



RUBY FALLS 2018 FACT SHEET

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OVERVIEW

Discover wonder at Ruby Falls! A favorite destination for 88 years, Ruby Falls is home to the tallest and deepest underground waterfall open to the public in the United States. Descend 26-stories by elevator and then explore on foot during a guided tour along the scenic path to the breathtaking waterfall, 1,120 feet underground. See stalagmites, stalactites, drapery formations and flowstone plus learn about the cave's storied history. Take in sweeping views of the Tennessee Valley and Tennessee River from Lookout Mountain Tower, brand-new Blue Heron Overlook, and the Ruby Falls Village Plaza. Extend the visit to include ZIPStream Aerial Adventure, featuring soaring zip lines, climbing tower, and obstacle courses in the treetops surrounded by spectacular vistas.

NEW IN 2018

Discover the New View at Ruby Falls!

JANUARY 2018: New Light and Sound Show at the Waterfall

SUMMER 2018: Ticket Atrium, Blue Heron Overlook, Village Plaza, Village Gift Shop, Self-Serve Ticket Kiosks, Timed-Entry Tickets, Shaded Outdoor Dining, Seasonal Food Carts, Guest Storage Lockers, Buy Now and Pick Up Later Service at the Village Gift Shop, Journey 360 VR Experience, New Location for Ruby's Kitchen, Expanded Cavern Castle Café Dining Area and New Character Ambassador

DECEMBER 2018: New interactive activities at Christmas Underground

CONSERVATION

Ruby Falls is committed to protecting and preserving the natural wonders of the cave for the education and enjoyment of generations to come. As the first attraction in the United States to earn certification from Green Globe, the respected worldwide standard for sustainability, Ruby Falls is a leader in tourism sustainability and environmentally-sensitive business

practices. Solar power, electric vehicle charging stations, LED lighting, recycling, sourcing sustainable business products, and an 8,000-gallon rainwater collection system for irrigation are just a few of the ways sustainability is at the core our business practices.

HOURS

Open daily, 364 days a year with tours running from 8 AM – 8 PM

Closed December 25

Extended hours on select summer evenings. Specialty tours on select dates by reservation. Private tours by reservation.

LOCATION

Just minutes from downtown Chattanooga, Tennessee, Ruby Falls is conveniently located on Lookout Mountain.

1720 S. Scenic Highway Chattanooga, TN 37409

ADMISSION

Classic Waterfall Tour: \$19.95 Adults, \$11.95 Children Ages 3-12

Specialty Lantern Tour: \$29.95 Ages 5 – Adults; keepsake miners helmet included for ages 5 – 12

Specialty Extended Cavern Tour: \$29.95 Adults, \$17.95 Children Ages 3-12

Cavern Card Annual Pass: \$33.95 Adults, \$17.95 Children Ages 3-12

VIP Family Cavern Card Annual Pass: \$129.95 (2 adults & 2 children)

TIMED-ENTRY TICKETS

To skip the ticket line and ensure your preferred tour check-in time is available, purchase tickets online before your visit.

Tickets may also be purchased at Ruby Falls for the next available tour check-in times from self-serve ticket kiosks inside the Ticket Atrium or at the ticket desk. Tickets are valid for one year from date of purchase.

GUEST SERVICES

Guest Locker Rentals, Complimentary Buy Now, Pick Up Later Service at the Village Gift Shop, Complimentary Dog Kennels, Diaper Changing Facilities, Family Restrooms, Complimentary Parking, Bus and RV Parking, Timed-Entry Tickets, Photography Services, Electric Vehicle Charging Stations, Self-Serve Ticketing Kiosks, and Up-Close Handicapped Parking Available

ACCESSIBILITY

Parking for guests with disabilities is available with a valid disability parking permit. Wheelchair accessible venues include: Blue Heron Overlook, Village Plaza, Ticket Atrium, Village Gift Shop, Journey 360 VR Experience, Back Porch Dining, Ruby's Kitchen, Restrooms, Cavern Castle Café and Dining Area, Cavern Castle Front Porch, Tree Top Event Center, and Cavern Castle Guest Services on the Main Level. Due to natural formations, narrow passages and small groupings of steps, the cavern is not wheelchair accessible. Historic Lookout Mountain Tower viewing decks built prior to current accessibility standards are accessed by stairs. Additional accessibility information is available by contacting Ruby Falls at info1@rubyfalls.com.

