



Kalahari Resorts Appoints Industry Veteran as Vice President of Sales to Drive Growth

With Over Two Decades of Hospitality Experience, Gino Marasco Will Lead Sales Strategies Across Kalahari's Expanding Resort Portfolio

Wisconsin Dells, Wisconsin (November 18, 2024) – [Kalahari Resorts and Conventions](#), home to America's Largest Indoor Waterpark Resorts, announces the addition of Gino Marasco as Vice President of Sales. With over 20 years of extensive experience in the hospitality industry, Marasco brings valuable knowledge and leadership that will enhance Kalahari's sales strategies and operational effectiveness across its four resorts located in Wisconsin Dells, Wisconsin, Sandusky, Ohio, Pocono Manor, Pennsylvania, and Round Rock, Texas. His expertise will also support the company's growth as it prepares to open a fifth resort in Spotsylvania County, Virginia, in late 2026.

Gino joins Kalahari Resorts from Timbers Resorts, where he served as Managing Director of Hospitality. In this role, he successfully led sales, revenue, and marketing strategies for luxury properties, contributing to their overall success. His impressive career also includes serving as Corporate Director of Sales and Marketing at Wyndham Hotels & Resorts, as well as holding leadership positions at renowned resorts, including The Walt Disney World Swan and Dolphin, The Ritz-Carlton Amelia Island, and The Cloister and The Lodge at Sea Island.

"We are excited to welcome Gino to the Kalahari family," said Timothy Arnold, Vice President of Operations at Kalahari Resorts. "His extensive experience in luxury hospitality and his proven track record of driving sales will be invaluable as we continue to grow our brand and enhance the guest experience."

Kyra Popp, Corporate Director of Sales, added, "We look forward to Gino's insights and leadership. His expertise will be valuable in optimizing our sales efforts and achieving our strategic goals across all Kalahari Resorts locations."

Gino holds a bachelor's degree from the University of Central Florida and a master's degree in business administration from Florida State University. He resides in Orlando, Florida, with his wife and three daughters.

"I am honored to join Kalahari Resorts and contribute to its continued success," said Gino Marasco. "I look forward to working alongside such a talented team and bringing innovative sales strategies to the resorts."

Kalahari Resorts is committed to providing exceptional experiences for its guests, and Gino's expertise will play a pivotal role in furthering this mission.

Media Contact: Jessica Langrehr, Morning Walk

Phone: (618) 979-8772

Email: jiangrehr@morningwalkusa.com

###

About Kalahari Resorts and Conventions

Kalahari Resorts and Conventions in Wisconsin Dells, Wisconsin, Sandusky, Ohio, the Pocono Mountains, Pennsylvania, Round Rock, Texas, and opening soon in Spotsylvania County, Virginia, deliver a beyond-expectations waterpark resort and conference experience all under one roof. The authentically African-themed Kalahari Resorts, privately owned by the Nelson family, are home to America's Largest Indoor Waterparks. Todd and Shari Nelson, the founders of Kalahari Resorts, were honored with an induction into the Wisconsin Business Hall of Fame in 2023. All Kalahari Resorts feature well-appointed guest rooms and suites, the full-service Spa Kalahari, a fun-filled family entertainment center, on-site signature restaurants, unique retail shops, and a state-of-the-art convention center. For more information, members of the media are encouraged to visit kalaharimedia.com.