanding and appreciation for these fascinating creatures. Chimelong's innovative approach also prioritizes animal welfare, with cutting-edge efforts to break down barriers between you and the animals, creating personal and unforgettable encounters. For animal lovers, it's a journey into the heart of the ocean, where adventure meets conservation.





PRIMATE CANOPY TRAILS

Saint Louis Zoo

St. Louis, Missouri

Step into Primate Canopy Trails, where the charm of the historic Primate House is integrated with an outdoor primate habitat. Among the towering sycamore trees, you'll watch the primates explore a series of interconnected habitats linked by 'sky trails' that link eight distinct habitats, while careful management of doors and gates creates up to 70 different combinations of spaces. Follow the public trail, with its mix of paths and elevated boardwalks, and find yourself at eye level with the canopy, surrounded by the sights and sounds of the forest. Primate Canopy Trails also includes human climbing and interpretive structures, allowing you to experience the primates' forest homes up close and personal.





Credit: Georgia Aquarium

GEORGIA AQUARIUM

Atlanta, Georgia

Step into a world beneath the waves at Georgia Aquarium, where expansive underwater viewing windows, mesmerizing acrylic tunnels, and interactive pop-up windows bring you face-to-face with the ocean's most majestic creatures. From graceful sea turtles to awe-inspiring sharks, every turn offers an unforgettable encounter. These habitats are designed to captivate you and deepen your understanding of the vital roles these animals play in our oceans. As you witness their beauty and power up close, you'll feel inspired to join the global movement to protect and preserve marine life.







the
**THRILL
SEEKER**

The Thrill Seeker wants to feel something so intense that it takes over, rides the crest of adrenaline, and leaves their heart racing, their face flushed with endorphins. The Ferris wheel offers a lovely view but won't cut it for the thrill seeker. And in a world filled with virtual reality where you can go anywhere from a headset, we need to up the ante.

The art is to scare thrill-seekers just enough—without ever putting them in danger. That means using every tool we can find: breakaway speed, towering heights, twisting dives, the sudden splash of water. It also means engaging their imaginations with a vivid and compelling story.

Thrill Seekers want the suspense of uncertainty, the exhilaration of triumphing over fear. They want sensations intense enough to cast out boredom. They want to lose their inhibitions and screeeeeeeeaaaaammm.

We've found this type to be open-minded, intelligent, adventuresome, energetic, curious, and a little restless. Change and novelty don't alarm them; they crave new twists and turns, whether physical or psychological.

So we give them both.

GUARDIANS OF THE GALAXY: COSMIC REWIND

*Walt Disney World Resort
EPCOT
Orlando, Florida*

With Guardians of the Galaxy: Cosmic Rewind, the universe is full of surprises. This visionary project was brought to life through Walt Disney Imagineering's collaboration with PGAV.

As the Architect of Record, PGAV coordinated the designs from multiple Walt Disney Imagineering teams, including ride, interiors, and show, to achieve cohesive integration while upholding the integrity of each design entity's vision. Each element of Guardians of the Galaxy: Cosmic Rewind has been meticulously crafted to radiate the fun and excitement of the universe while staying true to the IP.

Anticipation crackles in the air as you board the Starjumper ride vehicle. The OmniCoaster combines a launch coaster with individually controlled spinning cars. The ride system's ability to rotate 360 degrees keeps you fully immersed in the media and special effects through every twist and turn.

From dodging asteroids, racing through nebulae, or engaging in a dance-off, the action never stops.



Credit: Disney



Credit: WDW MAGIC

Guardians of the Galaxy: Cosmic Rewind | EPCOT | Orlando, Florida



Credit: Jeremy Thompson



Credit: WDW MAGIC



Credit: WDW MAGIC



“The overall experience should transport you but not make you feel it takes away from the parts of reality you want to experience.

You want to feel the vibration of the ride, the wind on your face. You want to hear your friend scream when the coaster reverse launches unexpectedly.”

