



## 2024 Fact Sheet

# RUBY FALLS®

[2024 Media Kit and Images](#)



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### Overview

*Celebrating 95 years of wonder!* A historic landmark, Ruby Falls is home to the tallest underground cave waterfall open to the public in the United States, sweeping views of the Cumberland Plateau, soaring ziplines, luxury treehouse lodging, and award-winning special events. Located on Lookout Mountain in Chattanooga, TN, over half a million guests visit the park annually.

Descend 260 feet by glass-front elevator into the cavern hidden deep within Lookout Mountain, then explore on foot with a guided walk along the scenic path to the breathtaking waterfall. Discover the cave's storied history, see ancient geological formations, and experience the waterfall lightshow. Enjoy spectacular views of the Tennessee River, mountains and rolling valleys from historic Lookout Mountain Tower and Blue Heron Overlook. Zipline through the woods and conquer the 40-foot climbing tower at Ruby Falls' High Point ZIP Adventure. Unwind at boutique lodging featuring artfully crafted treehouses with an impeccable blend of playfulness, bespoke amenities, and refined luxury with Treetop Hideaways at Ruby Falls. Host an unforgettable event or meeting surrounded by nature at Skyline Loft Event Center.

### New for 2024

*There is always something new to discover at Ruby Falls*

*Ruby Falls Celebrates 95 Years of Wonder!* In honor of the 95<sup>th</sup> anniversary of the discovery of Ruby Falls, a year-long celebration includes unique events, special admission opportunities and experiences, plus vintage-inspired keepsakes and giveaways. Highlights include: Historical Exhibit, June 5 – Oct 20, 2024; Hidden Passageways Scavenger Hunt Sept – Oct; living art sculpture on the Village Plaza and more. *Visit [RubyFalls.com](http://RubyFalls.com) for current schedule.*

*New Beginning April 2024 New History Tour!* Discover the incredible lore and rich history of Ruby Falls while exploring the cavern trail to the thundering waterfall with a senior-level guide during this brand-new tour featuring stories of legendary events and happenings from our 95-year history. *Offered select mornings with early cave access*

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## Conservation

Recognized as a leader in tourism sustainability, Ruby Falls is committed to inspiring extraordinary connections to nature by protecting and preserving the natural wonders of the cave for generations to come. Ruby Falls is the first attraction in the United States to earn Green Globe certification, the respected worldwide standard for sustainability; and a recipient of the Governor's Environmental Stewardship Award for Excellence in Building Green. The park's hospitality center, Village Gift Shop and Village Plaza have Bronze LEED designation. Ruby Falls Cave and the historic Ruby Falls Castle, circa 1929, are on the National Register of Historic Places.

Water and energy conservation, electric vehicle charging stations, solar energy, reduction of emissions, LED lighting, recycling, natural habitat protection, organic waste composting, sourcing sustainable business products, using environmentally sensitive building design and materials, plus a 16,000-gallon rainwater collection system for irrigation are just a few of the ways sustainability is at the core our business practices.

## Hours

Open 364 days a year, 8 AM – 8 PM

Closed December 25

Extended hours on select evenings. Cave Walk to the waterfall offered daily, specialty tours on select dates by reservation.

Private tours by reservation.

## Location

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

1720 S. Scenic Highway Chattanooga, Tennessee

## Admission

Cave Walk to the Waterfall: \$26.95 Adults, \$16.95 Ages 3-12, Free Admission for Ages 2 and Under

Lantern Tour: \$39.95 Ages 5 – Adults

Gentle Walking Tour: \$39.95 Ages 12 – Adult

Annual Pass: \$46.95 Adults, \$26.95 Children Ages 3-12

For best availability, purchase timed-entry tickets for all adventures in advance at [rubyfalls.com](http://rubyfalls.com). Only a limited number of walkup tickets are sold at the park and tickets sell out quickly. Single visit tickets are valid for one year from date of purchase.

## TIMED ENTRY

### Tickets

Tickets are for entry on a specific date and time.



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## Guest Services

Complimentary Dog Kennels (seasonal), Family Restrooms, Complimentary Parking, Bus and RV Parking, Photography Services, Electric Vehicle Charging Stations, Self-Serve Ticket Kiosks, Guest Locker Rentals, ATM, Coin Press Machine, Buy Now - Pick Up Later Service at the Village Gift Shop, Quick Service Dining, Grab and Go Snacks, and Handicapped Parking with Valid Permit.

