

KALAHARI WATERPARK RESORT MAKES SPLASH DURING NATIONAL INDOOR WATERPARK BOOM

Kalahari's \$12 Million, 58,000 sq. ft. Indoor Waterpark Expansion Leads the Way --

Wisconsin Dells, WI, November 6, 2002 – Extending far beyond just a sprinkler and slide in the hotel pool, hospitality experts say “indoor” waterpark venues are on the cutting edge of an industry boom. With 50 indoor waterpark projects currently underway in the U.S., projects like the Kalahari Waterpark Resort in Wisconsin Dells’ \$12 million, 58,000 square foot indoor waterpark expansion – *to become the nation’s largest in December* – are part of an evolution in the waterpark resort industry.

In fact, indoor waterpark venues are opening the floodgates to new winter destination travel options for people in cold weather climates. Experts say that in the last five years the waterpark industry has transformed to offer indoor water activities -- slides, lazy rivers, raft rides, and play areas – to engage all members of the family.

According to **Jeff Coy of JLC Hospitality Consulting**, gone are the days when people came to hotels for a place to eat and sleep. Today’s hotels are looking more like attractions. “The growing trend of building indoor waterparks has challenged traditional hotels and lodging. As a result, resorts that offer indoor waterparks are seeing an increase in occupancy and revenue, particularly during the Midwestern winters,” adds **Coy**. “The Kalahari Waterpark Resort is definitely one to watch during this industry growth.”

Providing a warm respite from the Midwest’s bitter winter, the Kalahari’s new, nearly 120,000 sq. ft. indoor waterpark will showcase the “Botswana Blast,” a thrilling, 570-ft.-long water roller coaster, a Victoria Falls family raft ride, a Wild Kingdom kids play feature and the Zambezi River, soon to be the nation’s longest lazy river ride.

“We are doing some amazing things with water as well as the rest of the Kalahari to offer guests a total resort experience – from day spa to fine dining,” says Todd Nelson, owner of the Kalahari Waterpark Resort & Convention Center. “The Kalahari has invested heavily in rides and attractions that make many indoor and some outdoor waterparks look like a kiddie pool. Our indoor waterpark packs the ‘wow’ factor for kids and a relaxing getaway for parents.”

The Kalahari's new features will join a long list of fun and surprising African-themed activities such as the Tanzanian Twister, a spiral flume ride which plunges riders 127 feet at speeds up to 40 mph, and the Zig Zag Zebra, a "blink-and-you'll-miss-it" 323 ft. tube ride. Other indoor waterpark highlights at the Kalahari include a 140,000-gallon Tidal Wave Pool, nine water slides, three spas, and several children's water play areas.

The Kalahari Resort & Convention Center is a "worlds-away" waterpark experience, close to home. Perched along I-90/94, the authentically African-themed Kalahari Resort greets Wisconsin Dells visitors with a sneak peek at its colorful web of award-winning outdoor and indoor waterpark slides, rides, and activities. In addition to 800,000 gallons of water fun, the Kalahari offers 378 guestrooms, the Oasis Experience Day Spa, restaurants, shops, a cinema and a state-of-the-art convention center. For more information, contact 1-877-253-5466 or visit www.kalahariresort.com.