*-Jeff Havlik,
PGAV Vice President*

Credit: Jeremy Thompson



Credit: Jeremy Thompson



PIPELINE: THE SURF COASTER

*SeaWorld Orlando
Orlando, Florida*

Ride the ultimate wave at SeaWorld Orlando's Pipeline: The Surf Coaster. Pipeline brings the raw power of the ocean to life in an adrenaline-fueled adventure. As you prepare to take on the biggest wave of your life, your heart races with excitement. The anticipation builds as you launch forward, cresting the wave. Feel the surge of energy as you dip and arc through the air, gliding with the fluid grace of the ocean beneath you. The wind whips across your face, and moments of exhilarating weightlessness take your breath away. This is more than just a ride—it's a journey where you conquer the waves, leaving you with a heart-pounding rush of exhilaration.

FERRARI LAND

PortAventura World
Salou, Spain

Ferrari is the ultimate symbol of speed, and at Ferrari Land, every detail is designed to ignite adrenaline. The park blends sleek, modern design with Ferrari's rich history, telling an engaging story of heritage and speed. The highlight? Feel the rush as you take on the record-breaking Red Force, accelerating from 0 to 111 m.p.h. in a breathtaking five seconds, reaching a towering 367 feet.

At the heart of this high-octane destination is the Ferrari Experience, an immersive journey through the brand's legacy. Cutting-edge projection-mapped media and advanced ride technologies bring Ferrari's passion to life, connecting guests to the innovation and artistry behind one of the world's most iconic brands.

Ferrari Land features 11 thrilling attractions, including an authentic Italian restaurant, a vibrant play area for young enthusiasts to unleash their energy, and the Ferrari Land Store, offering a wide selection of Ferrari and Scuderia Ferrari-branded merchandise and collectibles.





Credit: Theme Park Worldwide



Credit: Busch Gardens

CHEETAH HUNT

Busch Gardens

Tampa, Florida

Consider the cheetah, the world's fastest land animal, capable of reaching 65 to 75 mph while hunting. That sounds fast, but it's hard to imagine what that really feels like. Enter Cheetah Hunt at Busch Gardens Tampa, a roller coaster designed to give guests a visceral sense of what sprinting across the Serengeti is like. One of the longest launch coasters in the world, the cheetah-inspired coaster launches guests directly alongside Cheetah Run, a sprinting course for the fastest land animal in the world.



the **ZEN CHASER**

Escape. A break from ordinary life. A chance to trade stress-clenched, 24/7 job responsibilities and the worries of everyday life for uninterrupted luxury and relaxation. The Zen Chaser seeks peace and contentment.

They're looking for serene environments where they can connect with nature, reflect, and find peace amidst the excitement. Quiet, beautifully designed gardens, meandering paths lined with trees, and spaces integrating natural elements are essential. The Zen Chaser craves places to escape the crowds and noise, perhaps with shaded seating areas offering scenic views or hidden groves where they can recharge.

A Zen Chaser wants to engage their senses in calming ways, like birdsong or rushing water. Art installations, sculpture gardens, or even small contemplative exhibits focused on nature, culture, or spirituality would add depth to their experience. Zen chasers seek a thoughtful escape that helps them reconnect with themselves.

Escape vacations interrupt the cumulative piling-on of stress, changing the body's chemistry and using sleep, relaxation, and happiness to restore a natural balance. People stop multitasking. "Several new science players suggest that getting away—and it doesn't even matter where you're going—is an essential habit of effective thinking," writes Johah Lehrer in "The Frontal Cortex," his blog on neuroscience and culture. Released from the pressure to accomplish and be productive, people think more creatively. Or they don't think at all and rest their brains. Zen Chasers know how delightful it is to just *be*.



