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Wilderness on the Lake Celebrates The Return of Lake Delton in a Special way

WISCONSIN DELLS, Wis. — Officials at Wilderness on the Lake are ready to celebrate the rebirth of Lake Delton on June 9 in a very special way. The resort has invited all of the guests who were at their Lake property on June 9, 2008 – the day the lake drained- to return to the resort for a complimentary stay on June 9 this year so they can see what a difference a year makes.

Approximately 30 percent of the guests from 2008 have taken the resort up on the offer and all are excited to see Lake Delton restored to its original grandeur.

According to Joe Eck, general manager for the entire Wilderness Territory in Wisconsin Dells, "In 2008, the overall revenue for our Wilderness on the Lake property was down 30 percent. This was because when Lake Delton drained, in order to encourage people to still come to the property, we lowered our rates by 30 percent. In doing this, we were able to maintain our occupancy, however it impacted our revenue. The entire Wilderness Territory revenue in 2008 was flat."

"We are very optimistic about our occupancy for this summer. We've increased our advertising by 20 percent to let people know Lake Delton is back, and we're also adding several amenities to the Wilderness Territory including outdoor mini golf, kiddy karts, go karts and zip lining. The response to all of this to date has been terrific. Everyone is really excited."

In addition to inviting guests back on June 9 for a complimentary stay, Wilderness Territory also is sponsoring the release of 9,435 walleye fingerlings 1.3 inches in length on June 9 and 7,000 large mouth bass fingerlings later in September into Lake Delton.

Wilderness on the Lake opened in 2003. It has 108 two and three bedroom condo units all which have a four season sunroom that overlooks Lake Delton. Overall Wilderness Territory has 1,151 lodging options. Our other two properties are Wilderness Hotel & Golf Resort and Glacier Canyon Lodge.

The Wilderness Territory, which consists of over 600 wooded acres in Wisconsin Dells, is the perfect destination for a fun-filled family vacation, meeting or special event. The Territory is home to Wilderness Hotel & Golf Resort, which features 444 guest rooms, 40 vacation villas, 76 Frontier Condominiums and 35 cabins. It is also home to Wilderness on the Lake which features 108 luxurious two and three bedroom condominium units overlooking Lake Delton; and Glacier Canyon Lodge, which features 460 upscale condominium units.

Combined, these three properties offer four indoor and four outdoor waterparks that total nearly 500,000 square feet – that's over 12 football fields of water fun! The Territory is also home to Wild Rock Golf Club, The Woods 9-Hole Family Course; Dodge 'Em City; Timberland Play Park, a 30,000 square-foot, four story adventure with ball blasters, slides and crawl spaces; the OK Corral Lazer Tag Arena; and The Wild Abyss and Wild Buccaneer 3-D black light mini golf courses.

Many dining options are available at the Wilderness Territory, including: The Wild Canyon Café, a family-style restaurant; Field's at the Wilderness - Premier Steak House, designed by Frank Lloyd Wright protégé James Dresser; Sarento's Italian Restaurant & Pizzeria; Monk's Bar & Grill; Thirsty Buffalo Saloon; Survivors Bar and Grill; and a wide variety of grab and go options at various waterparks and in coffee shops.

The Wilderness Territory is easily accessible from Interstate 90 and 94, and located just minutes from popular attractions such as Dells Boat Tours, the Original Wisconsin Ducks, Tommy Bartlett Show, Ho-Chunk Casino and Tanger Outlet Mall.

For more information on the resort, the *Wild Perks* frequent stay program, or for reservations, visit their Web site at www.wildernessterritory.com or call 1-800-867-WILD (9453).

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