



KALAHARI RESORTS 2010 FACT SHEET

Kalahari Resorts in Wisconsin Dells, Wis. and Sandusky, Ohio continue to change the nature of vacations by delivering innovative “under-one-roof” getaways for families, single travelers and conventioners. Each authentically African themed Kalahari Resort includes spectacular indoor and outdoor waterparks, spas, extensive retail and shopping areas, multiple dining options and convention centers.

About Kalahari Resort - Wisconsin

Kalahari Resort-Wisconsin offers a “world-away” waterpark experience in the heart of the Midwest. Situated along I-90/94, the authentically African-themed 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 one of America’s largest indoor waterparks, and offers more than one million gallons of water fun, 742 guestrooms, 10 stand-alone five-bedroom suites, the full-service Spa Kalahari and Salon, a fully equipped fitness center, eight on-site dining options, unique retail shops, a 15-screen cinema, 100,000-square-foot convention center and a 110,000-square-foot Indoor Theme Park. Kalahari also features Trappers Turn, a 27-hole award-winning golf course.

About Kalahari Resort - Ohio

Kalahari Resort-Ohio, located on Highway 250 just north of exit 118 of the Ohio Turnpike, is home to America’s largest indoor waterpark at 173,000 square feet. In addition, the authentically African-themed resort features a 77,000-square-foot outdoor waterpark, 884 guest rooms and suites, the full-service Spa Kalahari, a collection of unique retail shops, an indoor miniature golf course, a children’s dry play adventure, one of the largest game arcades in the Midwest, a fully-equipped fitness center, eight dining options and a 100,000-square-foot convention center.

Indoor Waterpark Resort Popularity

The indoor waterpark resort concept has seen tremendous growth over the last several years and has become a popular choice for travelers, particularly across the Midwest. According to David Sangree of Hotel & Leisure Advisors, indoor waterpark resorts have continued to expand throughout North America with 125 open facilities in the United States. There are currently 4,559,350 aquatic square feet and 36,499 hotel rooms associated with indoor waterparks in the country.

Indoor waterparks have helped create thriving winter destinations throughout the upper Midwest. In fact, two-thirds of all indoor waterparks currently in operation are at hotels and resorts in Wisconsin and Minnesota. In 1990, before the introduction of indoor waterparks in Wisconsin Dells, WI, the tourism town averaged 40 percent hotel occupancy annually and experienced a peak travel season during the summer of only 100 days. Today, the town boasts 18 indoor waterpark hotels and a 365-day season, much of which is driven by Kalahari.

-more-

Kalahari Resorts Innovations

Kalahari Resorts has built a reputation as one of the most exciting indoor/outdoor waterpark vacation destinations in the country. Kalahari has been first to adopt and integrate new technology and innovation. It was first in the Midwest to host the Master Blaster water roller coaster and the FlowRider surfing attraction indoors and the resort now offers a Texlon transparent roof, the world's largest behemoth bowl and many other unique attractions across its two properties.

Authentically African Experience

Kalahari Resorts is proud to highlight African culture as the thematic feature in its resorts. The company chose this focus because of Africa's rich cultural offerings, the distinctive wildlife and its desire to deliver a fresh and exciting experience for its guests. The company invests heavily in authentic African décor, furnishings and artwork and appoints a team each year to visit Africa to continue enhancing the resort's offerings by sharing the continent's culture, stories and legends.

Independent Ownership

Todd Nelson, president and owner of Kalahari Resorts, according *Corporate Report Wisconsin*, "perfected the art of the waterpark, brought it indoors, combined it with a convention center, created year-round tourism jobs and forever banished the thought of a season when the Wisconsin Dells would be operating at less than 100% capacity."

Media Contacts

Shannon McCarthy
smccarthy@leumpr.com
O: 952-401-0125 x 2
C: 952-221-0930

Carrie Leum
cleum@leumpr.com
O: 952-401-0125 x 1
C: 612-710-1012

Guest Reservations

To make a reservation at either Kalahari property, call 1-877-KALAHARI (525-2427) or, visit www.KalahariResorts.com.

###