

## FOR IMMEDIATE RELEASE

Media Contact: Samantha Flynn Jacobson/Rost 312.274.3349 sflynn@jacobsonrost.com

Jasmon Harper Jacobson Rost 312.274.3341 jharper@jacobsonrost.com

Kalahari Resorts and Conventions Is Home to America's Largest Indoor Waterpark

Authentically-African Resort More Than Doubles On-Site Rooms and Expands Amenities to Offer the

Premier Family Vacation Destination in the Pocono Mountains

**Pocono Mountains, Penn.** — <u>Kalahari Resorts and Conventions</u> in the Pocono Mountains is now home to America's Largest Indoor Waterpark. Boasting 220,000 sq. ft. of true attraction space, the indoor waterpark now features eight new thrilling slides, a wavepool, an enhanced area for children, an extended lazy river and additional adult swim-up bars. As well as the waterpark expansion, the most recent phase of the resort includes: an additional 520 rooms and suites, bringing the total to nearly 1,000 on-site accommodations, two new full-service signature dining experiences, expanded dry-play and fitness amenities, and more.

Owned and operated by the Nelson family, the company opened its doors on its third authentically African-themed resort, and first on the East Coast, in the Pocono Mountains in July 2015. This resort extension project broke ground in April 2015, which allowed for construction to be completed within an 18-month time frame.

"My family and I had always dreamed of expanding Kalahari to the East Coast, and we've had a great experience in the Pocono Mountains," said Todd Nelson, owner of Kalahari Resorts and Conventions. "We could not be prouder to bring the distinction of America's Largest Indoor Waterpark to this tremendous area."

Focused on providing a "beyond expectations experience" to guests of all ages, the resort expansion also includes an additional 520 rooms, which brings the resort total to nearly 1,000 guest rooms, including two new styles exclusive to the Poconos location:

- Three-Bedroom Family Suites:
  - 1 king bedroom with master bath, 2 separate bedrooms with 2 queen beds each, fullsized sofa sleeper, fireplace
- Big Five Suites:
  - 1 king bedroom with master bath, 4 separate bedrooms with 2 queen beds each, fullsized sofa sleeper, fireplace, large balcony with furniture

The company also placed an emphasis on providing new dining experiences to guests. The resort now features:

- **Double Cut Charcoal Grill** Kalahari's signature steakhouse experience featuring: premium cuts of meat, craft cocktails, family style sides and more
- Sortino's Italian Kitchen A new-age, red-sauced restaurant where old-school Italian cuisine meets the modern age. The menu will include: wood-fired pizza, Italian family dining, a large variety of wines and more

• **Marrakesh Market** — Grab-and-go convenient, bazaar-style shopping, unique gifts, authentic African items and everyday needs

Dry-play expansions include the addition of the elusive free-roaming virtual reality attraction "The Arena," which can only be experienced at three locations in the country. Kalahari Resorts properties boasts two of the three locations. The attraction opened in the Poconos resort on Feb. 3, 2017.

The resort is authentically African themed, and visitors will see and feel this experience at every turn, including the handcrafted artwork adorning the walls, the Rwandan coffee beans served throughout the resort and the souvenirs sourced from local artisan communities throughout Africa. The Nelson family returned to Africa last fall for a 30-day sojourn that helped to inspire the newest amenities at the resort.

"My family has long been inspired by the spirit and culture of Africa, ever since our first visit to the continent more than 20 years ago," Nelson said. "As we continue to return each time, we become more enthusiastic about sharing our experience with our guests."

The expansion of the resort increases Kalahari's workforce in the Poconos to nearly 1,400 full- or part-time jobs — a 60 percent increase from the location needs when it opened in July 2015. Kalahari's existing amenities continue to attract overnight and local guests including: Spa Kalahari and Salon featuring the unique HydroOasis day spa, a 40,000 sq. ft. arcade full of games, laser tag, mini-bowling, blacklight golf and more, 6,000 sq. ft. of retail shopping and a 100,000 sq. ft. convention center.

Kalahari Resorts was named The World's Coolest Indoor Waterparks by *Condé Nast Traveler* in 2014. Reservations are now being accepted at <a href="http://www.kalahariresorts.com/">http://www.kalahariresorts.com/</a>. For additional details on the history of Kalahari Resorts and Conventions, the authentic African inspiration and the Nelson family, please visit KalahariMedia.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 wellappointed 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 quest and convention services. Recent recognition includes: Condé Nast Traveler's #1 World's Coolest Indoor Waterparks, TripAdvisors' 2017 Travelers' Choice Awards, 2016 Family Vacation Critic Favorite, TripAdvisors' 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. To learn more about Kalahari Resorts, members of the media are encouraged to visit KalahariMedia.com.