



Wisconsin Dells - A Midwest Family Favorite -

Wisconsin Dells, located 55 miles northwest of Madison, Wisconsin, on the Wisconsin River, is the Midwest's premier family vacation destination. While only 5,500 individuals call the Wisconsin Dells area home, it is the destination of choice for an estimated four million visitors each year. In 2016, direct traveler spending and secondary expenditures in the Dells surpassed the one-billion-dollar mark (\$1.52 billion) for the tenth consecutive year, posting an increase of 4.2% over 2015. More than 15,800 total jobs are supported by tourism in the Wisconsin Dells area.

Wisconsin Dells' diverse attractions and warm hospitality entertain visitors from across the nation. The fun ranges from the traditional scenic tours, championship golf courses and live entertainment, to amusement parks, interactive museums and mini-golf courses.

The Wisconsin Dells area had its beginnings in tourism more than 160 years ago. The beauty of the Wisconsin River's rare sandstone cliffs drew visitors as early as the mid-1800s.

Today, first-class lodging facilities, man-made attractions, restaurants and shops contribute to the continued success of the area. Wisconsin Dells has grown impressively from the first sightseeing excursions on the Wisconsin River to a year-round travel destination offering more than 100 attractions and nearly 100 restaurants and retail shops.

The area's 140 hotels, featuring more than 8,000 units, offer a variety of accommodation opportunities. Over the past 15 years, lodging properties with large indoor waterparks and themed atmospheres and amenities have become entertainment in and of themselves, helping the area earn the title of "The Waterpark Capital of the World!®." The Dells also has 19 campgrounds with approximately 3,200 campsites. In all, Wisconsin Dells can accommodate more than 55,000 visitors per night.

For more information regarding the Wisconsin Dells area, please contact the Wisconsin Dells Visitor & Convention Bureau at (800) 223-3557 or visit www.wisdells.com.