

KANSAS CITY'S
Worlds of Fun[®]
AND
Oceans of Fun[®]



FLY
OF THE
NILE



BREAK
away

Worlds of Fun[®]

Oceans of Fun

4545 Worlds of Fun Avenue
Kansas City, Missouri 64161
816/454-4545





ELI

WORLDS OF FUN
RAILROAD













Fury of the Nile



Typhoon



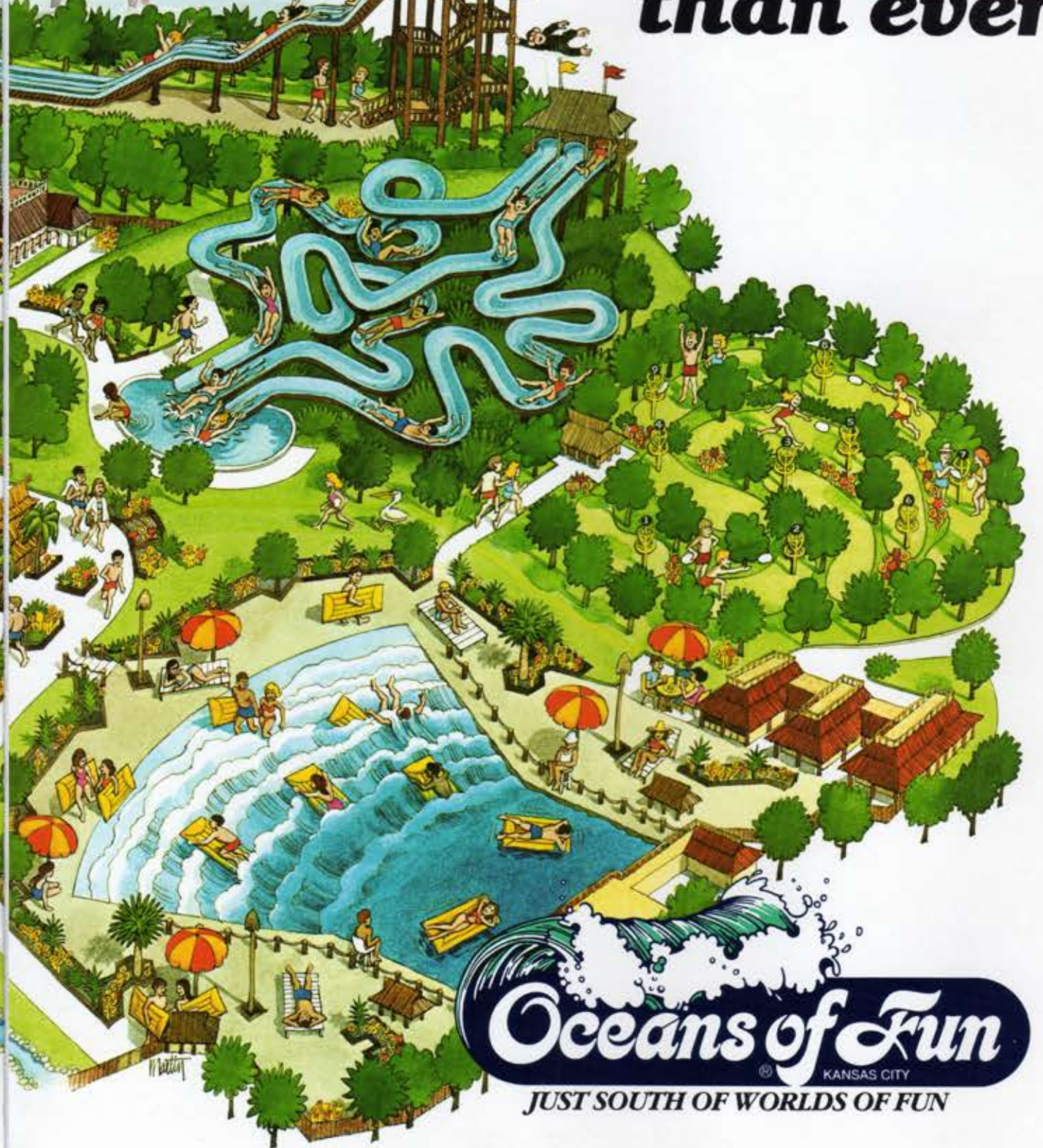
Knee Hai/Belly Hai

Since 1973 over 14.5 million guests have visited Worlds of Fun and Oceans of Fun, Kansas City's premiere entertainment complex. Worlds of Fun features over 115 rides, shows and attractions including the new Fury of the Nile (center top). Oceans of Fun, a 60 acre water recreation park, features 35 attractions including the Typhoon (bottom left), a dual speed slide and Knee Hai/Belly Hai (bottom right) children's water playground areas. Worlds of Fun and Oceans of Fun are located at I-435, Exit 54 in Kansas City, Mo.





**Bigger, better
and wetter
than ever!**



Oceans of Fun
KANSAS CITY
JUST SOUTH OF WORLDS OF FUN

TOURISM ANALYSIS: 1983

Effect of Worlds of Fun and Oceans of Fun on area hotels and motels in 1983.

