



Kalahari Resorts & Conventions in Spotsylvania, Virginia, Welcomes New Sales Director

Kadi Rodriguez brings two decades of experience to the new resort, opening in 2026

FOR IMMEDIATE RELEASE

Media contact: Sara Hood, Morning Walk

Office: (262) 716-1928

Email: shood@morningwalkusa.com

Spotsylvania County, Virginia (June 13, 2024): [Kalahari Resorts and Conventions](#) recently named Kadi Rodriguez as Sales Director supporting their Spotsylvania County resort, scheduled to open in 2026. Kalahari Resorts and Conventions is currently located in Wisconsin, Ohio, Pennsylvania, and Texas, making the Virginia resort the hospitality brand's fifth property. Rodriguez joins Kalahari as Sales Director, responsible for growing and overseeing the convention sales business at the all-new 1.38 million-square-foot resort.

"I am thrilled to bring my passion and expertise to the Kalahari team. Kalahari's unique, customizable offerings make it a dream destination for group events of all types and sizes," said Rodriguez.

Rodriguez offers over 20 years of experience in sales and leadership roles in the hospitality industry. She has held leadership positions for a variety of hospitality brands, including Great Wolf Lodge, Remington Hospitality, and Hilton Hotels. Rodriguez also earned a Psychology of Leadership Certificate from Cornell University.

"Kadi's passion for profitable growth and commitment to customer relationships has been a significant addition to the Virginia team already," said Kyra Popp, Corporate Director of Sales, Kalahari Resorts and Conventions. "With her extensive knowledge of the hospitality business helping to establish Kalahari as the leader in meeting services in our newest market, Kadi's motivation, expertise, high energy, and commitment to the community make her the perfect leader for our sales team in Virginia."

Kalahari in Virginia will offer an impressive 150,000 square feet of flexible meeting space, as well as an additional 50,000 square feet of outdoor space, and an event barn. Located off I-95, just 45 minutes from Richmond and one hour from Washington, D.C., the new Kalahari location offers an incredibly accessible location for businesses and groups across the Northeast and central East Coast.

For more information about the upcoming offerings at Kalahari Resorts and Conventions in Spotsylvania County, Virginia, head to kalaharimeetings.com/virginia. To view Kadi's headshot and images of Kalahari's Convention spaces, click [here](#).

About Kalahari Resorts & Conventions

Kalahari Resorts and Conventions in Wisconsin Dells, Wisconsin, Sandusky, Ohio, the Pocono Mountains, Pennsylvania, and Round Rock, Texas, and opening soon in Spotsylvania County, Virginia, delivers a beyond-expectations waterpark resort and conference experience all under one roof. The authentically African-themed Kalahari Resorts, privately owned by the Nelson family, is 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. Kalahari Resorts features 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.