



Wisconsin
Dells®



2019 ANNUAL REPORT

WISCONSIN DELLS VISITOR & CONVENTION BUREAU

August 2020

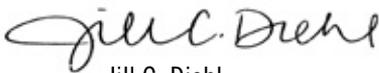
Hello Bureau Partners,

There's something to be said about the number 10. It's the first double-digit numerical value, we're born with 10 fingers and 10 toes and it's the first big milestone we celebrate when it comes to birthdays and anniversaries. Although it may be hard to look past current events, it is important to pause and celebrate the milestone we hit last year when the Wisconsin Dells area saw an increase in visitor spending for the 10th consecutive year.

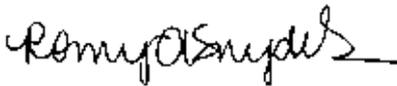
2019 was a year of growth and development, and we experienced this growth across multiple categories. With this continued upward trend, it is obvious Wisconsin Dells continues to be a favorite destination to millions of devoted Midwest vacationers. There is no doubt the qualities we love about our tight-knit community are the same qualities that define our continued success.

We hope you are proud of what we have accomplished and will continue to accomplish – together.

Sincerely,



Jill C. Diehl
Board Chair



Romy A. Snyder
President/CEO



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.

Vision Statement

Our vision is to secure the Wisconsin Dells area as a national year-round tourism destination by providing visitors with a unique and diverse recreational experience unsurpassed in quality, which offers the WDVCB membership and staff a framework for growth and economic opportunity.

WDVCB members understand the commitment and dedication it takes to build a successful destination. In Wisconsin Dells, membership means more than signing a contract and paying membership dues. WDVCB members write bylaws, set policy and give direction to Bureau staff. More importantly, they volunteer their time, talent and resources to contribute to the success of Bureau events and programs. As leaders in the tourism industry, they are also active in statewide tourism issues and policies.

Number of WDVCB Members By Division

	2018	2019
Accommodation	94	89
Attraction	94	89
Associate	100	100
Campground	18	20
Restaurant	100	106
Shopping	71	71
Visitor Services	34	38
TOTAL	511	513

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2019 ECONOMIC IMPACT

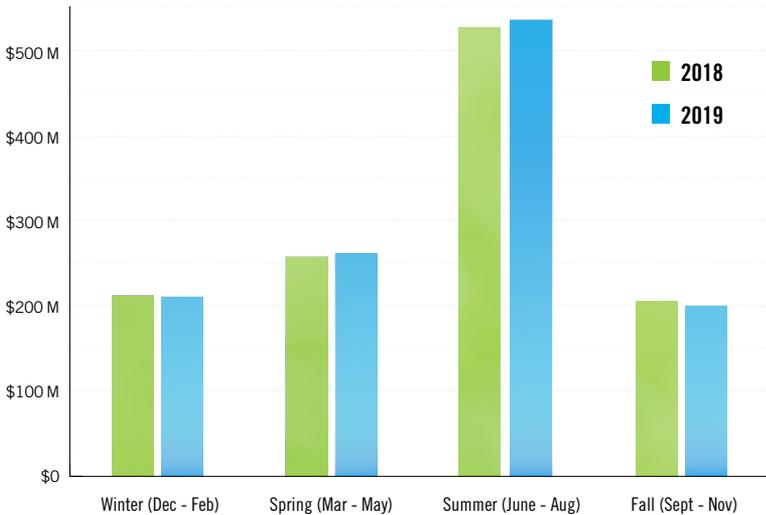
Est. Visitor Spending

	2018	2019	% Change
Direct Impact*	\$1,202,674,037	\$1,208,731,551	0.5%
Total Impact**	\$1,637,856,989	\$1,664,888,324	1.7%

* 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.

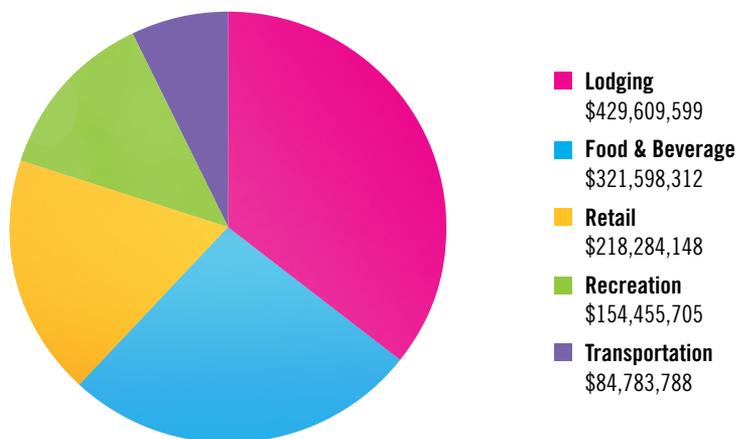
Est. Visitor Expenditure Comparison By Season



Total Jobs Supported (Full-time job equivalents)