RULANTICA

Europa-Park

Rust, Germany

Rulantica at Europa-Park offers an escape into an ancient Scandinavian land. The park is designed to immerse guests in a serene and calming atmosphere. With the charming young octopus Snorri as their guide, visitors can explore nine distinct themed settings, each offering its own beauty. Rulantica invites guests to discover tranquil grottos, relax in gentle wave pools, and float peacefully under cascading waterfalls. Lush landscapes allow visitors to move at their own pace. Whether strolling through the scenic environments or floating lazily in the water, Rulantica offers moments of quiet reflection and peaceful enjoyment at every turn.





ANTLER HILL VILLAGE AND VILLAGE HOTEL

Biltmore Estate

Asheville, North Carolina

Biltmore Estate comprises 8,000 acres set in the natural beauty of the Appalachian Mountains. It beckons you to step back and relax in the enchanting accommodations or stroll through the trails and beautiful gardens. As you explore the estate, sip a glass of wine, go shopping, dine, and enjoy luxury accommodations.





AQUATICA

SeaWorld
Orlando, Florida; San Antonio, Texas; San Diego, California

SeaWorld's South Seas-inspired Aquatica wows guests from around the world with its innovative take on the traditional water park. It offers diverse attractions with the high-speed thrills you expect at a water park, blending them with peaceful lagoons, a lapping wave pool, and seemingly endless sandy beaches.





the CULTURE EXPLORER

A Culture Explorer is curious and driven by a desire to understand and connect with history, traditions, and experiences. For them, every monument, castle, or museum tells a story, unlocking layers of time and connecting them to the lives, events, and cultures that shaped the world. They often research extensively before visiting, deeply appreciating the significance of each place they encounter.

They like to feel grounded and connected to all that came before them. Hungry for knowledge, they build steadily on what they've learned. What we give them must be authentic, linked to their lives, and given context and background.

Culture Explorers tend to value loyalty and tradition. They like order and continuity and finding their own place in the world by understanding what went before them. They enjoy hearing vivid stories that go beyond the facts.

For a Culture Explorer, their visit is about meaningful engagement, discovery, and celebrating the beauty of human diversity. They want to leave every experience with a greater sense of wonder and a renewed appreciation for the shared threads that connect us all.



SMITHSONIAN NATIONAL AIR & SPACE MUSEUM

The Commons
Washington, D.C.

Embark on a journey through The Commons at the National Air & Space Museum in Washington, D.C. Spanning over two football fields, The Commons offers connective experiences through the concourse and terraces, with captivating storytelling that perfectly complements the galleries and elevates the visitor experience. With these transformative changes, The Commons is the perfect launch pad for anyone exploring the wonders of aviation and space travel.



“If history were taught in the form of stories, it would never be forgotten.”

-Rudyard Kipling



1904 WORLD'S FAIR GALLERY

Missouri History Museum

St. Louis, Missouri

A revitalized exhibit at the Missouri History Museum invites you to step back in time and take a mesmerizing journey through the grandeur of the 1904 World's Fair via a recreated landscape that unveils the fair's intricate details and vast scope. Watch as the 1904 World's Fair comes to life through 3-D crafted models and projection mapping, offering a vivid experience that ties the past to the present-day landscape. While the exhibit showcases the opulence of the fair, it also aims to provide an honest portrayal of the whole story. Media pieces share untold stories, addressing challenging aspects, including the fair's "human zoo" and issues of segregation. It's a narrative that unfolds with sensitivity, allowing visitors to connect with history on a deeper and more meaningful level.



THE ALAMO

San Antonio, Texas

Visiting The Alamo transports you into the heart of America's complex past. This historic site in San Antonio, Texas, symbolizes deeply held and often competing narratives. From its beginnings as a mission, then a fort, a battlefield, and ultimately the foundation of a bustling city, The Alamo carries centuries of stories within its walls.

