



FOR IMMEDIATE RELEASE
Summer 2011

FOR INFORMATION CONTACT:
Tracy Fuller, Marketing Manager
(608) 254-1030 or fuller@wildernessresort.com
Heidi Fendos, PR Counsel
(414) 778-0766 or heidi@fendospr.com

**WILDERNESS HOTEL AND GOLF RESORT
DEVELOPERS' HISTORY IN THE WISCONSIN DELLS
CAN BE TRACED BACK TO THE LATE 1800S**

WISCONSIN DELLS, Wis. — Tom Lucke, Wilderness Hotel & Golf Resort owner; Pete Helland Jr., Wilderness Hotel & Golf Resort vice president and owner; Tim Lucke, Wilderness Hotel & Golf Resort project manager and owner; and Pat Helland, Wilderness Hotel & Golf Resort director of development and owner; can trace their family heritage in Wisconsin Dells back to the late 1800s. Their grandfather, Oliver "O.P." Helland, the son of a Norwegian immigrant, was one of the first local rivermen to organize sightseeing boat tours along the Wisconsin River when he founded the Riverview Boat Line in 1921. As a respected businessman and civic leader, O.P. Helland helped transform the local economy by recognizing its tourism potential and elevating the town into what is now one of the Midwest's leading vacation destinations.

Shortly after its inception, Riverview Boat Line expanded its holdings by acquiring land along the Wisconsin River and developing retail shops, a restaurant and tavern, a gas station, and a hotel. Hotel Helland was built across from the busy local train station and served tourists and businesspeople alike as they traveled through the area.

O.P.'s son, Peter Helland Sr., (Pat and Pete Jr.'s father) began overseeing

-more-

DEVELOPERS' HISTORY / ADD ONE

company operations in 1952. Together with his sister, Virginia Helland Lucke (Tom's mother and Tim's grandmother), and their brother, attorney Hans Helland, they picked up where their father left off — following O.P.'s legacy of hard work, attention to detail, and concern for the community.

Over the past 40 years, the company's holdings have included Pirates' Cove Mini-Golf, Riverview Park & Waterworld, Fort Dells, Goody Gum Drop Candy Shop and a partnership in the Upper & Lower Dells Boat Tours and the Original Wisconsin Ducks. While Peter Sr. managed the company's daily operations, Virginia operated and oversaw the firm's retail division.

Growing up in the local tourist industry, Tom, Pat and Pete Jr. worked for the family's business. From scooping ice cream and selling boat tickets to piloting boats and amphibious Duck tours, the boys learned the value of hard work and customer service. With this experience in hand, Tom bought his first motel, the Riviera, at the age of 28. Over the next ten years he single-handedly re-defined the hotel industry in the area by recognizing and capitalizing on the popularity of outdoor and indoor interactive pool centers.

The Wilderness Hotel & Golf Resort (443 units), which opened in 1995, represents Tom's fifth and most extravagant themed hotel in the Wisconsin Dells area. The hands-on developer also created the Polynesian Hotel (a 230-unit tropical-themed resort), the Atlantis (79 units), the Bahama Bay (60 units) and the Caribbean Club (a 68-unit hotel/condominium resort).

Tom is a 1977 University of Wisconsin graduate with a Bachelor's degree in Marketing. Pat graduated from Colorado State University with a degree in

-more-

DEVELOPERS' HISTORY /ADD TWO

Construction Management. Pete Jr. is a 1988 Yale graduate and also has a Master's degree in Business Administration from the University of Wisconsin. Tim graduated from the University of Nevada-Los Vegas' William F. Harrah College of Hotel Administration.

The Wilderness Territory, as featured on the *Travel Channel's* Extreme Resorts TV show in 2009, consists of over 600 wooded acres in Wisconsin Dells, and 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 also has many other adventures around every turn including: Sundara Spa; Wild Rock Golf Club; The Woods 9-Hole Family Course; Zip Lining; Timberland Play Park, a 35,000 square-foot, four story adventure with ball blasters, slides and crawl spaces; the OK Corral Lazer Tag Arena; Tombstone Town Haunted Hotel & Mineshaft Mirror Maze; Go-Karts; Bumper Boats; three mega arcades; Jurassic Outdoor Mini Golf and The Wild Abyss, Wild Buccaneer & Big Fish 3-D black light mini golf courses.

Many delicious dining options are available at the Wilderness Territory, including: The Wild Canyon Café, a family-style restaurant where kid's eat free with each adult meal purchased; 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 Wisconsin Ducks, Tommy Bartlett Show, Ho-Chunk Casino and Tanger Outlet Mall.

-more-

DEVELOPERS' HISTORY /ADD THREE

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).

#

Wilderness Territory, Wilderness Hotel & Golf Resort and Wild Rock are registered Service Marks. Glacier Canyon Lodge, Wilderness Resort and Wilderness on the Lake are Registered Trademarks.

Editor's Note: Head shots of Tom or Tim Lucke and Pat or Pete Helland, Jr., as well as color photographs of the Wilderness Hotel & Golf Resort, are available by contacting Heidi Fendos at (414) 778-0766 or emailing her at heidi@fendospr.com

