



OKANA Resort's Bold Move: Meet the New Director Who's Transforming Oklahoma City's Entertainment Scene!



OKANA Resort & Indoor Waterpark, a premier entertainment and hospitality destination located in Oklahoma City, has appointed **Natalia Arbelaez** as its **Director of Partnerships**. This newly created role will see Arbelaez leading the development of strategic partnerships that aim to elevate the resort's position as a destination offering immersive hospitality experiences. In this position, she will focus on fostering collaborations with local, regional, and national brands, ultimately driving the resort's growth while strengthening its community ties.

A Visionary Role to Strengthen Community and Business Connections

As **Director of Partnerships**, Arbelaez will be responsible for shaping the resort's partnership strategy. Her efforts will include cultivating meaningful relationships with brands and organizations that align with **OKANA Resort & Indoor Waterpark's** mission of providing guests with authentic and memorable experiences. The goal is to forge alliances that will enhance the resort's reputation and offerings, ensuring that it remains a cornerstone of Oklahoma City's tourism landscape.

Arbelaez's leadership will be pivotal in building and managing a diverse partnership ecosystem. She will work closely with brand collaborators to develop thoughtful activations and programming across the resort's expansive **390,000-square-foot** complex. By creating a vibrant and collaborative environment, Arbelaez will help to ensure that **OKANA Resort & Indoor Waterpark** remains a dynamic and engaging destination for guests of all ages.

Extensive Experience in Building Strategic Partnerships

Natalia Arbelaez brings with her a wealth of experience in **aligning brand objectives** with **guest-centered initiatives**. Throughout her career, she has demonstrated a proven track record in building strategic partnerships that not only drive engagement but also create lasting value for all parties involved. Her approach is rooted in a combination of **creativity, relationship-building, and strategic vision**, qualities that make her well-suited to expand **OKANA Resort & Indoor Waterpark's** collaborative footprint.

Arbelaez's ability to balance creativity with strategic alignment will be essential in maintaining the resort's core values while ensuring that new partnerships align with the brand's mission. Her work will ensure that each collaboration reflects the resort's commitment to offering meaningful and impactful experiences to guests, while also adding value to the broader Oklahoma City community.

OKANA Resort & Indoor Waterpark: A Vision for Growth

The addition of **Natalia Arbelaez** to the leadership team underscores **OKANA Resort & Indoor Waterpark's** ongoing commitment to growth and innovation in Oklahoma City's hospitality sector. This appointment signals the resort's continued investment in visionary leadership and reinforces its role as a key player in the region's economic development. With Arbelaez's expertise, **OKANA Resort & Indoor Waterpark** is well-positioned to further expand its reach and strengthen its appeal as a premier destination for both tourists and residents alike.

As a wholly owned subsidiary of the **Chickasaw Nation**, the resort is an integral part of a broader effort to drive **economic development** in Oklahoma City. The resort is a **\$400 million** tourism destination that continues to attract visitors while contributing to the overall growth of the area. With the added leadership of Arbelaez, the resort is set to enhance its position within the competitive hospitality market.

Collaboration as Key to Success

A critical element of **OKANA Resort & Indoor Waterpark's** future success will be its ability to collaborate effectively with a variety of stakeholders. Arbelaez has made it clear that she sees collaboration as key to achieving the resort's ambitious goals. By working alongside **local businesses, tourism partners, and industry players**, she aims to develop partnerships that not only boost the resort's profile but also contribute to the development of Oklahoma City's hospitality and entertainment landscape.

The success of these partnerships will be measured by their ability to enhance the guest experience, as well as by their contribution to the overall sustainability and growth of the resort. By working with brands and organizations that share its values, **OKANA Resort & Indoor Waterpark** will continue to foster strong connections with its community and grow its appeal to both local and international visitors.

Fostering Authentic Experiences for Guests

At the heart of Arbelaez's strategy is her commitment to delivering authentic, guest-centered experiences. She will focus on ensuring that the partnerships and collaborations she fosters align with the resort's mission to create immersive and unforgettable experiences for visitors. This includes bringing in brands and collaborators that resonate with the values of **OKANA Resort & Indoor Waterpark**, which prides itself on providing a high standard of service and memorable experiences.

By focusing on quality and authenticity, Arbelaez will play an instrumental role in ensuring that each guest's visit is enriched by the experiences offered. Whether through exciting partnerships with local businesses or global brands, the aim will always be to provide unique and enriching experiences that leave a lasting impression on visitors.

Looking to the Future: Expanding OKANA's Influence

As **OKANA Resort & Indoor Waterpark** continues to build on its early momentum, the appointment of **Natalia Arbelaez** signals a bright future for the resort. Under her leadership, the resort's **partnership ecosystem** is expected to grow and evolve, bringing new opportunities and experiences to Oklahoma City. Arbelaez's focus on collaboration, creativity, and strategic growth will ensure that the resort maintains its position as a premier destination for both locals and tourists.

The resort's continued success will depend on its ability to stay ahead of the competition and offer fresh, exciting experiences. With Arbelaez at the helm of partnerships, **OKANA Resort & Indoor Waterpark** is well on its way to becoming an even more vibrant and influential force in Oklahoma City's hospitality scene.