In 2016, the team at PGAV Destinations was tasked with a remarkable challenge: to help reshape how this rich history is shared with the public.





the
**BRAND
ADVOCATE**

Brand Advocates do a little happy dance when they hear the name of a destination or spot its logo. It's not just about the visuals or emotions tied to the brand; it's about the destination's personality and how it communicates its core values, ethics, and purpose. Advocates believe the destination delivers on its promises—whether that's providing quality, dependability, or fun. For them, visiting the destination is worth their time and money and reinforces their trust in the brand.

PGAV has worked with some of the most recognizable brands in the world. We believe the most successful brand expression goes beyond the physical environment, creating new experiences that allow guests to step inside, interact, and see themselves in the brand. These experiences create memorable moments and shareable content, allowing guests to talk about themselves through the brand.

We help brands develop strong, concise, story-driven messages—and the best strategy and scope for sharing them with future brand advocates. We utilize the brand to guide the development of a story about the destination. Drawing inspiration from the location and the project goals, the story provides a thread for the guest to follow, a roadmap for touchpoints, and opportunities for interaction.



HERSHEY'S CHOCOLATE WORLD AND CHOCOLATETOWN

Hersheypark
Hershey, Pennsylvania

Unwrap an adventure at Hershey's Chocolatetown! From the moment you catch that irresistible first whiff of chocolate, you're invited into a sweet, immersive experience that celebrates the Hershey brand. Each attraction seamlessly connects with Hershey's identity, turning your visit into a journey of pure delight wrapped in the tradition of this iconic brand.





ANHEUSER-BUSCH VISITOR CENTER AND BREWERY MUSEUM

St. Louis, Missouri

Anheuser-Busch's legacy of hospitality and quality is on full display in their tasting rooms and tours. Every detail—from the rich heritage elements drawn from the archives to the sleek, modern design—reinforces the brand's commitment to excellence. It's more than a tour; it's a sensory journey that indulges you to sip and savor the tradition behind the brand.





SESAME PLACE

*SeaWorld San Diego
Chula Vista, California*

Come and play! Step onto the iconic 123 stoop and feel like you're at home with your favorite Sesame Street friends. Every ride and attraction—from the Super Grover Box Car Coaster to Cookie Monster's Cookie Drop—brings beloved characters to life, creating moments of joy, laughter, and the timeless lessons of friendship. Sesame Street's brand of playful learning is woven into every experience, making each visit feel like an adventure with friends.

“It’s incredible where you can go
with your imagination.”

-Elmo



STEELERS HALL OF HONOR MUSEUM

Pittsburgh, Pennsylvania

The roar of the crowd, the sound of the game clock ticking down, the Terrible Towels creating a cyclone of excitement.

The Pittsburgh Steelers Hall of Honor Museum immerses you in Steelers history with ambient sound, videos, and interactive touchscreens, all adorned in the iconic gold and black. Throughout the museum, sounds of Steelers football surround you, including cheering crowds and the sounds of game time.





PLANET PLAY

*Kennedy Space Center Visitor Complex
Merritt Island, Florida*

Inside Kennedy Space Center, you can embark on a captivating odyssey through the cosmos with Planet Play, an immersive and interactive experience that ignites the imagination of explorers of all ages. This space-themed environment offers a thrilling blend of gross motor play and interactive learning opportunities. With visually stunning graphics and cutting-edge gaming technology, Planet Play presents scientific concepts in an enchanting and engaging way, captivating even the youngest space explorers. From children to adults, everyone can learn about since through this playful and highly engaging presentation.





the
**NATURE
SEEKER**

The Nature Seeker wants to see—*really* see—not just stand at a railing and say, “Oooh.” But exploring unknown territory requires accurate maps, careful study, weeks of preparation, and a wise guide. So PGAV does the prep work, orienting travelers in ways that are half the fun of the experience and giving them the best vantage points to see the wonder for themselves.

Nature Seekers don’t hunt down a McDonald’s when they’re abroad. They shun armchairs and travel slides. They want to be there and experience the world’s grandeur for themselves. Why go through life without noting its landmarks, marveling at its amazements? They’ve got a bucket list.