Total Out-of-Town Guests in 1983: 1,020,000

Total Out-of-Town Guests who have spent one or more nights in Kansas City: 744,600 (73% of total tourists)

Total Out-of-Town Guests who have spent one or more nights in area hotels/motels: 513,774 (69% of total "overnighters")

Breakdown of Hotel/Motel Stay
by Worlds of Fun/Oceans of Fun
Visitors in 1983

<u>Length of Stay</u>	<u>Number of Guests</u>	<u>% of Total "Overnighters"</u>
One night	200,372	39%
Two nights	190,096	37%
Three nights	92,480	18%
Four plus nights	30,826	6%

Average Worlds of Fun/Oceans of Fun
Tourist Expenditures in Kansas City

<u>Length of Stay</u>	<u>Number of Visitors</u>	<u>Expenditures*</u>	<u>Total Revenue For City</u>
One day & one day/one night	565,794	x \$ 59.06	= \$ 33,415,793.64
Two or three nights	409,531	x \$147.65	= \$ 60,467,252.15
More than three nights	44,675	x \$236.24	= <u>\$ 10,554,022.00</u>
TOTAL EXPENDITURES:			\$104,437,067.70

* Based on figures compiled by the Missouri Division of Tourism.

WORLDS OF FUN VISITOR PROFILE

WORLDS OF FUN VISITOR PROFILE

Age

2-11 years:	14%
12-17 years:	47%
18-24 years:	13%
25-34 years:	10%
35-49 years:	13%
50-54 years:	1%
55-64 years:	1%
65 + years:	1%

Activities in Kansas City

Royals:	21%
Zoo:	10%
Chiefs:	3%
Truman Library:	6%
Crown Center:	14%
Plaza:	15%
Starlight:	3%
Museum:	4%
Business Conventions:	1%

Where Tourists Stay While in Kansas City

Hotels/Motels:	59%
Campers:	9%
Friends/Relatives:	31%

How Long is Kansas City Stay

One day:	38%
One night:	20%
Two nights:	21%
Three nights:	11%
Four nights or more:	9%

One night:	21%
Two nights:	31%
Three nights:	21%
Four nights or more:	12%

OCEANS OF FUN VISITOR PROFILE

Age

2-11 years:	2%
12-17 years:	13%
18-24 years:	22%
25-34 years:	31%
35-49 years:	28%
50-54 years:	2%
55-64 years:	1%
65 + years:	1%

Activities in Kansas City

Royals:	15%
Zoo:	10%
Chiefs:	1%
Truman Library:	3%
Crown Center:	11%
Plaza:	11%
Starlight:	1%
Museum:	2%
Business Conventions:	1%
Worlds of Fun:	46%

Where Tourists Stay While in Kansas City

Hotels/Motels:	67%
Campus:	12%
Friends/Relatives:	22%

How Long is Kansas City Stay

One day:	15%
One night:	21%
Two nights:	31%
Three nights:	21%
Four nights or more:	12%

WORLDS OF FUN LICENSE PLATE SURVEY 1983

1983 Attendance

Metro Kansas City	
Johnson	123,396
Wyandotte	68,548
Clay	108,795
Jackson	281,648
Platte	<u>26,480</u>
TOTAL	608,868

* 44.20% of Total Attendance

OCEANS OF FUN LICENSE PLATE SURVEY 1983

1983 Attendance

Metro Kansas City	
Johnson	24,804
Wyandotte	11,028
Clay	20,572
Jackson	51,235
Platte	<u>5,765</u>
TOTAL	113,406

* 36.26% of Total Attendance

LAMAR HUNT

Over the last two decades, pro football has moved into a place of prominence among America's sporting fans, and Kansas City Chiefs owner, Lamar Hunt, has played no small role in that success.

The current president of the AFC and founder of the old American Football League, Hunt has been a unique architect in the development and excitement of the game since he formed the AFL in 1960.

Drawing from the success of the Kansas City Chiefs football club, Hunt developed a multi-million dollar family recreation park in Kansas City. Through twelve seasons of operation, Worlds of Fun has hosted 13.5 million guests. Over 60% of the 163-acre internationally-themed park's guests came from outside a 50-mile radius of Kansas City, resulting in the expenditure of over 600 million tourism dollars in the Kansas City metropolitan area. In 1982, the world's largest family water recreation park, Oceans of Fun, was opened to the public. Located adjacent to Worlds of Fun and measuring 60 acres in size, Oceans of Fun has drawn over 500,000 visitors in two years of operation.

Always interested in athletics, Hunt's initial venture into organized sports was as a player. He was a reserve end at Southern Methodist University. Of his brief collegiate playing career, Hunt once quipped, "Fortunately, I didn't drop any passes because none were ever thrown at the end of the bench."

Indicative of his stature within the game is the fact that he was the first AFL figure to be enshrined in the Pro Football Hall of Fame. That honor was bestowed on Hunt in 1972 when, at the enshrinement ceremonies in Canton, Hunt's good friend, Bill Sullivan of the New England Patriots, described the Chiefs owner as the "architect, designer and builder of an impossible dream."

