



Anakeesta



Anakeesta is an award-winning mountaintop adventure park located above, and in the heart of, downtown Gatlinburg. Its nature-immersive park offers an authentic Smoky Mountain experience for families of all ages. Anakeesta is situated on a 70-acre mountain 600' above the city of Gatlinburg. As the most visited National Park in the United States, the area sees up to 14 million visitors annually. Travelers from around the world enjoy hiking, attractions, restaurants, shopping, and entertainment.

Demographics

INDUSTRY Hospitality/Restaurant

HEADQUARTERS Knoxville, TN

FOUNDED 2022

EMPLOYEES 31

EXISTING ERP QuickBooks

OTHER SYSTEMS Buildium, Property Boulevard, Procurify, Bill.Com, Galaxy Gateway, Agilisys, Shopify, Excel, Paycom, Banking

NetSuite Solution

NETSUITE FinancialsFirst STD

MODULES Record to Report, Procure to Pay

INTERFACES Banking, Capital One, AMEX, Chase, Paycom, Galaxy Gateway, Agilisys, Shopify, Buildium

Implementation

TIMELINE 4 months

METHODOLOGY SuiteSuccess + Optimization

APPROACH Anakeesta will deploy NetSuite in a single phase with core functionality going live in month 4 and integrating into various 3rd party systems in phase 1.

Sales Teams

NETSUITE Lindsay Leblanc

CARAVEL Scott Curry, Caila Cohen