And when they’re standing before a true, natural wonder, they feel the age-old sense of awe that’s been drained from so much of modern life. Entirely absorbed, they’re caught up in the immensity of what they’re seeing and hearing. It dwarfs their worries and sets their imagination free. And if they share the wonder with loved ones, its impact doubles.



TABLE ROCK WELCOME CENTRE

Niagara Falls

Ontario, Canada

Niagara Falls drops anybody's jaw: You're watching one-fifth of the world's water tumbling off a cliff. But we wanted to deepen that experience and let it live inside you long after you leave Niagara. When we renovated Table Rock Welcome Centre, we added Niagara's Fury, a 4-D interpretation that allows you to see and hear the ancient changes of the earth, feel the shear of an arctic wind, and watch the snow fall and the light change. When the floor beneath your feet tilts and trembles, you feel the rumbling in your entire body. And when you emerge, the sense of wonder is even more profound.





NATIONAL GEOGRAPHIC GRAND CANYON VISITOR CENTER

Tusayan, Arizona

The National Geographic Grand Canyon Visitor Center ensures you are prepared for your visit to the Grand Canyon so the view can take your breath away rather than being exhausted by planning. By serving as a physical and intellectual “outfitter,” this destination empowers visitors to seek the best Canyon experience possible.





Credit (all): Grandfather Mountain Stewardship Foundation

GRANDFATHER MOUNTAIN

Linville, North Carolina

At Grandfather Mountain’s nature preserve, a world of breathtaking natural beauty awaits. For nature lovers, it’s a chance to lose yourself in 360-degree views of majestic landscapes and engage with the environment. The Mile High Swinging Bridge offers an exhilarating way to take in the stunning vistas, while the animal habitats provide a rare opportunity to connect with local wildlife. Explore at your own pace or dive into immersive programming designed to inspire your love for conservation. The Wilson Center for Nature Discovery furthers this mission with exhibits that reveal the delicate balance of Grandfather’s unique ecology, recognized as a UNESCO International Biosphere Reserve. Stay a while, breathe in the mountain air, and let the natural world renew your spirit.



For **60% of guests**, the opportunity to connect with nature is a key factor when choosing a destination.

