

Resort Industry Expert Joins Extreme Engineering

Bob Craycraft Named EVP of Resorts

SACRAMENTO, CA, USA, June 10, 2015
/EINPresswire.com/ -- [Extreme Engineering](#), the world's largest supplier of patented zip lines, climbing walls and adventure products for the amusement and resort industries, has named Resort Industry expert Bob Craycraft to the newly created position of EVP of Resorts.

"Bob Craycraft brings an important component to our team," said Jeff Wilson, [Extreme Engineering](#)'s President and CEO. "We became familiar with him while he was Vice President of Industry Relations for the American Resort Development Association ([ARDA](#)) and were always impressed with his capabilities. When he retired from his decade of success in Washington D.C. we knew he would be ideal for this new position."

Jeff Wilson is the Vice Chairman of ARDA's Construction and Design Committee and leads the Association's Recreation and Amenities Task Force. Last April, Extreme Engineering won the ARDA Award for Best Family Entertainment Award in Resort Amenities for

2015.

Bob comes to Extreme Engineering with a strong background in Sales and Marketing. As an ARDA Association and industry ambassador to leisure industry segments including hospitality, golf, attractions and amusement parks, aquatics and water parks, as well as the investment community, Bob was selected as one of the 2008's "Power 25" individuals in the leisure travel industry by Aquatics International Magazine.

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Bob Craycraft

"Adventure entertainment attractions have a similarity to Water Parks—without the water. They fill an important need for Resorts, especially those who are reaching out to a more youthful market. Actually, they are less expensive to operate than water parks and are an exciting amenity to add to

existing and new developments," said Bob. "My familiarity with the products, the people and resorts in various regions of the U.S., Canada, Mexico and the Caribbean make this a perfect fit for me."



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“Fun is our business,” continues Craycraft. “Extreme works with amusement parks, the military and attractions, as well as Resorts and Timeshares. Adventure sports attractions are a growing business and Extreme Engineering is at the forefront. I am proud to be a part of the team.”

With 20 years in experience and more than 5,000 customers worldwide, Extreme Engineering has provided extreme thrills to customers such as Disney, Six Flags, NASA, The US Military, Westgate, Marriott and many more. As the original creators of the mobile climbing walls and Auto-belay™ systems, Extreme Engineering has been globally recognized as the primary supplier in zip lines, mobile and stationary climbing walls and extreme, interactive fun. Extreme Engineering is the first company in amusement history to achieve the honor of “Best New Product” five years in a row and eight consecutive industry awards. For more information, please visit www.extremeengineering.com or email phil@extremeengineering.com. To contact Bob Craycraft email bob@extremeengineering.com.

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