



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Jasmon Harper

(312) 274-3341

[JHarper@JacobsonRost.com](mailto:JHarper@JacobsonRost.com)

**Kalahari Resorts and Conventions Breaks Ground on Dells Convention Center Expansion**  
*Deputy Secretary of Wisconsin Department of Tourism Sarah Klavas Joins Nelson Family for Groundbreaking Event*

**Wisconsin Dells, Wis. (Oct. 5, 2017)** – Kalahari Resorts and Conventions owners the Nelson family and company executives, along with Deputy Secretary Sarah Klavas of the Wisconsin Department of Tourism gathered with more than 100 attendees to break ground on the company’s convention center expansion at its Wisconsin Dells resort.

Scheduled to open in September 2019, the convention center expansion will add 112,000-sq-ft. of space to the existing facilities, bringing the convention center footprint to 212,000-sq- ft. The expansion will include a 52,000-sq-ft. ballroom which will join the facility’s existing 20,560-sq-ft. and 17,200-sq.-ft. ballrooms, as well as 10 additional meeting rooms for a total of 45 meeting rooms. The resort does not plan to expand its current offering of 756 guest rooms – a decision that will bolster business for other lodging options in the area.

“When we first opened Kalahari, we had to work hard to create an experience where a convention center and indoor waterpark could exist together,” said Travis Nelson, owning family member of Kalahari Resorts and Conventions. “This model has been a splendid success and is now a vital part of any indoor waterpark in the industry today.”

For nearly two decades, the Kalahari Resorts and Conventions teams nationwide have leveraged more than 400 years of combined meeting experience to host more than 22,000 groups, resulting in more than 1.4 million group rooms booked. The expansion to the Dells location will allow the company to meet the current and future projected demands for group rooms in the area.

“We are pleased to support this expansion effort at Kalahari Resorts and Conventions in Wisconsin Dells,” said Sarah Klavas, Deputy Secretary of the Wisconsin Department of Tourism. “The travel and hospitality industry continues to be a top performing sector of our economy and supports more than 193,000 jobs for Wisconsin residents.”

The expansion at the Wisconsin Dells resort is the first in the company’s recently announced efforts to enhance the meeting experience at locations nationwide. Plans are in place to more than double the Pocono Mountains’ property convention facilities with groundbreaking scheduled for 2018. Additionally, the announced Round Rock, Texas offering will feature a 200,000-sq.-ft. convention center when the property opens in 2020 – the largest initial convention offering for the company to date.

“We welcome the expansion of Kalahari Resorts and Conventions’ world class convention facilities to

our already existing tourism landscape of attractions and accommodations,” said Sarah Hudzinski, Director of Marketing and Communications, Wisconsin Dells Visitor and Convention Bureau. “We firmly believe that Wisconsin Dells is a premier travel destination in the Midwest and are thrilled that more guests will be able to experience our one-of-a-kind offering while visiting the area for conventions and meetings.”

For more information about Kalahari Resorts and Conventions meeting facilities, please visit [www.KalahariMeetings.com](http://www.KalahariMeetings.com).

### **About Kalahari Resorts and Conventions**

Kalahari Resorts and Conventions in Wisconsin Dells, Wisconsin, Sandusky, Ohio, the Pocono Mountains, Pennsylvania, and coming soon to Round Rock, Texas, delivers a “world-away” waterpark resort and conference experience beyond expectations. The authentically African-themed Kalahari Resorts, privately owned by the Nelson family, is home to America’s largest indoor waterparks. All Kalahari Resorts feature well-appointed guest rooms, full-service Spa Kalahari, a fully equipped fitness center, on-site restaurants, unique retail shops and a state-of-the-art conference center. Kalahari Resorts and Conventions frequently receives awards and accolades for its guest and convention services. Recent recognition includes: Condé Nast Traveler’s #1 World’s Coolest Indoor Waterparks, 2017 Pennsylvania Meetings + Events’ Best of Pennsylvania Finalist, TripAdvisor’s 2017 Travelers’ Choice Awards, 2016 Family Vacation Critic Favorite, TripAdvisor’s 2016 Travelers’ Choice Awards, 2015 Reader’s Choice USA Today’s 10 Best Indoor Waterparks, January 2015 OpenTable’s Diners’ Choice Award for Double Cut Grill’s signature dining experience for the second consecutive year, Silver Star recognition for Best Family-Friendly Meeting Hotel and Resort in Smart Meeting’s 2014 Smart Stars Awards, Clean the World’s Top 50 Hot Properties in 2013, the Daily Herald’s 2014 Reader’s Choice Awards for Best Indoor Waterpark, selection as one of the nation’s Top Family Resorts by Family Fun magazine for 2013, being named the Best Conference Center in the state by the Wisconsin Hotel and Lodging Association and selection as the Corporate Meeting Destination of the Year by Cleveland Business Connects magazine. For reservation and guest information, call 1-877-KALAHARI (525-2427) or visit [KalahariResorts.com](http://KalahariResorts.com). To learn more about Kalahari Resorts, members of the media are encouraged to visit [KalahariMedia.com](http://KalahariMedia.com).

###