



## Timeline of Growth 1995-Present

The Wilderness Resort has experienced tremendous growth since it opened its doors in June 1995.

Today, **Wilderness Resort** has over 30 different lodging options, each with comfort and convenience in mind. In addition to the **main hotel's** 446 guest rooms, the resort has a wide Northwoods themed 2-bedroom Vacation Villas; 3-bedroom Frontier Condominiums; 3-bedroom Golf Course Cabins; 4- and 5-bedroom Media and Entertainment Cabins; and introduced 2023, we introduced eight 'Mountain Modern' 5-bedroom Treehouse Cabins. **Wilderness on the Lake**, located on the shoreline of Lake Delton, has luxurious 2- and 3-bedroom condominium units that sleep up to 16. Finally, **Glacier Canyon Lodge**, which connects via indoor skywalk to Wilderness Hotel, is a spacious 2-key & 3-key resort with lodging options to grow your room from a single room with 2 queen beds to a large 3-bedroom condominium.

Take a look at our impressive growth and learn how we have become America's Largest Waterpark Resort.

- **June 1995:** Wilderness Hotel & Golf Resort opens with 79 units, the Fort Wilderness indoor waterpark (later replaced), had an activity pool, pool with play feature and a hot tub.
- **1996:** 59 guest units are added to the hotel as well as the Timber Rapids Tube Slide and two kiddie slides.
- **1998:** 84 guest units are added to the hotel, Wilderness Woods 18-hole golf course opens (it was later replaced by Wild Rock), and in the New Frontier Outdoor Waterpark Gold Rush Tube Slide, Prospector's Creek Lazy River and BearFoot Island are added. (BearFoot Island was redesigned into a splash pad in 20113.)
- **1998:** Ground is broken on Phase I of the Vacation Villa development adding 28 two-bedroom, multi-level units.
- **1999:** Another 60 guest units are added to the hotel, and the resort's second indoor waterpark, Klondike Kavern, a 65,000 square foot facility, opens.

- **1999:** The Field brothers break ground on Field's at the Wilderness, a premier steakhouse, located within a short walking distance to the main Wilderness Hotel.
- **2000:** Field's at the Wilderness opens as well as the MotherLode, a Northwoods themed family restaurant located in the New Frontier lobby. (Motherlode was later rebranded the Wild Canyon Café and then it was replaced.) Phase II of our Vacation Villas is completed along with a 6-hole par 3 golf course called Little Links (this is now Wilderland Park). Our Frontier Condominium project begins as well as construction on a new \$1.5 million, 6,700-square-foot golf clubhouse.
- **2001:** The resort's golf course clubhouse and some of the Frontier Condominiums open.
- **Summer 2002:** 162 additional guest rooms, a second check-in lobby called Wild West as well as Dodge 'em City (home to Timberland Playhouse and Northern Lights Arcade) open. (In 2022, the Wild West lobby is phased out after the New Frontier lobby is expanded.) Lake Wilderness outdoor waterpark opens. Ground is also broken on Wilderness on the Lake, a \$37 million, 108-unit premier condominium project located on Lake Delton. The last of our Frontier Condominiums are completed.
- **August 2002:** Phase I of the Wilderness 4-bedroom cabins (#1-#4) are unveiled.
- **February 2003:** Wild West indoor waterpark, a \$10 million addition complete with its own sports bar, The Thirsty Buffalo, (now Swimm'n Chick'n) opens. Near the resort, Sarento's at the Wilderness opens serving fine Italian cuisine.
- **July 2003:** Wilderness on the Lake, a 108-unit premier condominium complex overlooking Lake Delton opens. It offers two- and three-bedroom units each with a private four-season patio and four-person Jacuzzi tub.
- **October 2003:** Phase II of the Wilderness cabin project is completed, introducing five, 5-bedroom Entertainment Cabins (units #5-9).
- **Spring 2004:** The remaining 5 Bedroom Entertainment Cabins are completed (cabin# 10-14).
- **June 2004:** The resort opens the Great Wave, a large outdoor wave pool, along with private poolside cabanas.
- **Summer 2004:** Pistol Pete's Ice Cream and the OK Corral Lazer Tag Arena open inside Dodge 'Em City (OK Corral Lazer Tag Arena was later moved to the New Frontier region of the hotel).
- **June: 2005:** Wilderness completes construction on sixteen 3-bedroom Golf Course Cabins and opens the Hurricane thrill slide in Klondike Kavern indoor waterpark.
- **October 2005:** In honor of its 10th anniversary, Wilderness announces its largest expansion to date - a massive \$150 million project which includes: the development of Glacier Canyon Lodge: An upscale 460-condo unit resort with a 25,000 sq. ft. conference and banquet center, and a massive 3.2 acre outdoor waterpark called Lost Word. The project also includes the enclosure of the Great Wave outdoor wave pool (located by the main

hotel) with a state-of-the art Foil Tec roof, which allows guests to tan indoors year-round. In addition, the resort announces Monk's Bar & Grill will be building an on-site location and the resort is building a new Wild Rock 18-hole championship Golf Course designed world-renowned golf course architects by Hurdzan & Fry.

