

*Wisconsin Dells Visitor & Convention Bureau*  
**MEMBERSHIP BENEFITS**



# ABOUT THE WISCONSIN DELLS VISITOR & CONVENTION BUREAU

## OVERVIEW

We are thrilled to have you explore the exciting opportunities that the Wisconsin Dells Visitor & Convention Bureau (WDVCB) has to offer! The WDVCB have been on a tourism and marketing journey that is unique and like no other region in Wisconsin. The WDVCB is a private, not-for-profit membership organization that collectively pools membership investments to create and promote area wide campaigns through various marketing initiatives. No matter the size of your organization, we will work together by collaborating and maximizing our resources to grow the Wisconsin Dells/Lake Delton area as a national year-round tourism destination. We look forward to the opportunity to partner with you on this exciting journey!

## MISSION STATEMENT

The WDVCB is the official destination marketing organization for the Wisconsin Dells area whose mission is to grow the economic impact of tourism through marketing, public relations and development efforts that benefit our visitors and members.

## CURRENT MEMBERSHIP

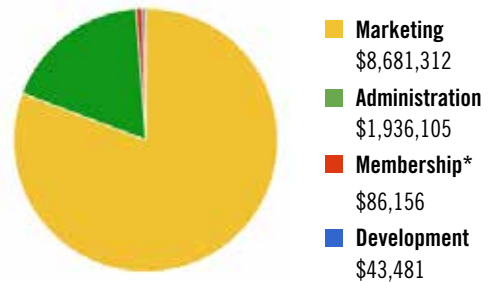
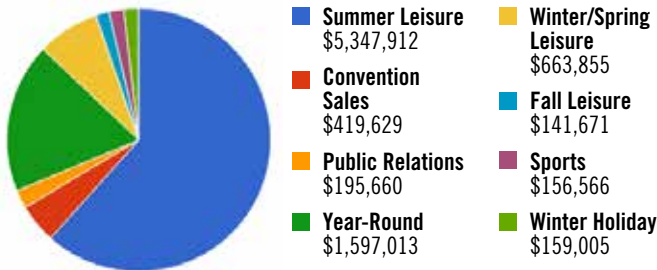
The WDVCB represents over 500 businesses.

## ECONOMIC IMPACT:

### WDVCB INVESTMENTS

2015 MARKETING EXPENSES: \$8,681,312

2015 TOTAL EXPENSES: \$10,747,054



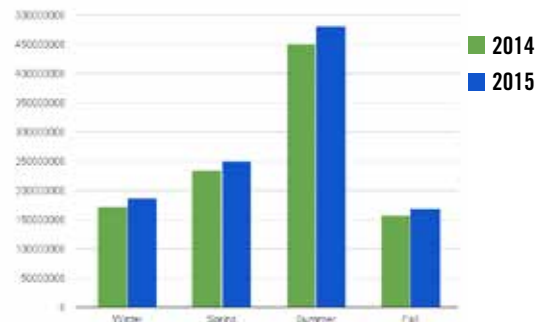
## VISITOR SPENDING

	2014	2015	% Change
Direct Impact*	\$1,014,547,665	\$1,087,204,035	7.2%
Total Impact**	\$1,388,508,708	\$1,460,814,203	5.2%

\* Travelers create direct economic value within a discreet group of sectors (e.g. recreation, lodging - details on page 5.) This supports a relative proportion of jobs, wages, taxes and GDP within each sector.

\*\* Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts. Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the state economy.

## ESTIMATED VISITOR EXPENDITURE COMPARISON BY SEASON



# RESTAURANT DIVISION

Members in the Restaurant Division sell immediately consumable food or beverages. Member investment in the Restaurant Division is based on the previous calendar year's annual gross sales.

## MARKETING OPPORTUNITIES

- Website Presence on wisdells.com
- Direct link to your site from wisdells.com
- Inclusion on WisDells2Go app
- Free grid listing in the Vacation Guide with additional advertising opportunity (\$)
- Use of WDVCB logo on marketing materials (with WDVCB approval)
- Year Round Co-op Photography Program (\$)
- Emerging Market Direct Mail Promotion
- Participate in Summer Season Opener Program (Radio Promo Remotes)
- Participate in the WI Safety Patrol Congress
- Participate on the VIP Media Pass
- Promote Deals & Packages on wisdells.com
- Participation in WDVCB Festivals Deals
- Waterslide-athon Sponsorship Opportunities
- Participation in Testimonials and TV Commercials
- List your events on wisdells.com Calendar of Events
- Display Literature in the Visitor Centers
- Visitor Center Cube Display Program
- Access to WDVCB Market Research
- Access to the full Member Directory Electronic Mailing List

(\$ Additional Fee)

## REFERRALS & LEADS

- Participate in the Gift Card Program
- Participate in Employee Entertainment Card Program
- Referrals from WDVCB
- Group/Leisure Travel Inquiry Leads
- Access to Sporting Event List