That dream, to start a new pro football league, unfolded in the early part of 1959, became a reality with eight new AFL franchises opening the 1960 season, and a new league truly was born. Later, of course, came the merger with the NFL and the creation of the Super Bowl, both events partially orchestrated by Hunt. Appropriately enough, it was Hunt's team, the Chiefs, who played in that first world championship game in January of 1967 against the Green Bay Packers and then came back to win the Super Bowl in January of 1970 against the Minnesota Vikings.

A sportsman in the true sense of the word, jogger and tennis player, Hunt is also involved in several other sports ventures.

LAMAR HUNT
Page Two

He organized and coordinated the formation and development of World Championship Tennis, and through WCT, helped bring the sport further international prominence. He is involved with the North American Soccer League, and he is also one of the founding owners of the Chicago Bulls of the NBA.

In addition to his numerous business commitments, Hunt is active as a member of the board of directors of NFL Charities, and is a member of the Board of Trustees of the Pro Football Hall of Fame. Hunt also is active in numerous civic functions and events in both Dallas and in Kansas City.

Hunt and his wife, Norma, have four children, Lamar Jr., Sharron, Clark and Daniel. The family resides in Dallas, Texas.

JACK STEADMAN

After establishing himself as an innovative successful businessman with the Kansas City Chiefs Football Club, Jack Steadman joined Lamar Hunt in the development of Worlds of Fun. The 163-acre family entertainment complex opened in 1973 and drew over 800,000 guests during its first season of operation. After eleven years, Worlds of Fun has grown from 60 rides, shows and attractions, to over 115. Over 13.5 million guests have enjoyed Worlds of Fun during these eleven seasons.

In 1982, Mid-America Enterprises, Inc., completed the 60-acre family water recreation park, Oceans of Fun. Located adjacent to Worlds of Fun, Oceans of Fun hosted over 500,000 guests in the first two seasons of operation.

In 1984, The Kansas City Chiefs will begin their 22nd season in Mid-America, and their 25th season as a pro football franchise under the leadership of Jack Steadman, the president of the team. Determination and dedication to rebuilding an NFL championship contender has been the number one priority for the team's chief executive officer.

In 1975, under Steadman's guidance, the Chiefs revamped their football operations in an effort to build a champion once again in the highly competitive AFC Western Division of the NFL. This reorganization included the development of a separate scouting and personnel department under Les Miller, and a new man in charge of the football operations is general manager, Jim Schaaf. The reorganization and the patience to provide it time to work reached new heights this winter when Steadman selected John Mackovic as the Chiefs new head coach.

A reorganized leader among pro football administrators, Steadman has structured the Chiefs organization to meet the challenge brought about by the growth of the business of pro football over the years.

As the Chiefs begin their 22nd season in Kansas City, and their 12th season in magnificent Arrowhead Stadium, Steadman can look with pride at the list of football and administrative accomplishments the organization has achieved, since moving from Dallas for the beginning of the 1963 season in the old American Football League.

It was Steadman who conceived the idea of Kansas City building the dual Harry S. Truman Sports Complex, which houses the Chiefs



LEE DERROUGH

Under the guidance of Lee Derrough, current president of Mid-America Enterprises, Inc., Worlds of Fun/Oceans of Fun has developed into one of the Midwest's most successful entertainment complexes.

Derrough assumed the leadership role at Worlds of Fun in 1974 when he was named general manager. Since 1974, Worlds of Fun has developed several multi-million dollar attractions, and has entertained 12.5 million guests. Included in the parks annual expansion projects is the world's longest tubular steel roller coaster, the Orient Express, and the current construction of the Fury of the Nile, a one-million gallon white water raft ride. But the most ambitious project initiated by Derrough was the development of the 60-acre family water recreation park, Oceans of Fun. Since opening in 1982, Oceans of Fun has hosted over 500,000 guests from all fifty states.

Derrough began his professional career with Mid-America Enterprises, Inc. in 1967 as the public relations assistant and director of promotions and advertising sales for the Kansas City Chiefs Football Club. After four successful years with the Chiefs, Derrough joined Worlds of Fun in 1972 as director of marketing.

In addition to serving as president of Mid-America Enterprises, Inc., Derrough also is a member of the board of directors of the Commerce Bank of Clay County, serves on the advisory board of KMBZ/KMBR Radio, is a member of the Chamber of Commerce of Greater Kansas City and is on the board of directors for the International Association of Amusement Parks and Attractions.

Derrough is involved in many community activities and organizations. He serves as the vice president of the Starlight Theatre Association, is on the board of directors of the Convention and Visitors Bureau of Greater Kansas City, is secretary of the Travel Federation of Missouri and was appointed by Missouri Governor Kit Bond as a Missouri Tourism Commissioner.

Derrough and his wife, Beth, reside in Kansas City, Missouri.

DAVID BUSCH

Overseeing the daily operation of a 163 acre theme park and over 2000 seasonal and 140 permanent employees, David Busch, general manager, has played an important role in the growth of Worlds of Fun.