- **April 2006:** The Wilderness opens the Wild WaterDome, its largest indoor waterpark yet, which thanks to its Foil Tec Roof allows people to tan and plants to grow indoors. The WaterDome is also home to the nation's largest indoor wave pool the Great Wave. Survivor's Bar and Grill also opens in the mezzanine above the Wild WaterDome.
- **July 2006:** Glacier Canyon Lodge and The Lost World, a massive 3.2-acre waterpark open. The waterpark boasts a 1,600 foot-long interactive adventure river system that features fast rapids, uphill currents, under bridges and through swirls and runoffs. There is also a huge pool with a lounging ridge to relax in, dinosaur-themed basketball hoops for the kids to enjoy and a kiddie play-n-spray structure complete with Stegosaurus and Pteranodon sculptures.
- **December 2006:** Glacier Canyon Lodge's 25,000 sq. ft. conference and banquet center opens.
- **January 2007:** Monk's Bar & Grill, a Wisconsin icon since 1947, opens its second location in Wisconsin Dells at the Wilderness Resort. Wilderness developers finalize plans for an events center, hotel, and condominium resort complex in Sevierville, TN. (See [WildernessattheSmokies.com](http://WildernessattheSmokies.com)).
- **Summer 2007:** Halley's Comet Racers debut at the Lost World outdoor waterpark at Glacier Canyon Lodge.
- **Fall 2007:** Cabins #1 & #3 are converted into 5-bedroom Media Cabins with dedicated media rooms in each unit. Plans are announced to double the size Glacier Canyon Lodge's conference and banquet center to 55,000 square feet. Gold Mine Mountain, the original play structure inside Klondike Kaven, is replaced with a new multi-level play & spray structure—Bonanza Bluff. The new structure has better sight lines making the facility more family-friendly. The Hurricane thrill ride is also upgraded with lights and sound effects to heighten the thrills.
- **May 2008:** Wilderness opens its new championship golf course – Wild Rock designed by world-renowned golf course architects Hurdzan & Fry. The Cannonbowl ride in the Wild West indoor waterpark is upgraded with strobe lights, fog machines and other special effects. It rebranded as the Black Hole. Walking trails are also unveiled around the resort.
- **June 2008:** Due to extreme rainfall, the shoreline of Lake Delton breaches and drains into the Wisconsin River. Wilderness on the Lake property is unharmed by the freak natural occurrence.
- **Fall 2008:** The 31,471 square foot addition to the Glacier Canyon Lodge Conference Center is completed.
- **December 2008:** Wild Buccaneer 3-D, black light, pirate-themed mini golf course opens, (This attraction has been replaced by Lost Cabin Laser Tag.) and the Goody Gum Drop Sweet & Wild Candy Shoppe (now Candy

Cabin) in the Wild West lobby. A fitness center is also relocated above the Wild West entrance. Wilderness Resort is named Sauk County Development Corporation's 2008 Large Business of the Year.

- **March 2009:** Wild Abyss 3-D black light, ocean themed miniature golf open. Klondike Kavern indoor waterpark undergoes renovations.
- **July 2009:** Indoor bumper boats in the Wild West Waterpark. (This attraction was replaced with YeeHaw's Watering Hole.) The resort also adds an outdoor Jurassic-themed mini golf course, go-karts and kiddy karts by the Lost World outdoor waterpark.
- **August 2009:** The Wilderness Canyon Zip Line Tour opens over the Lost Canyon between the main hotel and Glacier Canyon Lodge.
- **October 2009:** Tombstone Town (a Haunted Hotel) and Mineshaft Mirror Maze open at the main hotel, and Big Fish Mini Golf opens at Wilderness on the Lake. (These attractions have all been replaced by later projects.)
- **Spring 2010:** All guest rooms in the main Hotel receive upgrades, including new beds, linens, and flat-screen televisions.
- **January 2012:** The Northern Lights Sky Ropes Course opens in the Wild West region of the hotel.
- **June 2012:** Lunar Loop & Cosmic Drop extreme thrill slides debut at Lost World outdoor waterpark.
- **Summer 2013:** BearFoot Island Sprayground, a fun splash pad area, opens at the New Frontier outdoor waterpark.
- **February 2014:** A new 4,000 square-foot, two story, Ok Corral Lazer Arena and Marshall Training Lazer Maze open near the New Frontier lobby. (These attractions were removed for the lobby expansion in 2019.)
- **April 2014:** Klondike Boardwalk (featuring Klondike Pizza Kitchen, Klondike Kate's Libations and Yukon Yogurt) opens right outside the mezzanine level of Klondike Kavern indoor waterpark.
- **May 2014:** Margarita's Swim-Up Bar opens in the Wild WaterDome. It features an outdoor setting area which expands into the New Frontier waterpark.
- **July 2014:** Wildwoods Go-Kart Trail and Wilderwoods Mega Prize Arcade open inside an expanded area which previously served as an indoor skywalk connecting the Wild WaterDome and New Frontier lobby. Some space from the New Frontier outdoor waterpark is also repurposed for this expansion.
- **August 2015:** Wilderness breaks ground on its first J-1 worker dormitory.
- **December 2015:** Wilderness introduces the Midwest's first Slideboarding rides, an interactive waterslide gaming experience, at Klondike Kavern. (The gaming component for Slideboarding was removed in 2023.)
- **February 2016:** Two Room Escapes by D.O.A., The Hotel and The Basement, open at Wilderness on the Lake. (Both were later replaced.)
- **March 2017:** A third Room Escape by D.O.A., The Circus, geared towards children ages 4-11 opens. (This was later replaced.)