## Accessibility

Parking for guests with disabilities is available with a valid disability parking permit. Due to natural formations, narrow passages and small groupings of steps, the cavern is not wheelchair or stroller accessible. Wheelchair accessible venues include: Blue Heron Overlook, Village Plaza, Skyline Loft Event Center, Hospitality Atrium, Village Gift Shop, Back Porch Dining (seasonal), Restrooms, Castle Café, Castle Front Porch. 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](mailto:info1@rubyfalls.com). Low sensory tours available by request with two weeks advance notice.

## Cave Adventures

Discover ancient geological wonders and the majestic waterfall hidden deep within Lookout Mountain on a guided Ruby Falls cave adventure. Choose a Cave Walk to the Waterfall, after-hours Lantern Tour, early morning Gentle Walking Tour or Low Sensory Cave Tour! The scenic journey to the waterfall begins with a glass-front elevator ride descending 260 feet 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.



WATERFALL &  
CAVE TOUR

### CAVE WALK TO THE WATERFALL

*Daily, times vary seasonally*

Discover the hidden beauty of Ruby Falls with an express Cave Walk to the Waterfall led by a Ruby Falls guide. The walk features a basic overview of the cave with video and audio presentations in a large group format. Learn the story behind the cavern's accidental discovery, see stunning rock formations created over millions of years and experience the thundering waterfall. Admission includes a short movie, a light show at the waterfall, and access to historic Lookout Mountain Tower and Blue Heron Overlook, giving breathtaking, sweeping views of the Cumberland Plateau.

### LOW SENSORY CAVE WALK TO THE WATERFALL

*Available by request with advance reservation*

Low sensory tours provide a guided, early-access, reduced-sensory walk through the cavern to the waterfall. The adventure is customized for the comfort level of special sensory needs guests and their families. This experience is available by advance request at 7:45 AM, Monday-Friday, with a minimum 2-week notice.



### LANERN TOUR

*Friday After-Hours, and by Advance Request for Groups of 8 or More*

Explore the waterfall and cavern on an after-hours Friday night tour, illuminated only by the light of hand-held lanterns. Rock formations and shadows take on intriguing dimensions as guides share stories exclusive to this tour and light the falls using a system of pulleys and lanterns, creating Friday night lights to always remember. This specialty tour features extra time at the waterfall, a smaller group experience and waterfall lightshow. Arrive 20 minutes early to see the moonlit view and star filled sky from historic Lookout Mountain Tower. Admission includes a miner's helmet for guests ages 5 – 12. Guests younger than 5 years old are not permitted on Lantern Tours. Make reservations early for this popular tour, it sells out quickly.



### GENTLE WALKING TOUR

*Early Access on Select Dates and by Advance Request for Groups of 8 or More*

A first-of-its-kind experience, Gentle Walking Tours offer a slower-paced journey through the cavern with early-access to the waterfall and in-depth information with a senior-level guide. This specialty tour, ideal for anyone preferring a very gentle pace and a love of history, is available select dates, year-round. Gentle Walking Tours include extra time at the waterfall, viewing of the mini-movie presentation of The Story of Ruby Falls, waterfall lightshow, and is limited to a small number of participants. Advanced reservations required to secure a spot on this tour. This experience is recommended for adults and children older than 12 years old.



### HISTORY TOUR *New Cave Adventure Launches Spring 2024!*

*Select Afternoons and by Advance Request for Groups of 8 or More*

Discover the lore and rich history of Ruby Falls from a senior-level guide while exploring the cavern trail to the thundering waterfall. This brand-new tour features a limited number of participants and stories of legendary events and happenings from our 95-year history. Purchase tickets online to secure a spot. This experience is for adults and children age 12 and up.