Busch rejoined the administrative staff in 1980 as assistant general manager and in 1982 was named general manager. During the past four years, Worlds of Fun has hosted over 1.3 million guests annually, marking a record attendance in 1980 with 1,423,194 guests visiting the park. Since 1980 the park also experienced its two largest expansion projects, with the worlds longest tubular steel roller coaster, the Orient Express premiering in 1980 and the \$4 million white water raft ride, the Fury of the Nile making its debut in 1984.

Joining Worlds of Fun in 1973 as marketing representative, Busch worked his way through the ranks to manager of marketing in 1977. Busch continued his career as the vice president of marketing for the Kansas City Kings Basketball Club from 1977 to 1980. Busch returned to Worlds of Fun in 1980 and assumed his leadership role in 1982.

In addition to his responsibilities as general manager of Worlds of Fun, Busch is Chairman of the Clay County Visitors Bureau, and is on the executive board of the Clean City Commission and Matrix counseling center. Busch is also active in the Chamber of Commerce of Greater Kansas City and the Greater Kansas City Convention and Visitors Bureau.

Busch is a member of ten civic organizations including the Mayor's Corp of Progress and Starlight Association, as well as former vice president of the Kansas City Philharmonic Association.

Busch and his wife, Julie, reside in Kansas City, Missouri.

FROM A MARKETING PERSPECTIVE, WHY SHOULD THE KANSAS CITY MUSEUM BE LOCATED IN THE GREAT MIDWEST UNDERGROUND WITH A SURFACE ENTRANCE ADJACENT TO WORLDS OF FUN AND OCEANS OF FUN?

--Because it's possibly the most unique environment for a museum in the entire world. Who wouldn't want to visit such a facility.

--It's the optimum Kansas City location for increasing attendance because of the immediate accessibility to the existing Worlds of Fun/Oceans of Fun 1,700,000 annual customer count. Worlds of Fun/Oceans of Fun is ranked the number two attraction in the state of Missouri; only the St. Louis Arch exceeds the parks' combined attendance.

--Because of the limitless marketing opportunities that exist through cooperative promotional and advertising efforts with Worlds of Fun and Oceans of Fun. Two million dollars is annually spent for the purpose of attracting people to Kansas City and the parks' location.

--Because of convenient, year-round interstate highway access from all areas of Kansas City and the surrounding region.

We firmly believe there could not be a better place to relocate the Kansas City Museum. It will allow the museum to capture the full potential of Missouri and Kansas City's second largest industry, tourism, as well as maximize the potential visitation from the metropolitan Kansas City populace. We hope after a thorough analysis, you will agree that this is the only location that can give the Kansas City Museum world class status.

WORLDS OF FUN/OCEANS OF FUN HISTORY

Through the efforts of Lamar Hunt and Jack Steadman, the concept of a family entertainment theme park in Kansas City became a reality with the building of Worlds of Fun. The site for the 163-acre park was selected in 1969 with the purchase of a 500-acre tract of land. Construction was started in late 1971.

Worlds of Fun opened in 1973 with 60 rides, shows and attractions, and has continually expanded since then. Following a philosophy of reinvesting the park's success in ambitious expansion projects, Worlds of Fun has nearly doubled in size. Currently, Worlds of Fun is an entertainment complex which offers its guests over 115 rides, shows and attractions.

Expansion has taken place on an annual basis since the park opened. The Forum Amphitheatre was added in 1974 and expanded in 1975 to make Worlds of Fun one of the top concert facilities in the Midwest. To commemorate our nation's 200th birthday, the Bicentennial Square was added in 1976. The double looped Screamer roller coaster was part of that addition.

In 1977, all five internationally-themed sections of Worlds of Fun were expanded. The addition of four rides, new shows and eateries were the highlights of the 1977 project.

The Aerodrome section added 3 acres to the park in 1978. The new section featured the Barnstormer thrill ride and new shops and dining facilities.

A new show facility and four new rides were added in 1979. Headlining the expansion was the 65-foot high, spinning Zulu.

The world's longest tubular steel roller coaster came to Worlds of Fun in 1980. On the \$4 million Orient Express, guests plunge 12-stories at speeds up to 65 miles per hour, and spin through four loops during their 3½-minute journey.

In 1981, Worlds of Fun guests were engulfed in the semi-quadrangular Incred-O-Dome. The specially-designed motion picture theatre surrounds visitors with action, offering the illusion of participation.

The construction of a multi-million dollar family-oriented water recreation park in 1982 was the direct result of the enormous success experienced by Worlds of Fun. The world's largest family water recreation park, Oceans of Fun, was completed in May of 1982. Featuring a one-million gallon wave pool, several giant pretzel-like water slides, two lake areas, an adult pool area and a children's play area, Oceans of Fun hosted 227,150 guests in 1982.

In 1983, Oceans of Fun added the world's longest dual-water speed slide, the Typhoon. The 1983 attendance at Oceans of Fun marked a 41% increase, as over 321,000 guests enjoyed the park.

Worlds of Fun guests were treated to a new advancement in roller coaster technology in 1983 with the debut of the EXT--America's first stand-up roller coaster. The Starbeam Music Machine, an audio-visual journey through rock 'n' roll history, also premiered in 1983.

