



Media Contact:

Andrea Novotny
Novotny Communications
(608) 575-7739
anovotny@charter.net

FOR IMMEDIATE RELEASE

Create Instant Wisconsin Dells Vacations with *Passport Ticket Program*

WISCONSIN DELLS, Wis. (April 1, 2015) – Families can enjoy a ready-made Wisconsin Dells vacation this summer and save a chunk of change with the [Passport to Savings](#) program. The attraction ticket program offers great discounts for families who want to take in at least two or more attractions during their stay, saving them as much as 35 percent.

“*Passport to Savings* allows families to save quite a bit of money by planning ahead and buying a bundle of attraction tickets up front; plus the more attractions you visit, the more you save,” said Jill Diehl, Executive Vice President and Assistant General Manager for Tommy Bartlett, Inc., a program participant and its administrative arm.

The program is designed to help families stay on budget during their visit to Wisconsin Dells, while still having loads of fun. Visitors can save 15 percent when they purchase at least two attractions. The savings grows to a whopping 35 percent for those who purchase six or more attractions from a list of 13 leading activities, which include live shows, go-carts, waterparks, mini golf and duck and boat tours, all the makings of a great Wisconsin Dells vacation.

For example: a family of four, with two adults and two children, that would like to go see the Tommy Bartlett Show, enjoy mini golf and amusement rides at Timber Falls and Knuckleheads, take an Original Wisconsin Ducks® ride and spend a day at Noah’s Ark Waterpark, would normally pay approximately \$375, before tax, for the four attractions. By bundling the four-attraction-purchase through the *Passport to Savings* program, the family receives a 25 percent discount, which brings the total price to approximately \$280 – a \$95 savings. If that family instead decided to buy a total of six attractions, by adding the Tommy Bartlett Exploratory and a Jet Boat Adventures ride to the package, they would save 35 percent. Full price for the six attractions would be approximately \$508, but with the *Passport* discount, the total package price drops to \$330 – a savings of \$178. As well, the six-attraction-package at a 35 percent discount, is actually \$45 less than if the family would have purchased the original four attractions at full price.

“A trip to the Dells doesn’t have to break the bank,” added Diehl. “Passport to Savings makes it easy for families to get out and do as much as they can and stay on budget.”

Passport to Savings tickets can be purchased either in person or online. Visitors can easily buy their selection of attraction tickets when they arrive in Wisconsin Dells. There are six ticket booths located throughout the community. Or, for even easier planning, vacationers can select and buy their ticket packages online at www.passporttosavings.com. The web site includes a detailed pricing and savings grid with all ticket pricing levels mapped out for easy planning.

Online orders must be placed at least three days prior to the arrival date. The pre-paid ticket package can then be picked up at the WILL-CALL window at the Tommy Bartlett Show ticket office, located at 560 Wisconsin Dells Parkway N, when you arrive in Wisconsin Dells. All tickets must be purchased together, and in similar quantities, in order to receive the discount.

Participating Attractions Include:

Tommy Bartlett Show
Tommy Bartlett Exploratory
Upper Dells Boat Tours
Jet Boat Adventures
Original Wisconsin Ducks ®
ADare Go Carts (two-ride admission)
Pirate's Cove Adventure Golf
Wizard Quest
Ripley's Believe It or Not!
Knuckleheads Indoor Park & Timber Falls
Noah's Ark Waterpark
Kalahari Resort Waterpark & Indoor Theme Park
Circus World

The more you see, the more you save!

Purchase Tickets to:
6 Attractions & Save 35%
5 Attractions & Save 30%
4 Attractions & Save 25%
3 Attractions & Save 20%
2 Attractions & Save 15%

In addition, a special *Passport to Savings* deal is extended to the program’s lodging partners. Guests who stay with one of the designated properties receive a 25 percent savings to one or more of the 13 attractions across the board. In all, there are 90 plus resorts, hotels, motels and campgrounds that participate in the program. Guests receive a special voucher that allows a 25 percent discount on even one attraction purchase.

The *Passport to Savings* program was created in 1982 by the late Tommy Bartlett, the architect and mastermind behind the Tommy Bartlett Show and the Tommy Bartlett Exploratory. A savvy marketer, Bartlett wanted to offer families incentives to see and do as much as they could while they visited Wisconsin Dells. All *Passport to Savings* ticket purchases are final and are not subject to refunds. For more information, call (608) 254-2525 or visit www.passporttosavings.com.

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