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FOR IMMEDIATE RELEASE

WISCONSIN'S SUNDARA INN & SPA EXPANDING ITS WELLNESS TOURISM FOOTPRINT
New Recreation and Fitness Areas, Culinary Additions, Retreat Space Will Meet Guest Wishes for Stress Relief, Sustainability, and Serenity

WISCONSIN DELLS, Wis. (March 17, 2017) – When Sundara Inn & Spa in Wisconsin Dells, Wis., opened in 2003, its mission statement declared it would be a sanctuary from stress. Nearly 15 years later, that mission statement serves as the guiding philosophy behind Sundara’s first expansion, which will include a second outdoor pool, expanded culinary experience, rooftop gardens, retreat space, and new fitness areas and wellness programming. Construction, set to begin in the spring, is expected to last one year. The addition, estimated at nearly \$9 million, will add 32,654 square feet to the footprint. Sundara will remain open the entire time. For more on Sundara, ranked one of the “10 Best Destination Spas in the U.S.” in *Travel + Leisure* magazine’s reader-voted “World’s Best Awards for 2016,” log on to www.SundaraSpa.com.

Sundara’s sustained popularity as a destination spa served as primary impetus for the expansion, with the plans calling for more recreation spaces for guests. Designs for a second outdoor seasonal pool, this one a saltwater pool with seating, and an indoor soak pool both mirror the gently curving lines of the existing heated outdoor infinity pool. The indoor water experience will include swim-up beverage service tucked into a native sandstone grotto-like area so guests need not leave the water to enjoy healthy smoothies and craft beverages. Outdoors there will also be



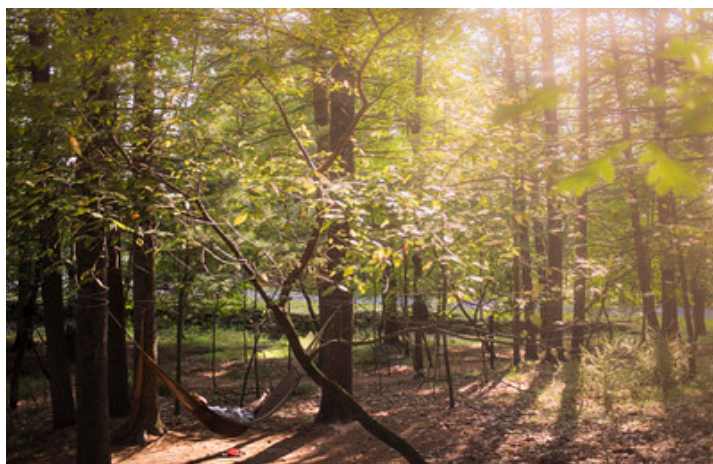
conversation areas with firepits and special water features. The main kitchen will be expanded to support a larger, more defined indoor dining space, and the rooftop gardens will produce herbs and vegetables for the culinary team. In addition, there will be culinary classes led by Sundara’s executive

chef. The new fitness center reflects the growing wellness trend of maintaining active goals while away from home. A dedicated retreat space will serve small groups with ample space for fitness, yoga and meditation classes. New spa treatment rooms are being added, including a salt treatment room, with salt or “halotherapy” favored for its calming and detoxifying qualities and said to improve respiratory function and rejuvenate the skin. The expansion will bring the total number of treatment rooms to 26, with three of those Spa Together rooms.

Principles of feng shui, incorporated in the original design of Sundara, will also influence the expansion, complemented with artwork sourced from regional artists. Landscaping will be calming in design and emphasize plants native to Wisconsin.

“This was a meticulous process, with multiple iterations of the blueprints, to make certain we preserved everything our guests love about Sundara, while thoughtfully writing our next chapter,” said Chris Scheel, general manager.

Scheel went on to say that this evolution of Sundara will not be sprawling, as the goal all along has been to maintain the intimate-by-design feel guests have come to enjoy. It was also important to preserve the natural surroundings - Sundara is tucked back in a 26-acre pine forest on the outskirts of town. As with the initial construction, care is being taken to remove as few trees as possible, and timbers will be reused in the creation of pathways, with the resort offering miles of connected hiking trails.



“Our theme line has always been ‘Energize Your Soul,’ and these new amenities speak perfectly to the idea of caring for body and soul,” said Scheel.

Sundara is adult-only for tranquility and electronics-free in common areas to allow for digital detox and those policies will remain so. The Meditation Trail in the woods with Hammock Retreat and expanded hiking trails on the grounds will be preserved. The recently renovated indoor Purifying Bath Ritual will be unchanged.

Expanded space in the lobby and boutique will allow for a more relaxed check-in and shopping experience. Sundara's line of signature spa products, which draws ingredients indigenous to the area, is consistently the most popular purchase among guests. The nail salon is also being enlarged, as are the locker rooms, with the new women's locker room to have three times the number of lockers, offering a great deal more room and comfort for guests.

Directly adjacent to Sundara is its championship golf course, Wild Rock, designed by the same duo who designed the site of this year's U.S. Open, Wisconsin's Erin Hills.



Sundara is a member of the Green Spa Network and is Travel Green Wisconsin certified. Its primary philanthropic efforts support the Breast Cancer Recovery foundation based in nearby

Madison, with Sundara hosting retreats for women with metastatic breast cancer.

Reservations may be made online at www.SundaraSpa.com or by calling Sundara's toll-free number, 888.735.8181. It is just 45 minutes from the Dane County Regional Airport in Madison, Wis. and pick-up service is available. Follow [Sundara on Facebook](#) for news of overnight specials and seasonal spa treatments.

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Sundara Inn & Spa

In everything we do, our mission is wellness.
We provide a sanctuary from stress, a healing touch, a kind word, a place to reconnect.
We set an example of love and respect for the earth.
We embrace the joy of wellness in our own lives.

920 Canyon Road, Wisconsin Dells, Wisconsin, 53965 · 888.735.8181 · SundaraSpa.com

EDITOR'S NOTE: High-resolution photos available upon request. E-mail cminsky@charter.net. Any of the photos from the web site, www.SundaraSpa.com are available for media use.