The largest expansion in Worlds of Fun's history premiered in May, 1984. Located in the African section of the park, the \$4 million, five-acre "Fury of the Nile", is the world's longest white water raft ride. Measuring 1,800 feet in length, the Fury of the Nile spins, twists and dips its riders through 1,000,000 gallons of rushing water during a 4½-minute adventure.

The continued expansion Worlds of Fun has experienced through its twelve seasons of operation has resulted in the park being regarded as the Midwest's premiere family entertainment complex.

OPERATING SEASON

Spring: April through May (Saturdays and Sundays only)
 Summer: Memorial Day Weekend through Labor Day (Daily)
 Fall: September through October (Saturdays and Sundays only)

Worlds of Fun is also open on selected Fridays in the spring and fall for private groups. Total operating days average 140 per year.

WORLDS OF FUN ATTENDANCE

<u>Year</u>	<u>Total Patrons</u>
1973	878,036
1974	1,027,818
1975	1,067,818
1976	1,161,805
1977	1,270,654
1978	1,266,307
1979	1,310,427
1980	1,423,194
1981	1,411,000
1982	1,356,000
1983	1,381,619
1984 (through 9/22)	<u>1,282,675</u>
TOTAL	14,837,353

Worlds of Fun is a regional theme park drawing primarily from five states.

1983 WORLDS OF FUN ATTENDANCE BY STATE

Missouri	42.41%	Illinois	.87%
Kansas	31.16%	Arkansas	.50%
Nebraska	9.91%	South Dakota	.49%
Iowa	7.33%	All Other States	5.22%
Oklahoma	2.11%		

*In 1983, guests came from all 50 states and over 50 foreign countries.

WORLDS OF FUN ATTENDANCE HIGHLIGHTS

Best Single-Day	July 31, 1981	26,995
Best Three-Day Weekend	August 1-3, 1980	61,260
Best Seven-Day Weekend	July 26-August 1, 1982	108,067
Best Month	July, 1982	391,528
Best Season	1980	1,423,194

OCEANS OF FUN ATTENDANCE FIGURES

Operating Season

Summer: Memorial Day Weekend through Labor Day (Daily)

ATTENDANCE

1982	227,150
1983	321,868
1984	316,219
TOTAL	865,237

1983 OCEANS OF FUN ATTENDANCE BY STATE

Missouri	34.44%	Illinois	1.11%
Kansas	24.49%	South Dakota	.90%
Nebraska	16.23%	Arkansas	.69%
Iowa	14.32%	All Other States	5.22%
Oklahoma	3.24%		

OCEANS OF FUN ATTENDANCE HIGHLIGHTS

Best Single-Day	Saturday, June 30, 1984	7,325
Best Seven-Day Week	August 8-14, 1983	36,018
Best Month	July, 1983	128,029
Best Season	1983	321,868

ECONOMIC IMPACT

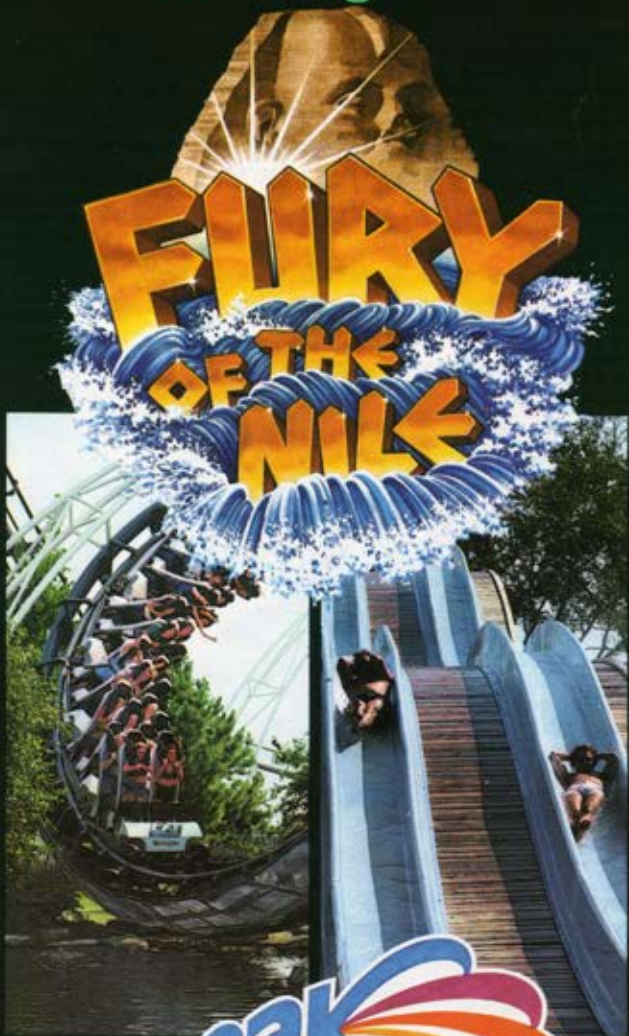
Research indicates that of the 1.7 million guests who visited Worlds of Fun and Oceans of Fun in 1983, over 60% were from outside a 50-mile radius of Kansas City. These tourists accounted for over 100 million tourism dollars spent in the Kansas City metro area in 1983. Since 1973, guests visiting the entertainment complex have pumped over \$900 million into the Kansas City economy.