-PGAV’s Voice of the Visitor 2025



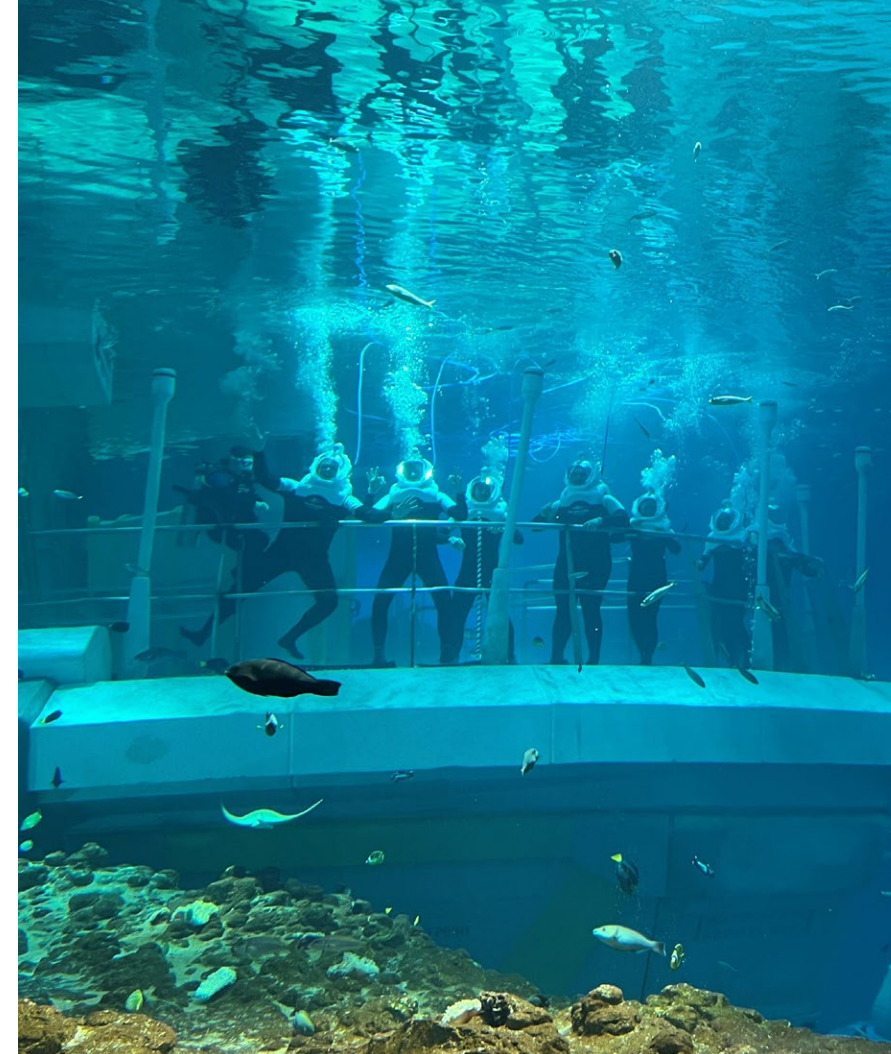
RUBY FALLS

Chattanooga, Tennessee

Prepare to be captivated by the natural wonder of Ruby Falls, where water cascades down America's tallest underground waterfall, hidden deep beneath Lookout Mountain. Ruby Falls' multimedia experiences transport you into the heart of the landscape before you even hear the waterfall's thunderous roar. After your journey underground, relax in the expansive outdoor plaza or enjoy the stunning views from the observation deck, which is perfect for watching sunrises and sunsets over the Tennessee hills. Whether you're here for the adventure or the peace, Ruby Falls invites you to linger and embrace the natural beauty around you.



