



BOWLING 'IS A MUST' FOR KALAHARI RESORTS

Kalahari Resorts operates indoor waterpark resorts that showcase water-based fun along with bowling, virtual reality gaming, mini golf, zip lining, arcades and much more. Bowling was one of the original offerings at the first Kalahari Resort in Wisconsin Dells, and for good reason.

"Kalahari offers the best in family-friendly entertainment, with fun for everyone from 3 to 83, so bowling was a great fit for our resort concept," says Dave Thalacker, Development Project Manager for Kalahari Resorts & Conventions.

BOWLING GETS A BOOST AS PART OF A MAJOR EXPANSION

In late 2018, Kalahari created a unique brand for its 'land-based' offerings with the unveiling of Tom Foolerys Adventure Park. The 100,000 sq. ft. space features rides, games, virtual reality, mini-golf, climbing walls, laser tag, and Volcano Lounge & Lanes, featuring 24 lanes of state-of-the-art Brunswick bowling.

Bowling is an absolute fit with the company's strategic vision.

"Kalahari Resorts offers something fun for every member of the family, whether they want to get wet or stay dry," says Thalacker. "Bowling was a must for our resorts. It's a great way to gather the family together for a friendly competition and it's something that all ages can enjoy."

BOWLING OFFERS MULTIPLE ADVANTAGES FOR RESORTS

Bowling does more than please on-site guests, according to Thalacker.

"Bowling is an activity that attracts locals to the resort and visitors who are staying off-property," says Thalacker. "We see both segments of guests coming to Tom Foolerys for an evening out or to escape the weather and have some fun indoors."

The Volcano Lounge & Lanes hosts corporate groups, charitable organizations, and sporting groups for social functions and runs bowling leagues, which further expands its market beyond just resort guests.

Bowling also keeps guests on the property longer and boosts food and beverage sales. "Bowling provides an opportunity for Kalahari's guests to spend more time in our indoor theme park, increasing the likelihood for food and beverage sales," says Thalacker.

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Dave Thalacker,
Development Project
Manager for Kalahari Resorts
& Conventions



Kalahari has seen the advantages of bowling, and that's why the company is including the sport in its newest venture. "Bowling is a favorite at Tom Foolerys Adventure Park in the Wisconsin Dells so we knew it would also be a part of Tom Foolerys at our newest resort, currently under construction in Round Rock, Texas," says Thalacker.

BRUNSWICK IS BOWLING

Kalahari chose Brunswick Bowling as its partner for its original Wisconsin Dells project, and again for the newest venture in Round Rock.

"Since their first project in 2008 at Wisconsin Dells, I have stayed close with the folks at Kalahari over the years," says Jay Saladino, Brunswick director of new business development. "It was a natural progression for us to work together on their new project and we look forward to continuing the partnership in the future."

"Brunswick is the leader in bowling and offers exceptional service," says Thalacker. "Kalahari looks for that brand synergy with partners. We offer guests a beyond-expectations experience at our resorts and we work with vendors and partners who do the same in their industries."

"We recommend Brunswick to others. They have a great product and their customer service is exceptional."