Every season, over 2,500 area youth are employed at Worlds of Fun and Oceans of Fun. In twelve years, the parks have employed 35,000 young men and women earning a total of \$54.4 million.

KANSAS CITY'S

Worlds of Fun
AND
Oceans of Fun

FURY
OF THE
NILE



BREAK
away

Worlds of Fun Admission

A Passport ticket includes main gate admission, rides, shows and attractions.

Adult or Child (Children three years old and younger, free)

ONE-DAY PASSPORT \$13.95 plus tax

TWO-DAY PASSPORT

(Consecutive days only) \$18.95 plus tax

COMBINATION PASSPORT

Worlds of Fun and Oceans of Fun \$18.95 plus tax

SEASON PASSPORT (Unlimited use!) \$39.95 plus tax

1984 Schedule

SPRING — March 31–May 20 (Saturdays & Sundays) Open 10 a.m.

April 20, 21, 22, 23 (Easter Weekend) Open 10 a.m.

May 23 (Special School Day) Open 9:30 a.m.

SUMMER — May 25–September 3 (Daily) Open 10 a.m.

FALL — September 7, 14, 21 (Fridays) Open 6 p.m.

September 8–October 28 (Saturdays & Sundays)

Open 10 a.m.

DATES, HOURS AND ADMISSION SUBJECT TO CHANGE
WITHOUT ADVANCE NOTICE

Oceans of Fun Admission

One Passport admission buys the whole day!

Adult or Child (Children three years old and younger, free)

ONE-DAY PASSPORT \$ 9.95 plus tax

TWO-DAY PASSPORT

(Consecutive days only) \$16.50 plus tax

COMBINATION PASSPORT

Oceans of Fun and Worlds of Fun \$18.95 plus tax

SEASON PASSPORT (Unlimited use!) \$39.95 plus tax

1984 Schedule

May 26–September 3 (Daily) Open 10 a.m.

Oceans of Fun Facts

- Oceans of Fun is adjacent to Worlds of Fun in Kansas City, Missouri. Oceans of Fun is a separate day's adventure from Worlds of Fun and requires a separate admission Passport.
- Bring your bathing suit! Oceans of Fun is complete with lockers, dressing rooms, hot showers, restaurants and gift shops. Sail, paddle, rowboats and rafts are available.
- Certified lifeguards are on duty at all times.

Special Group Rates

Worlds of Fun and Oceans of Fun special rates are available to groups of 25 or more. For Worlds of Fun and Oceans of Fun group rate information, phone (816)459-9222. Or write Group Sales, 4545 Worlds of Fun Avenue, Kansas City, Missouri 64161. Worlds of Fun and Oceans of Fun are located at I-435, exit 54, Kansas City, Missouri. For general park information on hours, dates, talent, etc. — call (816)459-9211.

American Express, Visa and MasterCard accepted.

Special Savings

Hotel/Motel Discount Reservations

Call 1-816-459-9200 (March 15–September 3)

Worlds of Fun.



Kansas City, Missouri, I-435, Exit 54 (816)459-9211

Worlds of Fun

Break Away to the uncharted regions of deepest Africa and discover the Fury of the Nile — 1,800 feet of churning, spinning, foaming rapids. Challenge the raging fury of nature unleashed as you shoot through cascading waterfalls and 40-foot-high geyser showers. It's the longest and most thrilling white-water raft ride ever navigated. Worlds of Fun's... Fury of the Nile.

Coastermania

Journey to the "coaster capital of the world" aboard five white-knuckle steel monsters like the Orient Express or E.X.T., America's first stand-up roller coaster. Don't look for the seats, there aren't any!

All New Shows and Surprises

Let us entertain you with a dazzling array of new shows from the foot-stomping harmonies of the

Oceans of Fun

Grab your beach gear and splash into Oceans of Fun® Surf's up in our giant wave pool. It's the size of a football field! Then brace yourself for the Typhoon, 400 feet of dual-racing water speed-slides. Test your seamanship aboard a paddle boat, funyak or canoe on our five-acre lake. Take a spin at frisbee golf, too. Giant water cannons and a quarter-mile of twisting water slides await the "kid" in you. Dry-dock the children at a sandy wonderland for climbers and sliders. Mom and Dad can relax at our adults-only pool or soak up the sun on sandy beaches. Enjoy a full day's adventure with over 35 attractions at Oceans of Fun®

Break Away to Worlds of Fun®
and Oceans of Fun®
for double the entertainment value in '84!



Country Junction to the glitter of the Broadway-style 1,500-seat Tivoli Music Hall. There's a surprise at every turn with wandering minstrels, magicians, clowns, dancers and jugglers.

