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KALAHARI RESORT CELEBRATES 10 YEARS OF VACATION ADVENTURES;
PREPS FOR SUMMER RECORD

- Memorial Weekend Splashtacular Event Planned for Unveiling of New Features -

WISCONSIN DELLS, Wis. (May 29, 2010) – There’s a decade of fun brewing at Kalahari Resort in Wisconsin Dells, Wis. Having hosted more than 10 million visitors since Kalahari opened as a 100-room hotel with a 60,000-square-foot indoor waterpark in May 2000, the resort is now home to a 756-room convention/waterpark/theme park complex. Capitalizing on the trend of travelers taking drive-to regional getaways versus fly-to vacations, Kalahari has consistently evolved over the last 10 years, setting the bar for industry innovation and keeping guests coming back.

The resort expansions began in 2002, when the company doubled the size of its indoor waterpark and added major attractions such as the region’s first Master Blaster water coaster. In 2004, Kalahari was first in the U.S. to install the FlowRider, a simulated surfing ride, in its indoor waterpark. And more recently, during the economic downturn, the resort boldly moved forward with plans to build an Indoor Theme Park complete with an indoor Ferris wheel, go-cart tracks and climbing wall. Over the last 10 years Kalahari Resort has invested more than \$129 million into resort expansion projects.

“There’s no question that Kalahari Resort has been a major asset to Wisconsin Tourism since opening 10 years ago,” says Wisconsin Governor Jim Doyle. “We commend the resort for drawing hundreds of thousands of tourists to Wisconsin, providing more than 1,200 jobs for Wisconsin residents, and for stimulating our economy now more than ever.”

Kalahari has continued to enjoy occupancy far above the industry average and anticipates a busy summer. Beginning with “The Kalahari Splashtacular” celebration on Saturday, May 29 to kickoff summer activities, Kalahari guests will enjoy an unveiling of several new features, including a guest experience, a crew of new characters, and a new hip-hop theme song.

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“It’s hard to believe that it has been a decade since we opened our doors,” says Todd Nelson, who owns and operates Kalahari Resort along with his wife and five children. “What an amazing opportunity we’ve had to grow in this industry and to provide a memorable experience for both our leisure and convention guests. We can’t wait to see what the next 10 years brings.”

In addition to physical initiatives, Kalahari Resort has conducted fundraising events and made significant charitable contributions to several organizations in its first 10 years, namely the UW Carbone Cancer Center and Wisconsin Dells High School music program. In 2007, Kalahari purchased Trappers Turn Golf Club to offer sports packages to its guests; and in April 2010 purchased part ownership in Crystal Grand Theatre in Wisconsin Dells to offer yet another above-and-beyond entertainment option to the region’s residents and visitors.

About Kalahari Resort-Wisconsin Dells

Kalahari Resort in Wisconsin Dells is a “world-away” waterpark experience in the heart of the Midwest.

Situated along I-90/94, the authentically African-themed Kalahari Resort greets Wisconsin Dells visitors with a sneak peek of its colorful web of award-winning outdoor and indoor waterpark slides, attractions, and activities. The resort is home to America’s largest indoor waterpark, and offers more than one million gallons of water fun, 110,000-square-foot Indoor Theme Park, 742 guestrooms, 14 stand-alone five bedroom suites, the full-service Spa Kalahari and Salon, a fully equipped fitness center, on-site restaurants including Kahunaville, unique retail shops, a 15-screen cinema and 100,000-square-foot convention center. Kalahari also features Trappers Turn, a 27-hole award-winning golf course and the Crystal Grand Theatre for live entertainment. A second Kalahari Resort is located in Sandusky, Ohio. For reservation information, call 1-877-KALAHARI (525-2427) or visit: www.KalahariResorts.com. To review Kalahari Resort’s electronic press kit, go to www.kalahariresortsgobig.com.