TOURS

Discover ancient geological wonders and the majestic waterfall hidden 1,120 feet underground on a guided Ruby Falls cave tour. The scenic journey to the waterfall begins with a 26-story elevator ride descending into historic Lookout Mountain followed by a guide-led walk along the cavern trail with up-close views of remarkable formations. The round-trip walk is just under 1-mile and the year-round, 60-degree cave temperature keeps guests comfortable. Choose from the Classic Waterfall Tour, Lantern Tour or Extended Cavern Experience.



CLASSIC WATERFALL TOUR

Daily, 8 AM – 8 PM

Discover the hidden treasures of Ruby Falls with a Classic Waterfall Tour. Led by a knowledgeable Ruby Falls guide, visitors explore the cavern trail to the tallest, deepest cave waterfall accessible to the public in the United States. Learn about the accidental discovery of the cavern and see stunning rock formations created over thousands of years; as a live cave, many formations continue to be active. Soak up breathtaking, sweeping views from Lookout Mountain Tower, Blue Heron Overlook (NEW in 2018) and relax on the Village Plaza (NEW in 2018) or Cavern Castle porch during your visit.

Classic Waterfall Tours begin continuously throughout the day.



LANTERN TOURS

Friday Nights, January – November and by Advanced Request for Groups of 8 or More

A unique way to explore the falls and cavern after hours with a fun, extended tour featuring a laid-back pace, and limited-sized group.

Experience Ruby Falls in a new light! Discover the wonder of the cavern like Leo Lambert in 1928. During this specialty tour, the cavern and its trail is illuminated only by hand-held lanterns. Rock formations and shadows take on new intriguing dimensions as elite guides share stories exclusive to this tour. You'll hear the mighty waterfall before you see it! A highlight of the tour is when the falls are lit using a system of pulleys and lanterns, creating a moment you'll always remember!



EXTENDED CAVERN EXPERIENCE

Available Select Dates

Presented on select dates year-round, an in-depth, extended-time tour awaits guests opting for an Extended Cavern Experience. Skip the crowd with this exclusive, guided tour including only a small number of participants. Senior-level tour guides share detailed information about the geology and history of the cave, inviting curiosity with plenty of time to answer questions, extra time to explore and take photos, plus additional time at the waterfall.

Make reservations early for this tour, it sells out quickly.

SCENIC VIEWS

Scenic views are everywhere at Ruby Falls! Thanks to its prime Lookout Mountain location, sweeping views of the rolling Tennessee Valley and meandering Tennessee River delight guests year-round. Take time to indulge your senses in the panoramic vistas. Time your visit to take in the pink-hued sunrise, mid-day cloud shadows on the Tennessee River, apricot sunsets or star-filled night sky. Savor the mountain breezes from historic Lookout Mountain Tower, Blue Heron Overlook and the Ruby Falls Village Plaza.

RUBY FALLS CAVERN CASTLE

Listed on the National Register of Historic Places, the stately Ruby Falls Cavern Castle has welcomed generations of guests, eager to explore Lookout Mountain's underground caverns since 1929. Designed to resemble a 15th-century Irish castle, it is a beloved area landmark built from limestone excavated during the construction of the elevator shaft giving access to the caverns.

LOOKOUT MOUNTAIN TOWER

Built in 1929 with limestone excavated from the Ruby Falls elevator shaft, the 70+ foot tall iconic Lookout Mountain Tower offers unmatched views from its lower and upper decks. The mesmerizing, 360-degree panoramic view is truly exceptional.