Superstar Concerts, The Shirt Tales™ And More

The Forum Amphitheatre hosts a season of superstar concerts with such greats as Ronnie Milsap, Juice Newton, Ricky Skaggs, Kool and the Gang, the Osmonds, plus many more. The family will love those huggable TV favorites, the Shirt Tales™ starring in their own show, in person! Be sure to catch the dolphin duo, Cheep Thrills bird show, Starbeam Music Machine and much more.

Worlds of Fun® '84 — Break Away to the excitement!

KANSAS CITY

It'll Take You by Surprise!

Redeem the coupons below and save on Kansas City hotels, restaurants and attractions. For discount hotel reservations, call (816) 459-9200 (March 15-September 3).



Antioch Motor Inn

RESTAURANT & LOUNGE
2620 N.E. 43rd Street
I-35 at North Antioch Road
Kansas City, Missouri 64117

SPECIAL WORLDS OF FUN RATES
8 MINUTES TO PARK

Tiffany's Attie Waldo Astoria

\$5 OFF RESERVATIONS FOR TWO
561-PLAY
Expires 11/21/84
Any Sun. thru Thurs. evening performance. You must mention this offer when making reservations. No refunds after payment is made. Not valid in conjunction with any other offer. Coupon must be presented to box office when attending.

Adam's Mark Hotel

Across from the stadium right near Worlds of Fun!
• Two restaurants and lounges
• Indoor/Outdoor pools
• Tennis courts/Free Parking
• Based on space availability
• Free health club, sauna, and jacuzzi

I-70 at Truman Sports Complex

DELUXE RESORT ACCOMMODATIONS

\$48 Family Plan: Children under 18, stay free. Tennis, free boat rides, indoor/outdoor pool, health club and more.

THE INN at EXECUTIVE PARK
FRONT STREET & I-435 5 MIN. FROM PARK

Holiday Inn KCI Airport
I-29 and HWY 291

SPECIAL FAMILY RATE

\$36.00 per night (plus tax)
Valid Fridays, Saturdays and Sundays in 1984 (Providing space available)
Coupon must be presented at check-in

Best Western KCI
I-29 and M-291
FAMILY RATES \$29.95

Limited availability/coupon any day of the week.
Offer Expires January 25, 1985.
• Indoor/Outdoor Pool • Sauna • Whirlpool

A & S KAMPARK

10% Off
Per Day • Per Site (with this coupon)
Closest Kampark to Worlds of Fun
Junction I-35 & 152, North on Stewart Road
Laundry • Hot Showers • Swimming Pool • Store
Picnic Tables • Dump Station • Tent Area
Reservations (816) 781-7724 or (816) 436-6277
Coupon Valid at Registration ONLY

SAVE \$2.00
ANY SHOW, ANY DAY, ANY SEAT
On Broadway's Best Musicals Just 10 Minutes From Worlds of Fun
STARLIGHT
Tickets at Worlds of Fun Guest Services Booth or call 816/753-6617 and order now!



FREE PIE

WITH COUPON & BUFFET EVERY NOON & NIGHT
With 12 meats, 50 salads, 7 desserts

plus HOT SPICED SHRIMP
PIZZA SAT. NITE (every Thurs. & Fri. night)
803 EAST 18th AVE., N. KANSAS CITY, MO 64111

RAMADA Southeast \$5.00 DISCOUNT on Family Plan

FAMILY PLAN — Kids 18 yrs. and under FREE when sharing room with parents. \$3.00 discount off double room rate with this coupon. Offer expires December 31, 1984. I-435 AND 87TH ST., KANSAS CITY, MO 64138

RODEWAY INN \$34.00 per room
NORTH TOWN

5 minutes from Worlds of Fun
• Pool • Restaurant • HBO

1211 Armour Rd., North Kansas City, MO

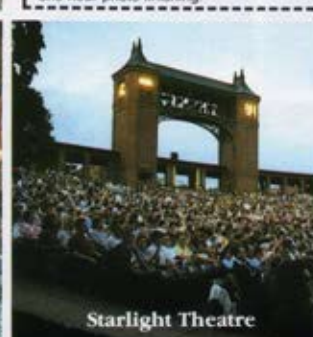
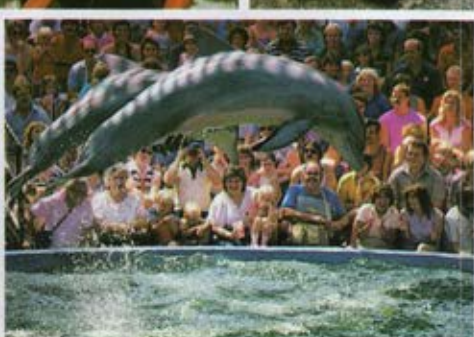
Americana KANSAS CITY
13th at Wyandotte, Kansas City, Missouri 64105
Up to 50% Savings
\$29.99 Up to four persons per room

This offer expires December 31, 1984 and is based on space available. Not applicable during conventions.
Americana Hotels HOTELS, INNS & RESORTS

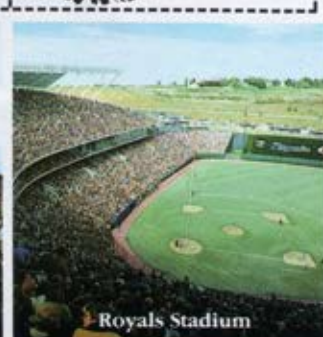
1/2 OFF one roll of prints and processing with this coupon through November 31, 1984
Visit our St. Joseph or one of our ten Kansas City locations for quality one-hour photo finishing.



