

**FOR SALE**

# HOTEL LAND PARCEL

GASSER RD.,  
(LAKE DELTON) WISCONSIN DELLS, WI



## PROPERTY INFO

### INTERSTATE VISIBILITY

An opportunity to purchase a development site in the state's busiest tourist destination. This highly visible parcel is strategically located one block from the Wisconsin Dells Parkway at the Highway 12 and I-90/94 exit.

Surrounded by such large resorts as the 435-room Great Wolf Lodge and the 756-room Kalahari Resort, and across from Outlets at the Dells, which draw more than four million visitors each year.

- + Price: \$950,000
- + Parcel: 3.47 acres
- + Zoning: Commercial-Dev



[www.cbre.us/madison](http://www.cbre.us/madison)

**CBRE**



## THE MARKET

# WISCONSIN DELLS

THE WATERPARK CAPITAL OF THE WORLD

## AREA INFO

### THE WATERPARK CAPITAL OF THE WORLD

The Wisconsin Dells tourist vacation area has over 4+ million visitors each year. There are over 8,000 rooms and 19 campgrounds with nearly 3,200 campsites.

"The Dells" has more configurations of indoor and outdoor waterparks per capita than anywhere else in the world.



AMERICA'S LARGEST OUTDOOR WATERPARK:  
**NOAH'S ARK**



WISCONSIN'S LARGEST OUTDOOR WATERPARK:  
**KALAHARI RESORT**



AMERICA'S LARGEST INDOOR/OUTDOOR WATERPARK:  
**WILDERNESS RESORT**



AMERICAN'S LARGEST THEME WATERPARK:  
**MT. OLYMPUS**



## THE MARKET

# AMAZING STATISTICS

## WISCONSIN DELLS/LAKE DELTON AREA

The Wisconsin Dells area is 20 square miles in size and has been a favorite Midwest vacation destination for decades. The area boasts world-class waterparks, outstanding meeting and convention space, gaming, golf, scenic attractions live entertainment and theaters. Thanks to pent-up demand and a loyal visitor base area businesses have surpassed pre-pandemic economic impact numbers.

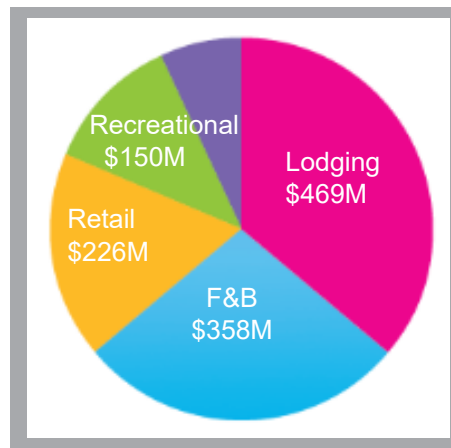
### + Meetings & Conventions

- 5,000+ meetings held annually
- 500,000+ sq ft of meeting space in Wisc Dells

### + Area Entertainment/Recreation Spending Impact

- Over \$150 million

Est Visitor Expenditures (2021)



Source: Wis Dells Convention & Visitors Bureau

### Distance

<b>Madison</b>	55 miles south
<b>Milwaukee</b>	116 miles southeast

<b>Chicago</b>	188 miles southeast
<b>Minneapolis</b>	230 miles northwest

Source: CBRE Research



Photo courtesy of The Wilderness



## THE MARKET

# MARKET GENERATORS

## ATTRACTIONS AND CONVENTION ACTIVITY

### AREA ATTRACTIONS & WATER PARK RESORTS

The Wisconsin Dells is home to a wide variety of attractions but the water parks are the biggest reason people come to Wisconsin Dells.

**Noah's Ark, America's largest outdoor water park** encompassing 70 acres. The water park features 49 water rides, two giant wave pools, two endless rivers and four children's water play areas.

**Wilderness Hotel & Golf Resort.** The resort encompasses approximately 500,000 sq. ft. of indoor and outdoor waterparks, while offering golf, spa, and zip lines in addition to nearly 600 guestrooms, vacation villas, condominiums and cabins.

**Mt. Olympus Water & Theme Park, is America's largest theme park resort**, and is situated on 156 acres, this resort offers 37 water slides, six roller coasters, eight go-kart tracks, and several other attractions year-round.

**Chula Vista Resort** with 200,000 sq. ft. of water park and over 640 rooms, suites and golf villas.

**Great Wolf Lodge** with 80,000 sq. ft. of water activities and 435 rooms and suites.

**Kalahari Waterpark Resort** with 750 African-themed rooms and suites and 125,000 sq. ft. of indoor water fun.



Photo courtesy of The Wilderness

### EVOLVING CONVENTION DESTINATION

Over the years, the Dells has evolved into a key Midwest meeting and convention destination.

Local convention and meeting facilities centered primarily in the nearby major resort hotels, comprise more than 400,000 sq. ft. of meeting space and annually accommodates more than 2,500 meetings/conferences.

Kalahari Resort & Convention Center recently completed a \$31.5 million, 120,000-square-foot expansion of meeting space, bringing their total to 230,000 square feet.



Photo courtesy of Friede Construction

Kalahari's new convention center expansion is projected to **add 258,000 room nights** based on their feasibility study. The spill over of these room nights prefer flag hotels with near proximity.

### CASINO

The Wisconsin Dells area is also home to **Ho-Chunk Casino**. The casino, which is open 24 hours a day, year-round, offers over 2,200 slot machines and table games for its patrons, a bingo hall that can seat up to 600 people and off-track betting. The Ho-Chunk Casino is the most popular casino in Wisconsin.

**FOR SALE**

# INTERSTATE VISIBILITY

I-90/94 AND GASSER ROAD, LAKE DELTON, WI



## CONTACT US

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