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FOR IMMEDIATE RELEASE

**High Terror Meets High-Tech: Novel Collaboration Propels Popular  
Wisconsin Dells Attraction Ghost Boat to New Heights of Fear**

WISCONSIN DELLS, Wis. (June 10, 2025) – A newly re-imagined and re-engineered [\*Ghost Boat\*](#) in Wisconsin Dells is now open. After nearly two decades of successful operation, the popular after-dark attraction created by Dells Boat Tours® has been dramatically enhanced and intensified with extensive special effects and a new storyline that frames the visitor experience as they travel up the Wisconsin River and into the eerie pathways of Cold Water Canyon. The massive reinvention is the result of a historic collaboration with [Moment Factory](#), creative pioneers who blend light, sound and storytelling to create amazing multimedia experiences. The studio is recognized worldwide for their work in renowned theme parks, waterparks, zoos, entertainment venues, and outdoor experiences, including the celebrated Lumina Enchanted Night Walks series.

"At its core, Ghost Boat pairs powerful scares with the dramatic atmosphere of a prehistoric canyon — it's a unique and inspired combination," said Emil Bertalot, Ghost Boat's creative consultant. "And the same could be said for our collaboration with Moment Factory. Together, we believe we've created an experience that's unlike any other, something truly intense and terrifying."

"Collaborating on the Ghost Boat Tour was an absolute thrill for Moment Factory. When the Dells boat team introduced us to the natural setting of the Canyon and their existing scary experience, we were excited to explore how we could elevate this haunted attraction," said Virginie Valastro, producer at Moment Factory.

The Ghost Boat excursion begins with passengers boarding a boat at Dells Boat Tours® Main Landing dock in downtown Wisconsin Dells. As nightfall arrives, the voyage departs, traveling up the dark, rushing waters of the Wisconsin River. Along the way, passengers learn that Cold Water Canyon, once a beautiful shorelanding that was abruptly closed 75 years ago for reasons not revealed, is being reopened, and they'll be among the first to see it. Anticipation builds as the boat docks, passengers disembark, and the canyon beckons to them to walk into its depths. It's quiet at first — too quiet — but that will soon change.

"Ghost Boat is an intense immersive experience — the further you go, the deeper you're drawn in, physically and psychologically," added Bertalot. "The path constricts as you move from field and forest into the canyon, and haunting sounds and sights envelop you. The mood is ominous — and it's about to get worse."

Cold Water Canyon is a central character to the experience. As you approach, the ancient gorge emerges from the shadows, a winding passage of craggy sandstone cliffs, crowned by an ominous canopy of trees. The pathway is narrow, often requiring a single file approach. Strategically placed lighting and strobe effects, dramatic projections, eerie fog and a custom soundtrack combine to build tension. The experience is further intensified by a cast of live actors encountered throughout the experience. The sense of dread builds until the full terror is finally revealed — and then it's too late.

"The dramatic canyon of the Dells, combined with immersive storytelling and a chilling narrative, provided the perfect playground for us," added Valastro. "Multimedia and horror are a perfect match — together, they amplify sensations, build tension, and transform spaces into living nightmares."

All *Ghost Boat* adventures embark from the Dells Boat Tours' main landing dock, located at 11 Broadway in downtown Wisconsin Dells. Tours begin at 8:30 p.m. with various additional departure times. As the season progresses, tours will leave earlier as dusk arrives sooner. Guests should arrive about 15 minutes before their boarding time. The 1½-hour roundtrip Ghost Boat experience runs nightly through Labor Day weekend and Friday and Saturday nights from September 5 through October 25, 2025.

*Ghost Boat* tickets are \$36 for ages 12 and older and \$24 for children ages 10 and 11. The excursion is not recommended for children aged 10 and younger or those who cannot manage extremely frightful experiences, intense lighting and sound effects, or walking a one-mile dark, narrow, rocky terrain with uneven surfaces.

Advance tickets are suggested and can be purchased online at [dellsghostboat.com](https://dellsghostboat.com). Tickets can also be purchased in person. Ticket booths are located throughout the area including Dells Boat Tours' main landing building as well as at 107 Broadway and at the junction of US Hwy 12 and State Highways 13 and 16.

*Ghost Boat* is presented by Dells Boat Tours®, one of Wisconsin Dells' most historic and long running attractions with more than 175 years of operation. For more information about Dells Boat Tours and other leisure and adventure tour offerings, including money-saving ticket combination packages. For more information and to purchase tickets, please visit [dellsboats.com](https://dellsboats.com) or call (608) 254-8555.

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**Editor's Note:** Photos and video available upon request.