KANSAS CITY ZOO RAILROAD
Located in Swope Park
Buy one round trip ticket and get one free.
Train operates daily (May - August) weather permitting.



Starlight Theatre



Royals Stadium















Ⓢ
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MID-AMERICA ENTERPRISES, INC.



FURY OF THE NILE FACT SHEET

In 1984, Worlds of Fun will introduce the Fury of the Nile, the longest and most exciting white water raft ride ever created by man. The ride is the largest addition to Worlds of Fun since the park opened in 1973 and represents a \$3.5 million investment.

Length:	1,800 feet
Width:	16 to 40 feet
Length of Ride Experience:	4½ to 5 minutes
Water Volume:	1,000,000 gallons
Water Speed:	Varies from 3 to 10 feet per second
Water Depth:	Varies from 2 to 25 feet
Raft Construction:	Twenty-three fiberglass constructed rafts with inner tube-like flotation collars. Each raft is 9½ feet in diameter and carries six passengers.
Capacity:	1,800 guests per hour
Acreage:	Ride is situated on five wooded acres in the expanded African section of the park (south of the Zambezi Zinger).
Special Effects:	Exploding geysers, drenching waterfalls, cascading rapids and churning lagoons.
Loading:	Guests enter and exit rafts from a unique rotary loading station that utilizes a giant rotating turntable.
Construction:	Over 4,900 tons of concrete to be poured, comparable to the amount used to build a ten-story office building; approximately 2,500 dump truck dirt loads to be moved.
Manufacturer:	Intamin, Inc. of Millersville, MD

For Additional Information, Contact
Phill Kline, (816) 459-9217

NEWS RELEASE

For release after 4:30 p.m., November 14, 1983



LARGEST-EVER EXPANSION PROJECT ANNOUNCED FOR WORLDS OF FUN

Lamar Hunt, owner of Kansas City's Worlds of Fun, unveiled the largest expansion project in the park's 12-year history today. Hunt announced that a \$3.5 million, 1,800-foot, white water raft ride is currently under construction on a five-acre tract in the African section of the internationally-themed park. To be called the "Fury of the Nile," the ride will premiere in the spring of 1984 as the longest raft ride in the world.

"By combining the most exciting elements of existing raft rides with innovative design technology, we are creating the most thrilling white water experience ever constructed," Hunt said.

The Fury of the Nile features over 1,000,000 gallons of water surging through a 16-foot wide trough which curves, dips and tunnels its way through a heavily-wooded section of the park. To experience this unique adventure, riders board one of 23, six-passenger rafts for a trip that will last over 4½ minutes.

"Because the ride is trackless, each journey down the Fury will be an entirely different sensation. Exploding geysers, waterfalls, twisting curves and raging rapids will be part of the Fury of the Nile adventure," explained Hunt.

(more)

LARGEST-EVER WORLDS OF FUN EXPANSION
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Designed by Intamin Corporation of Millersville, Md., construction of the ride's trough requires moving over 50,000 cubic yards of dirt (2,500 dump truck loads), and pouring over 3,000 cubic yards of concrete, enough to construct a 10-story building. Tons of sand, hundreds of limestone boulders and tropical foliage will be blended with the existing landscape to create an African river atmosphere.

With the addition of the Fury of the Nile, which accommodates 1,800 guests each hour, Worlds of Fun's total park capacity will increase to 34,860 people per hour, and the total land developed to 162 acres.

"Since 1973, over 14 million guests have visited Worlds of Fun and Oceans of Fun," commented Lee Derrough, president of Mid-America Enterprises, operator of Worlds of Fun and Oceans of Fun. "We are pleased that our owners, Lamar Hunt and Jack Steadman, have allowed us to continually reinvest the success of the parks in attractions such as the Fury of the Nile. With our new addition, we will have invested over \$40 million in 12 years in rides, shows and attractions, thus doubling the original construction cost of Worlds of Fun. This, hopefully, points out that Kansas City has proven to be an ideal location for our family entertainment complex, and we are looking forward to continued growth for our Kansas City park operations."

Worlds of Fun will open the 1984 season on Saturday, March 31. The park is located at I-435, exit 54. For more information, call the Worlds of Fun Phone at (816) 454-4444.

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Worlds of Fun[®]



Kansas City, Mo.--The "Fury of the Nile," the longest man-made, white water raft ride ever created, is currently under construction in the African section of Kansas City's Worlds of Fun. The 4½ minute adventure (aerial view, center) includes exploding geysers, cascading rapids (left), drenching waterfalls and churning lagoons. Riders board one of 23, six-passenger rafts (far right) for the journey down the 1,800 foot river. The "Fury of the Nile" is the largest expansion project in Worlds of Fun's history, and will premiere in the spring of 1984. Worlds of Fun is located at I-435, Exit 54, in Kansas City, Missouri.



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