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Kalahari Resorts & Conventions Celebrates Landmark 10th Year of National Waterpark Day on July 28

Holiday Founders and Home of America's Largest Indoor Waterparks Marks a Decade of Splash-Filled Family Memories with Location-Wide Festivities and an Exclusive 24-Hour Flash Sale

WISCONSIN DELLS, WI (July 21, 2026) – [Kalahari Resorts & Conventions](#), home to America's Largest Indoor Waterparks, will celebrate the 10th year of its brand-founded holiday, National Waterpark Day, on July 28. The celebration will feature a splash-filled day of family-friendly waterpark festivities at all four of its award-winning resorts. Established in partnership with the National Day Calendar in 2017, this milestone spotlights a decade of adventure, excitement, and the memory-making power of waterparks nationwide.

"Ten years ago, we created National Waterpark Day because we believed families deserved a dedicated reason to disconnect and make memories together – and waterparks are the perfect place to do that," said Todd Nelson, founder of Kalahari Resorts & Conventions. "Watching this holiday grow into a nationwide celebration, with guests at all four of our resorts joining in, is one of the many rewarding things we've done as a brand."

Kalahari Resorts' locations in Wisconsin Dells, Wisconsin, Sandusky, Ohio, Pocono Mountains, Pennsylvania, and Round Rock, Texas, will have on-site foam parties and live DJs spinning poolside tracks, exciting games and giveaways, foodie pop-ups, family poolside activities, meet-and-greets with everyone's favorite Kalahari characters, and more. The celebrations are open to the public, with guests able to join the festivities by purchasing a waterpark day pass or booking an overnight stay.

As part of the celebration, Kalahari Resorts is giving away prizes across its social media channels throughout July, including waterpark day passes and exclusive National Waterpark Day merchandise, culminating with a grand prize giveaway of an overnight stay at Kalahari on July 28. Entry details are available on Kalahari Resorts' social media channels.

In addition to the social media giveaways, guests can take advantage of a 24-hour flash sale on July 28 by using the promo code WATERPARK. This exclusive offer includes up to 30% off overnight stays for select travel dates through January 7, 2027, \$10 off Waterpark Day Passes, 10% off waterpark seating rentals, and 30% off fall season passes. All offers are subject to availability, blackout dates, and specific terms and conditions, including a requirement to book online. Full

deposit and cancellation policies apply to all reservations. For complete details and to book your getaway, please visit <https://www.kalahariresorts.com/national-waterpark-day>.

"Celebrating 10 years of National Waterpark Day feels especially meaningful this year, because 2026 is shaping up to be the biggest year in Kalahari's history," added Nelson. "We're opening a massive new indoor waterpark expansion at our flagship Wisconsin Dells resort this fall, and our brand-new Virginia property opens later this year. To mark a decade of this holiday right in the middle of our most ambitious chapter yet, it doesn't get better than that."

About Kalahari Resorts & Conventions

Kalahari Resorts & Conventions, founded by Todd and Shari Nelson, is home to America's Largest Indoor Waterparks, and offers an unmatched mix of all-under-one-roof experiences for families, vacationers, and meeting attendees. With locations in Wisconsin Dells, WI; Sandusky, OH; Pocono Mountains, PA; Round Rock, TX; and a new resort opening in 2026 in Spotsylvania, VA, each property draws inspiration from the rich culture and vibrant landscapes of Africa. Recognized by USA TODAY's 10BEST for Best Indoor Water Park and Best VR Water Slide, Kalahari continues to set the standard for family entertainment and hospitality. Across its growing collection of resorts, guests can expect well-appointed accommodations, signature dining, unique retail, expansive indoor and outdoor waterparks, immersive adventure parks, and state-of-the-art convention centers. In 2026, Kalahari introduced its Treehouse Adventures, luxury treehouses located on the shores of Lake Delton in Wisconsin Dells. Select locations also feature full-service spas and wellness destinations, creating the ultimate all-in-one getaway. For the latest news and media resources, visit kalaharimedia.com.

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