

Ruby Falls –

Hugh Morrow, president of Ruby Falls LLC., has lead the transformation of an 84-year-old natural attraction, listed in the National Register for Historic Places, into a more sustainable and environmentally friendly business operation. Ruby Falls is committed to the reduction of their environmental footprint while providing a renewed experience for their visitors. All of this has been accomplished by the Ruby Falls team even when challenged with a cave that is thousands of years old and a historic building.

Ruby Falls holds the distinction of being America’s deepest commercial cave and most-visited underground waterfall. Ruby Falls is the first U.S. attraction to successfully undergo the Green Globe International environmental certification process and was listed as one of the most “Incredible Cave Waterfalls on Earth” by World Reviewer <http://www.worldreviewer.com/info/10-most-incredible-cave-waterfalls-on-earth.html> . Recently the team at Ruby Falls was awarded the 2012 Travel Attraction of the Year by Southeastern Tourism Society.

Hugh Morrow was hired as president of Ruby Falls LLC., in February of 2007. Morrow is a member of the National Cave Association, and serves on the boards of the Chattanooga Convention and Visitors Bureau, South Broad Redevelopment Board, Tennessee Outdoor Advertising Association, Tennessee NFIB Leadership Council, Cohutta Banking Company, and the Southern Highlands Attractions which he recently served as President. Prior to joining Ruby Falls LLC, he held various positions in the textile and carpet industry with the most recent position being V.P. of Sales for Tandus Inc.