



**SILVER DOLLAR CITY PARENT COMPANY,
HERSCHEND ENTERPRISES, BRINGS ITS POPULAR
OFF-ROADING ADVENTURE BRAND TO OZARKS**
*PINK Adventure Tours Opens March 2022 with Exclusive Baird Mountain and
Table Rock Lake Trails*

PROMO VIDEO: <https://youtu.be/UdRdSr8e4aA>

BRANSON, Mo. (February 16, 2022) – [Herschend Enterprises](#), the nation’s largest family-owned themed attractions corporation, is expanding its investment in Branson, Mo. with the opening of [PINK® Adventure Tours](#) on March 15. The adventure tour company, founded in 1960, is renowned for its one-of-a-kind off-road excursions in Sedona, Las Vegas, Grand Canyon, and the Smoky Mountains, which bring families closer to nature in signature pink Jeep® Wranglers led by certified adventure guides.

“I am beyond excited for folks of all ages to get off the beaten path for a wild ride with PINK - Branson’s off-road adventure tours,” said John Fitzgibbons III, PINK Adventure Tours President. “Guests will enjoy a rugged climb to the top of one of Taney County’s highest peaks and experience the wild, hidden and natural gems that make the region that I personally call home so special.”

Herschend Enterprises and the Herschend family have a deep love and appreciation for the Branson community and the beauty of the Ozarks. The Herschend family started operating Marvel Cave over 70 years ago, and Silver Dollar City opened in 1960 – the very same year as the first PINK Adventure Tour! Today, Herschend Enterprises also operates Showboat Branson Belle, Silver Dollar City Campground, and Silver Dollar City’s White Water in Branson.

“The Citizens of Silver Dollar City Theme Park join me in welcoming Pink Adventure Tours to beautiful Branson,” said Brad Thomas, President of Silver Dollar City. “PINK Adventure Tours joins our park, our water park and our Showboat in providing exciting opportunities for exploration, adventure and family fun. In addition to all of our current family adventures, PINK will now offer new and immersive backroads adventures of the Ozark Mountains – plus the ability to see breathtaking views of the lake and surrounding hillsides,” said Thomas.

PINK Adventure Tours’ signature colored Jeep® Wranglers reflect a majestic pink glow inspired by nature’s sunrises and sunsets. It’s this particular shade of nature that embodies the beauty that can be experienced on every PINK Adventure Tour. All PINK Adventure tours in Branson will be offered throughout the day, with additional tour times at sunset so guests can experience nature’s picturesque pink colors first-hand.

PINK Adventure Tours in Branson

For the first time in over half a century, modern-day adventurers will follow in the footsteps of the fabled pioneer “Old Man” Baird on an exclusive off-road trail that climbs to the summit of

Baird Mountain - one of the tallest points in Taney County. Select routes will include the [Downtown to Mountaintop Tour](#), which will travel through Historic Downtown Branson before taking in scenic views of Lake Taneycomo. The [Lakes and Landmarks Tour](#) will wind past Ozark valleys and along the shore of Table Rock Lake and the famous Table Rock Dam, a local jewel that serves as a source of hydroelectricity. With full panoramic lake and mountain views throughout every tour, the company looks forward to fully immersing guests into cherished and historic views in a thrilling way that has never been done before.

The Branson PINK Adventure Tour hub, where daily tours will depart, is located at 3310 76 Country Blvd Ste D, Branson, Mo. 65616. The site is currently under construction and will be completed in advance of tours beginning March 15. Adventure seekers can purchase advance tickets at <https://www.pinkadventuretours.com/branson-tours/>.

Additionally, locals in the area interested in becoming part of the Herschend family can discover open positions with PINK at www.pinkadventuretours.com/careers. It was recently announced that Herschend Enterprises will cover 100% of tuition, fees, and books for employees of its attractions who choose to pursue further education via its [GROW U](#) initiative.

“We want to welcome Pink Adventure Tours to the Branson region,” said Jason Outman, President/CE of Branson/Lakes Area Chamber of Commerce and CVB. “Visitors will enjoy the new experiences that the excursions offer along with so many other great family attractions and outdoor adventures.”

ABOUT PINK ADVENTURE TOURS

In the last 20 years alone, more than five million guests from across the globe have shared their vacations with PINK Adventure Tours. Founded in 1960 and based in Sedona, Arizona, PINK® provides unique, unforgettable tour experiences to Sedona, the Grand Canyon, Las Vegas, and the Smoky Mountains, for visitors from around the world. With a fleet of over 150 cutting-edge vehicles, it remains one of the only tour companies with guide trainers certified by the National Association for Interpretation on its staff, and the only tour company to use the Smith System® of Driving by all guides. With a deep commitment to preserving the lands it travels, PINK Adventure Tours pursues stewardship opportunities as an engaged partner for every location in which it operates.

ABOUT HERSCHEND ENTERPRISES

For six decades, Herschend has operated with the purpose of bringing families closer together by *Creating Memories Worth Repeating*®. The organization is comprised of a family of companies across North America including Herschend Family Entertainment, the largest privately-held themed attractions entity in the US, entertaining more than 14 million guests annually at 26 properties in eight states and British Columbia (Dollywood® Parks & Resorts, Silver Dollar City®, Kentucky Kingdom®, Wild Adventures®, Vancouver Aquarium®, Adventure Aquarium®, and Newport Aquarium®); Herschend Entertainment Studios (Harlem Globetrotters®, Splash & Bubbles® and Chuggington®); and Herschend Adventure Holdings, LLC. (Pink Adventure Tours®). For more information, visit www.herschendenterprises.com.

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