## ADDITIONAL BENEFITS

- Tourism E-Newsletter
- Access to Members Support Portal
- Member Directory Book and Listing
- Purchase Employee Entertainment Card Vouchers (\$10 each)
- Obtain Work Permits at the WDVCB
- Access to State and Regional School Calendars
- Participate in Employment Opportunity Guide

## EVENTS & NETWORKING

- Annual Membership Meeting & Dinner
- Access to Educational Workshops and Networking Events

## What do Members of the WDVCB have to say about their Membership?

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*"The marketing and photo opportunities are great., as are the promotional stories in the Vacation Guide that reads more like a magazine. We've had many visitors come through our door as a result of our partnership."*

**Justin Draper**

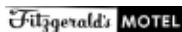
*High Rock Cafe*



*"The Bureau means a lot to me—the people who are involved, the community we promote. It's what keeps us together and makes opportunities easy. The WDVCB IS the Dells; it's who we are and what we do best, bring people together in our community."*

**Dennis "Botch" Leonhardt**

*River's Edge Resort*



*"The Bureau has been around for 60 years and that means a lot to me that they are stable and successful. I really value their honesty. I know I can trust them to support the community and the future of tourism here in Wisconsin Dells. I appreciate the reserve fund and that fact that they plan ahead. The staff is very accountable and they work hard to keep guests coming back year after year."*

**Margaret Tokarczyk**

*Fitzgerald's Motel*



*"Being a member of the WDVCB increases our visibility to the millions of people who visit the area. The bureau serves as a valuable extension of our marketing and sales efforts."*

**Joe Eck**

*Wilderness Hotel and Golf Resort*



*"We've been a member of the Bureau for 16 years, and have found there is strength in numbers when you're a member both in terms of pooling finances for marketing programs as well as support amongst each other."*

**Jill Brennan**

*K.O.A. Campground*

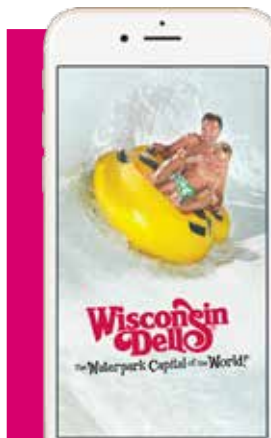
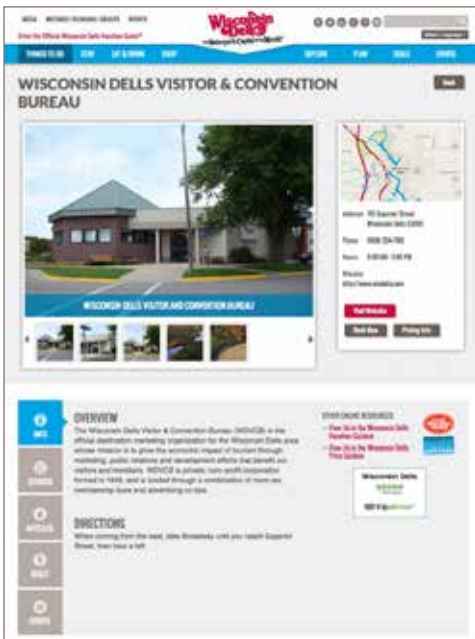
## VACATION GUIDE

The Vacation Guide is the official publication of the Bureau, and serves as the primary fulfillment piece for the organization's **\$9 million year-round marketing and public relations campaigns**. The Vacation Guide is sent to inquiries generated through the Bureau's 800-number and website, [wisdells.com](http://wisdells.com), distributed in-area and out-area at key, high-traffic locations and is available for viewing online. **Distribution is approximately 350,000 pieces annually**. Each member receives a complimentary grid listing and display advertising may be purchased.



## WISDELLS.COM & MOBILE APP

All Bureau members are offered a free listing on the Bureau's website, [wisdells.com](http://wisdells.com). We encourage all members to take full advantage of this benefit to represent your business to the **4-5 million** annual visitors to [wisdells.com](http://wisdells.com). Members have the ability to update their listing at anytime simply by submitting a form. Example [wisdells.com](http://wisdells.com) listing displayed below.



In addition to your listing on [wisdells.com](http://wisdells.com), you will also be included on our FREE app that lists information about your business and helps visitors navigate directly to your business with "Near Me" gps location services. Your events, packages and deals are also listed on the app.



## INTERESTED IN MEMBERSHIP?



**Alexandra Harjung, CMP**

**Member & Community Relations Manager**

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### Visitor Information Centers

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#### **DOWNTOWN LOCATION**

701 Superior Street  
Wisconsin Dells, WI 53965

#### **LAKE DELTON LOCATION**

31 Meadowview Drive  
Lake Delton, WI 53940



**FIND US ONLINE**



[wisdells.com](http://www.wisdells.com)