ZIPSTREAM AERIAL ADVENTURE



Open seasonally, ZIPStream Aerial Adventure offers the ultimate zip line adventure with obstacle courses spanning across three-acres of lush, forest treetops on Lookout Mountain. Featuring 700-feet of rushing zip lines, a 40-foot climbing tower, suspended obstacle courses and an incredible view of the Tennessee River and Tennessee Valley. Pick your level of adventure with the Orange, Green, and Blue Diamond ropes courses. There's even a course just for young adventurers!

ZIPStream Aerial Adventure is a separately ticketed activity. Height, age and weight requirements vary by course. Discounted Ruby Falls + ZIPStream combination packages are available.

JOURNEY 360



Beginning July 2018, experience the new, mind-blowing virtual reality attraction inside Ruby Falls Cavern Castle. Explore completely immersive experiences with family and friends or all on your own through the magic of 360 video. Choose your adventure from a selection of VR options! Take a narrated, 14-minute, virtual reality journey through Ruby Falls cavern and get up-close views of ancient formations and the thundering waterfall. Select a 3-5 minute, virtual ride on a thrilling roller coaster and other exhilarating amusement park favorites with active motion, dramatic visual effects, and stimulating sound, unlike anything you've ever experienced. There is something for everyone from casual explorers to adrenaline junkies. Launch your Journey 360 experience 8 AM- 8 PM, daily. This is a separately ticketed activity. Cave tour admission is not required for Journey 360.

DINING

CAVERN CASTLE CAFÉ

A quick-serve restaurant with booths and tables in the Ruby Falls Cavern Castle featuring Nathan's Famous hot dogs, sandwiches, snacks, fresh fruit, chips, ice cream, coffee, hot chocolate and a variety of beverages.

RUBY'S KITCHEN

Grab and go from Ruby's Kitchen in the brand-new Village Gift Shop. Snacks, fresh fruit, ice cream, pastries, prepared sandwiches, treats and refreshing drinks are ready to fuel your adventure.

BACK PORCH - SEASONAL

Sometimes, a world famous hot dog and icy-cold drink are exactly what you need during an epic adventure! Choose a Nathan's Famous hot dog and refreshing Coca-Cola beverage or thirst quenching Bill's Lemonade for the perfect duo, made even better when enjoyed with the view from the Village Plaza or shaded tables on the Back Porch.

SHOPPING



Find the perfect keepsake and gifts at the brand-new Ruby Falls Village Gift Shop. Discover an extensive collection of quartz, agate, geodes, and gifts designed to encourage curiosity in caves and geology. Tried-and-true favorites, new classics, and a wonderful children's corner, make this shop a delight to explore. The holiday pop-up shop in November and December with enchanting, beautifully decorated, themed Christmas trees and selection of Christmas ornaments available for purchase is an absolute must-see. Open year-round, cave tour admission is not required to access this carefully curated shop.

RUBY FALLS VILLAGE PLAZA

A gathering place and crossroads to adventure, the new Ruby Falls Village Plaza is the perfect spot to relax, take in the view, mountain breeze and abundant beauty on Lookout Mountain. Enjoy outdoor seasonal dining, and savor time with friends and family while creating memories that last a lifetime from this central hub. The Village Plaza hosts festivities and event programming throughout the year.

2018 EVENTS

There is always something new to learn, see and experience at Ruby Falls with events throughout the year.

ROMANCE AT RUBY

February 9 - 17, Select Nights

Celebrate Valentine's Day with a romantic evening at Ruby Falls with your sweetie. This date night includes a special Lantern Tour, professional souvenir photo and gift. You'll hear tales of local legendary romances including the love story of Leo Lambert and his wife, Ruby, that led to the discovery of the magnificent Ruby Falls. Reservations required for this separately ticketed event.

