



2010 FACT SHEET

Lake Rudolph Campground & RV Resort:

- Official Campground of Holiday World Theme Park and Splashin' Safari Water Park
- Highest rated RV park in Indiana, Illinois, and Kentucky (Trailer Life, Woodall's)
- One of the largest RV parks in the Midwest with 452 total sites
- Features 218 rental RVs and cabins for families to stay during their visit to Santa Claus, Indiana
- Over 300,000 guests stayed at Lake Rudolph in 2010.
- Awards from the National Assn. of RV Parks & Campgrounds:
 - 2008-2009 National RV Park of the Year (Large Park Category)*
 - 2006-2007 National Brochure of the Year*
 - 2004-2005 National RV Park of the Year (Large Park Category)*
 - 2003-2004 National Website of the Year*

Santa Claus Land of Lights:

- Constructed in 2009, this custom outdoor light show tells the Shining Story of Rudolph the Red-Nosed Reindeer in bright energy-efficient LED lights...an investment of over \$350,000.00
- The largest campground holiday light show attraction in North America
- The only light show in North America that tells a story...told in lights and on storyboards...each scene will continue the adventure of how Rudolph learned to fly and eventually led Santa's sleigh on that foggy Christmas Eve
- 1.2 mile driving route...car, truck, or bus
- Over 300 light display pieces...35% are fully animated
- 11 giant Rudolph story scenes...some 30 ft. tall and over 100 ft. wide
- Expanded the marketing area and are partnering with McDonalds in Terre Haute, Indiana; Louisville, Kentucky; as well as Evansville, Indiana. The number of McDonald's participating has increased from 45 to 159.
- \$4,500 donated to Ronald McDonald House Charities of the Ohio Valley after the 2009 show. A minimum of nearly \$16,000 will be donated from admission proceeds to Ronald McDonald House Charities from the 2010 show

Operating Schedule:

- Thanksgiving – Dec. 12 (Friday, Saturday & Sunday Nights)
- Dec. 17 – Jan. 1 Nightly
- Hours: 5:00 p.m. – 9:00 p.m. CST (Schedule subject to change)