### Scenic Views



Sweeping views of the Cumberland Plateau Mountain ranges, and Tennessee River delight guests year-round thanks to the park's unrivalled vantage point on Lookout Mountain. Upper and lower decks of Historic Lookout Mountain Tower, built in 1929, and wheelchair accessible Blue Heron Overlook offer exceptional views. *Take in the scenic beauty of the peaceful river, green valleys, pink-hued sunrise, and distant mountain ranges while watching for blue herons, soaring hawks, and songbirds.*

## HISTORIC Ruby Falls Castle

## and HISTORIC Lookout Mountain Tower

## Climb + Soar



## Eat + Craft Beer



Ruby Falls, selected as one of the 13 most scenic overlooks in Tennessee, received a special viewfinder outfitted with an innovative lens designed to enable people with colorblindness to see a wider range of vibrant, true colors. With the viewer, created by the Tennessee Department of Tourist Development, more folks can fully experience the colorful beauty of the region.

Listed on the National Register of Historic Places, Ruby Falls Castle has welcomed generations of guests eager to explore Lookout Mountain's underground caverns since 1929. Designed by Chattanooga master architect, R.H. Hunt, to resemble a 15<sup>th</sup> century castle, it is a beloved area landmark built with limestone excavated during the construction of the elevator shaft and carefully planned cavern trail.

As part of the castle built in 1929 with limestone excavated during construction of the Ruby Falls elevator shaft, Lookout Mountain Tower offers unmatched views from lower and upper decks. The mesmerizing, 360-degree panoramic view is exceptional.

In partnership with the nation's premier climbing gyms, **HIGH POINT ZIP ADVENTURE AT RUBY FALLS** offers the ultimate zipline and climbing experience with gliding ziplines and 40-foot climbing tower with auto-belays and routes of varying difficulty. High Point ZIP Adventure is a seasonal, separately ticketed activity. *Physical requirements available at [rubyfalls.com](http://rubyfalls.com).*

## CASTLE CAFÉ

The Castle Café debuted in 2022 with a brand-new look returning to its 1929 vintage roots. Enjoy a quick-service seasonal menu and local craft beer with table seating by the restored Ruby Falls Castle original stone fireplace or in a cozy nook near antique windows overlooking the stone castle's front porch. *Serving breakfast, lunch, dinner, snacks, coffee, fountain drinks, local craft beer on tap and dessert.*

## GRAB AND GO

Grab and go from self-serve coolers in the Village Gift Shop. Snacks, ice cream, fresh roasted nuts, treats and refreshing bottled drinks are ready to fuel your adventure.

# RUBY FALLS®

## Shop



## Relax

## Gather



## Stay



### **BACK PORCH AND FRONT PORCH - SEASONAL**

Order on café kiosks or the Toast app and enjoy a casual café meal outside on the Back Porch's umbrella shaded tables or covered Front Porch of the castle while enjoying the view.

### **VILLAGE GIFT SHOP**

Find the perfect keepsake and gifts at 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 October - December with enchanting, beautifully themed Christmas trees and holiday decor available for purchase is an absolute must-see. Cave tour admission is not required to access this carefully curated shop.

### **VILLAGE PLAZA**

A scenic gathering place and crossroads to adventure, Ruby Falls Village Plaza is the perfect spot to relax while enjoying the mountain breeze and abundant beauty of Lookout Mountain. Enjoy the pollinator garden and a perfect view as the backdrop for creating memories that last a lifetime at this charming central hub. Seasonal decorations on the Village Plaza delight guests of all ages!

### **SKYLINE LOFT EVENT VENUE**

Opened in 2023, Skyline Loft is the perfect venue for unforgettable events, memorable meetings, and milestone celebrations. The customizable event space with incredible views of the Cumberland Plateau in a historic setting is surrounded by the beauty of Lookout Mountain.

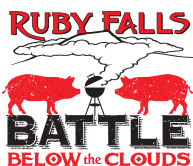
### **TREETOP HIDEAWAYS AT RUBY FALLS**

Indulge and unwind in luxury boutique treehouse lodging at the park. Nestled into the forest above historic Ruby Falls Castle with views of the Cumberland Plateau, each treehouse is artfully crafted with an impeccable blend of playful design and bespoke amenities. Private fire pits ready with wood and starters, locally made shampoo and body wash, kitchenettes stocked with complimentary s'more supplies, artisanal coffee, locally made granola, and a bottle of wine are just a few of the perks awaiting guests.