**SPRING BREAK SAFARI CAVE EXPLORER**

Friday, March 9 - Sunday, April 8, ages 3-12

Enjoy a kids' spring break safari in Chattanooga with a stop at Ruby Falls on your quest for the big five – FUN, ADVENTURE, MYSTERY, NATURE and MEMORIES. Locate the Ruby Falls scavenger hunt in the children's safari guide at the ticket desk before venturing underground. As a cave explorer, you'll journey deep inside the cavern to learn about caves and geology, and view mysterious chambers and amazing rock formations! Take your completed scavenger hunt to the Village Gift Shop and receive a free geode – we'll crack it open for you to reveal the crystals inside.

Kid's Spring Break Safari is included with regular children's admission and includes:

Spring Break Safari Guide & Geode

Classic Waterfall Tour of Ruby Falls

10% off retail and food purchases with the coupon in your safari guidebook

ENVIRONMENTAL SUMMIT

April 20

Chattanooga area high school students gather to present their solutions for the preservation and protection of local natural resources. The Summit gives students the opportunity to work with conservation experts and encourages the advancement of environmentally-sustainable business practices in tomorrow's leaders.



100 MILLION STEPS IN MARCH

March 1 – 31

We're supporting the mission of the American Heart Association Go Red for Women in a big way by accepting the challenge to walk 100 million steps at Ruby Falls in March! Come get active by walking the cavern trail and show your participation in the 100 million step goal by signing the 100 Million Steps banner. Take home a complimentary special-edition souvenir recipe card and enter a drawing to win some great prizes. Together, we can take steps to have a healthier heart and create amazing memories along the way. 100 Million Steps in March activities are included with Ruby Falls admission.



NATIONAL DAY OF CAVES AND KARST

June 6

Along with the National Caves Association, Ruby Falls celebrates National Day of Caves and Karst! Visit Ruby Falls during this annual event and take part in educational activities, meet special guests, and take home a complimentary keepsake. These activities are included in regular admission and increase awareness of the important role caves and karst play in our lives and environment.

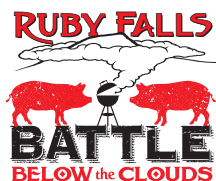
BATTLE BELOW THE CLOUDS

August 25, 6 am-5 pm, Judging Begins at 5 pm

Competitor Check-in August 24, 5 pm-7 pm

Come join us at Ruby Falls for our 4th annual Battle Below the Clouds! This amateur barbecue competition benefits Lana's Love Foundation. Twenty teams of amateur grillers and smokers are invited to compete for bragging rights as the best backyard cooks in Chattanooga. Independent judges select the winning teams for Best Pulled Pork, Best Ribs, and Grand Champion. Test your grill skills, learn some new tips or just come out and cheer on your favorite team while enjoying live bluegrass music, BBQ, prizes, and giveaways.

This event raises funds to provide fun, year-round activities for kids with pediatric cancer and their families through the Lana's Love Foundation. Team registration opens online, Summer 2018. For rules and signup, go to www.lanaslove.com or www.rubyfalls.com/bbqbattle





RUBY FALLS CHRISTMAS UNDERGROUND - A JOURNEY TO THE NORTH POLE

December 1 – 16, Thursdays through Sundays

December 17 – 23, Daily

Discover the wonder of Ruby Falls Christmas Underground on a magical journey to visit Santa! Travel a secret passage to the North Pole where Santa's Joystone miners are preparing for the holidays. Discover a glittering ice cave, see Sugar Plum Fairy Village, and find your own sparkling Joystone on this heartwarming adventure! Experience Ruby Falls Christmas Underground as it returns for its fifth year. Perfect for Santa believers and kids-at-heart, this separately-ticketed event was selected as a 2017 Top 20 Event by the Southeast Tourism Society!

RUBY FALLS DISCOVERY DAY

Sunday, December 30

8am-8pm

Celebrate the 90th anniversary of the discovery of Ruby Falls! The first 90 guests to arrive at Ruby Falls will receive the original \$2 admission rate, a souvenir postcard, and discover some lesser known facts and legends about the cavern as we commemorate the incredible journey of Leo Lambert.