

Country Cascades Waterpark Resort Partners with Affirm to Offer Flexible Payment Options

PIGEON FORGE, Tenn. — January, 13, 2024 — Country Cascades Waterpark Resort, the largest resort in Pigeon Forge, Tennessee, is excited to announce a partnership with Affirm, the payment network that empowers consumers and helps merchants drive growth.

The partnership with Affirm allows guests at Country Cascades to enjoy the flexibility of booking their stay and paying over time. Affirm enables eligible visitors to spread the cost of their resort experience into simple, transparent monthly payments with as low as 0% APR, making it easier than ever to create unforgettable memories.

“We believe that everyone should have the opportunity to enjoy the magic of Country Cascades, and with Affirm, we are making it easier than ever for families and friends to create lasting memories in the Great Smoky Mountains,” Nick Miller, Director of Accounting and Development, said. “We look forward to welcoming guests to experience the perfect blend of adventure and relaxation, all while enjoying the added convenience that Affirm brings to the booking process.”

How Affirm Transforms the Guest Experience:

Transparent Financing: Guests can now choose Affirm at checkout and see the exact terms of their payment plan, including the interest rate and the total amount due, without any late or hidden fees.

Flexibility for Budgeting: Affirm's installment plans provide flexibility for eligible guests, allowing them to manage their budget effectively and enjoy a stay at Country Cascades.

Seamless Booking Process: The integration with Affirm ensures a seamless and straightforward booking process, enhancing the overall convenience for guests looking to experience the thrill of Country Cascades Waterpark Resort.

Country Cascades Waterpark Resort remains dedicated to creating unforgettable experiences for guests, and the integration with Affirm is a testament to that commitment. Whether guests are seeking a relaxing getaway or an action-packed adventure, the partnership with Affirm ensures that everyone can enjoy the magic of Country Cascades.

For more information or to book your next vacation, visit CountryCascades.com.

Media Contact:

Pete Smith: Sales Director: pete.smith@smrhotels.com

Grace Elliott: Data & Marketing Strategist: grace.elliott@smrhotels.com

Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lenders Law license.