## Annual Events



Romance at  
**RUBY**



*With award-winning special events throughout the year, there is always something new to experience.*

### **ROMANCE AT RUBY**

*Select Dates in February*

Celebrate Valentine's Day with a romantic evening at Ruby Falls. This one-of-a-kind date night includes a special after-hours Lantern Tour, professional photo, and gift. Hear tales of local legendary romances including the love story of Leo Lambert and his wife, Ruby, that led to the discovery of Ruby Falls. *Reservations required for this separately ticketed event.*

### **100 MILLION STEPS IN MARCH**

*March 1 - 31, 2024*

We support 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 every March! Get active by walking the cavern trail and sign the event banner to show your participation in the 100 million step goal. Together, we're taking steps towards healthier hearts and creating amazing memories along the way. Since the first 100 Million Steps in March in 2018, 837,996,634 steps have been walked during the campaign.

### **BATTLE BELOW THE CLOUDS**

*April 20, 2024*

Join us annually for Battle Below the Clouds, the friendliest amateur barbecue competition in the South! For the 8<sup>th</sup> year, amateur grillers and smokers compete for bragging rights as the best backyard cooks in the region. Independent judges select the Best Pulled Pork, Best Ribs, Best Chicken Wings and Grand Champion. Delicious BBQ and beer for purchase, live bluegrass music, kid's activities, and giveaways. Free admission for spectators.

Competition entry fees raise funds to provide fun, year-round activities for kids with cancer and their families through the Lana's Love Foundation.

### **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. This special day celebrates the important role caves and karst play in our lives and environment.

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### LANTERN TOUR: GHOST WALK EDITION

*Select dates September - October*

Get in the Halloween spirit with a special edition Lantern Tour featuring ghost stories from the 94-year history of Ruby Falls and eerie Chattanooga legends. On the way to the waterfall, hear the tales and visit the sites of peculiar encounters, mischievous mayhem, and tragedy while exploring the cavern with a guide by the light of handheld lanterns. *This popular experience sells out fast, advance online ticket purchase is required, and not appropriate for children under the age of 12.*

### RUBY FALLS CHRISTMAS

*Nov. 28 - Dec. 24*

**Discover holiday wonder and adventure at Ruby Falls!**

Gather family and return to a simpler time with a classic Christmas on the mountain featuring magical views, holiday lights on the Village Plaza, and festive cheer in historic Ruby Falls Castle with special activities. Add your holiday wish to the Forest of Wishes. Stop by for a keepsake family photo with Santa on select dates. Enjoy time together during a cave adventure and linger longer by the café's cozy fireplace with a casual meal, festive treat, hot cocoa, and local seasonal craft beer.



### RUBY FALLS DISCOVERY DAY

*December 30*

Celebrate the 95<sup>th</sup> anniversary of the discovery of Ruby Falls and the beginning of a year-long celebration! On December 30<sup>th</sup>, 95 guests will experience breathtaking Ruby Falls for the original admission price of \$2 with specially priced Cave Walk tickets on select morning tours. Take home a complimentary keepsake postcard while supplies last and discover lesser-known facts and legends about the cavern as we commemorate the incredible journey of Leo Lambert leading to the discovery of Ruby Falls.



## *Highlights of 95<sup>th</sup> Anniversary Special Events, June - October 2024*

*Visit [RubyFalls.com](http://RubyFalls.com) for updates on all happenings during the year-long celebration.*

### **RUBY FALLS HISTORY EXHIBIT: CELEBRATING 95 YEARS OF WONDER**

*June 5 - October 20, 2024*

The special 95<sup>th</sup> anniversary exhibit shares a fascinating glimpse of the unusual history of the park, the impact the park has had on tourism in the Southeast, how a visit to Ruby Falls has inspired generations of visitors, the pivotal role Ruby Falls Castle and ongoing sustainability efforts to preserve the cave and park for the education and enjoyment of future generations. The exhibit showcases rare photos, newspaper articles and vintage postcards.

95th ANNIVERSARY  
*Special Event*



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## HIDDEN PASSAGES SCAVENGER HUNT

*September 6 - October 31*

Explore the Castle and park on a self-guided scavenger hunt for tiny, whimsical hidden passages. See how many you can discover and get inspired to never stop exploring. "Sometimes the unknown is the greatest adventure!" *Leo Lambert, discoverer of Ruby Falls.*