WHO WE ARE



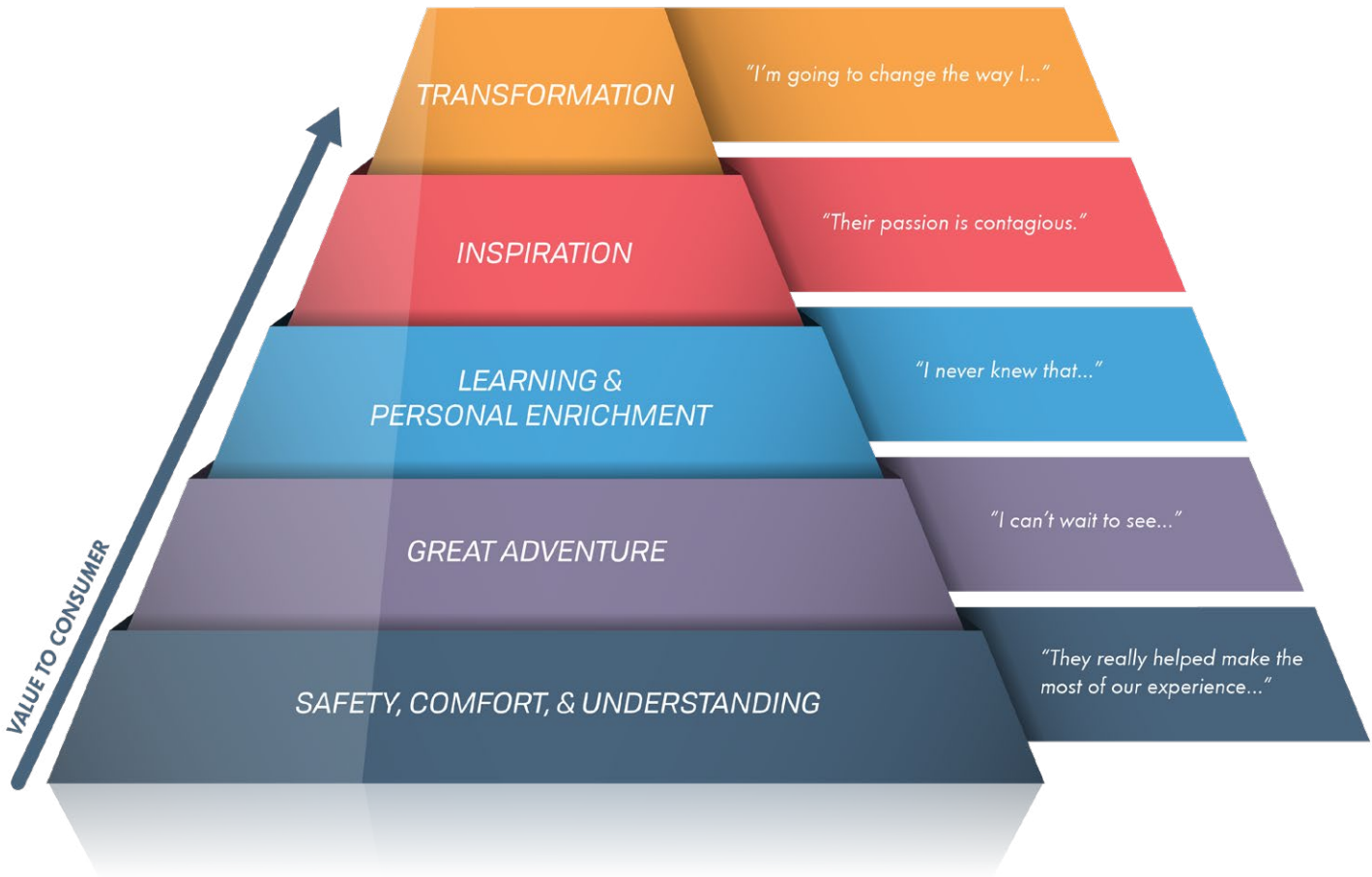
PGAV designers can pull a castle out of thin air or a rabbit out of a computer-generated hat. But before we reach for a sketchpad or laptop, we **listen, think, and dream deeply**. We explore even the wildest possibilities and dig for the underlying truths.



Our approach began in 1969 with the simple question,
“What do people want?”

To answer, we turned to Dr. Abraham Maslow’s highly regarded psychological theory, The Hierarchy of Needs.

In this model, basic physical comforts and safety come first, followed by feelings of emotional wellness, culminating in profound needs like education, joy, and self-actualization. We applied this theory to the world of travel.



When you travel, the first priority is feeling satisfied and safe—no growling stomachs, parched throats, or concerns about restrooms, personal safety, or getting lost. Next, you and your companions want to feel welcomed, respected, and cared for by people who treat everyone with kindness. Only once these needs are met can the real fun begin—the discovery of new sights, sensations, and stories.

Travel is about breaking free from everyday constraints—the office, the agenda, the routine—and stepping into a more wondrous world.

Maybe it’s a world from 100 years ago, an exotic, faraway place, or one filled with creatures and experiences you’d never otherwise encounter.

It’s a world you can leave not only refreshed but profoundly changed.



For an experience to have that kind of power, it must be authentic—not fake, overcomplicated, or crassly commercial. It must be unique—original and artful. It should engage your heart, mind, and senses, avoiding gimmicks and mechanical tricks. And it should leave you exhilarated, filled with vivid memories, and feeling even closer to the friends or family who shared the journey.

These are the universals. They manifest differently depending on the type of destination you seek. Each PGAV project fills the hierarchy of needs in its own way.

Let’s build an experience together!



pgavdestinations.com | 314-231-7318