- **May 2017:** A new four-story playhouse opens and replaces the original Timberland Playhouse which opened in 2002. The name of the new structure, Timberland Playhouse, remains the same.
- **Fall 2017:** Wilderness breaks ground on a second J-1 worker dormitory.
- **January 2018:** Wilderness acquires Field's at the Wilderness and Sarento's from the Field brothers.
- **May 2018:** Wilderness collaborates with D.O.A. to replace The Hotel room escape with a new Titanic-themed room escape.
- **June 2018:** Field's at the Wilderness opens The Patio featuring an outdoor dining area with tables, fire pits, and plush seating for seasonal entertainment.
- **July 2018:** Five cabanas are added to the Wild West indoor waterpark.
- **January 2019:** Three Clip 'N Climb Challenge Walls open in the Timberland Playhouse area.
- **Fall 2019:** Wild Canyon Café closes to make room for Camp Social Food Hall. The New Frontier lobby undergoes a major renovation. The resort's laser tag and laser maze are relocated to the Wild West portion of the resort. (The laser maze is later removed to make room for more fun and more engaging arcade games.) Construction begins on Take Flight Aerial Adventure, the first theater-style fly ride attraction of its kind in Wisconsin. D.O.A. Room Escapes starts construction on The Twister Room Escape at Wilderness on the Lake.
- **Spring 2020:** The Lost Cabin laser tag arena opens inside Dodge 'em City located in the Wild West region of the Hotel.
- **Summer 2020:** Twister Room Escape by D.O.A. is unveiled replacing The Basement Room Escape.
- **September 2020:** Take Flight Aerial Adventure, the first theater-style fly ride attraction of its kind in Wisconsin, debuts.
- **Summer 2021:** Tacolicious Food Truck opens in Lost World outdoor waterpark.
- **December 2021:** Molly's Shake Shoppe opens in the Wild WaterDome.
- **April 2022:** Renovations begin on all of the 446 main hotel guest rooms and the Wild West indoor waterpark. The resort also announces that the Thirsty Buffalo will be removed and replaced by Swimm'n Chick'n.
- **June 2022:** Mama Tiger Korean BBQ opens in Lake Wilderness outdoor waterpark.
- **July 2022:** Mission: MARS D.O.A. Room Escape debuts replacing the Circus
- **November 2022:** The newly renovated Wild West indoor waterpark reopens with a new Ransake Ridge play structure; Twisted Trails, a new two-lane dueling tube ride; Warped Wagons, a two-lane dueling mat racer ride; and Yeehaw's Watering Hole, a new swim-up ar.
- **December 2022:** RFID wristbands are introduced allowing guests to unlock their guest room doors and have their wristbands scanned for purchases anywhere at the resort.
- **January 2023:** Bear Paw Funnel Cakes opens in the Wild West Waterpark.

- **March 2023:** Wilderness announces the development of eight 5-bedroom Treehouse Cabins, with an opening date of August 2023. A newly refurbished and expanded OP's Market is also unveiled in the Wild West region.
- **June 9, 2023:** Daily Dough opens at Camp Social Food Hall.
- **August 3, 2023:** The first of eight, 5-bedroom Treehouse Cabins become available for guests.
- **September 2023:** Mama Tiger Korean BBQ opens a second, year-round location in Camp Social Food Hall.
- **May 2024:** The resort introducing express check-in through its website. It also unveils Monty's New Mobile Messaging System for guests to be able to get answers to their questions fast.
- **Fall 2024:** Cubby's Cover Indoor waterpark undergoes a renovation which includes a new play feature. The park also gets new pool deck flooring, new speakers, new fans, new pads/poles/roles for the beloved lily pad walk and new supports for the basketball hoops.
- **October 2024:** Moment Factory's Aquavia Lumina Enchanted Night Walk through a Canyon of Wonders opens in Wilderness Canyon located between Wilderness Hotel and Glacier Canyon Lodge.
- **October 2025:** Wilderness Resort purchases the three room escapes located at Wilderness on the Lake from DOA.
- **January 2026:** Wilderness unveils a new feature film "Wonders of the American West" at Take Flight Theater.

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

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