	2018	2019	% Change
Direct Impact	12,788	12,993	1.6%
Total Impact	16,199	16,391	1.2%

Est. Visitor Expenditures By Category



Total Government Revenues Generated

	2018	2019	% Change
State	\$46.7 million	\$46.4 million	-0.6%
Local	\$56.5 million	\$53.5 million	-5.2%

The data above is from “The Economic Impact of Tourism in Wisconsin Dells – 2019” and was prepared by Tourism Economics, an Oxford Economics company located in Philadelphia, PA, dedicated to providing high value, robust and relevant analyses of the tourism sector that reflects the dynamics of local and global economics. The research model used for this year’s data is an Input-Output (IO) IMPLAN model that profiles an economy by measuring the relationships among industries and consumers. The model calculates three levels of impact – direct, indirect and induced.

Direct Impact: Visitor’s expenditures on attractions/recreation, lodging, food & beverage, retail and transportation.

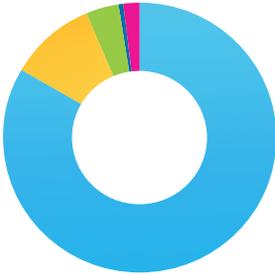
Indirect Impact*: The flow of visitor’s expenditures as it is traced to food wholesalers and farmers, utilities, marketing, publishing and so on.

Induced Impact*: The benefits to the economy as tourism employees spend their wages in the local economy, generating additional output, jobs, taxes and wages.

* The combination of Indirect and Induced Impact creates the Total Impact.

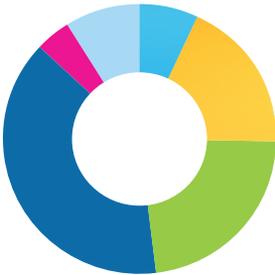
2019 BUREAU FINANCIALS

Total Income: \$13,869,532



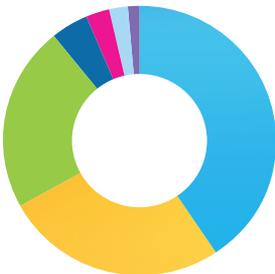
- **Room Tax**
\$11,586,212
- **Membership**
\$1,398,418
- **Program Income**
\$565,145
- **Safety Patrol**
\$58,629
- **Other Income**
\$261,128

Room Tax Income: \$11,586,212



- **Nov/Dec - Prior Year**
\$807,793
- **1st Quarter (Jan - Mar)**
\$2,152,749
- **2nd Quarter (Apr - Jun)**
\$2,634,885
- **3rd Quarter (Jul - Sep)**
\$4,479,440
- **4th Quarter (Oct Only)**
\$490,658
- **Room Tax - Development Fund**
\$1,020,687

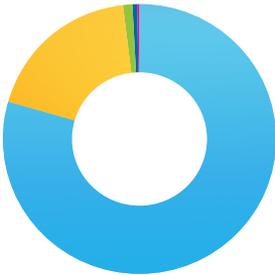
Membership Income: \$1,398,418



- **Attraction Division**
\$569,250
- **Accommodation Division**
\$369,436
- **Restaurant Division**
\$311,040
- **Associate Division**
\$63,200
- **Shopping Division**
\$36,990
- **Campground Division**
\$31,502
- **Visitor Services Division**
\$17,000

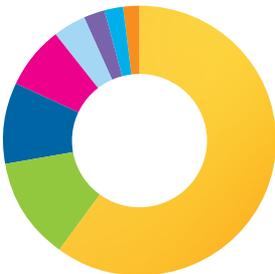


Total Expenses: \$13,030,696



- **Marketing**
\$10,393,892
- **Administration**
\$2,432,245
- **Membership***
\$124,648
- **Safety Patrol**
\$56,408
- **Development**
\$23,504

Marketing Expenses: \$10,393,892



- **Summer**
\$6,247,331
- **Year-Round**
\$1,284,015
- **Winter/Spring**
\$1,013,170
- **Fall**
\$762,947
- **Meeting & Convention**
\$419,991
- **Public Relations**
\$241,177
- **Holiday**
\$244,426
- **Sports**
\$180,836

* Annual meeting, seminars, member directory, etc.

2019 PERFORMANCE REPORT

wisdells.com	2018	2019
Total Site Visits	3,051,901	2,990,824
Unique Visits	2,193,715	2,243,083

Facebook	2018	2019
Engagements	60,223	395,139
Link Clicks	134,705	359,005
Current Total Fans	341,420	346,455

Twitter	2018	2019
Engagements	7,159	4,162

Instagram	2018	2019
Engagements	40,568	31,476

Visitor Inquiries/Contacts	2018	2019
Calls	8,630	7,899
Emails (info@wisdells.com)	1,362	896
Chat Sessions	798	962
Walk-ins Downtown	30,313	32,101

Vacation Guide Distribution	2018	2019
1-24 Guides/order	38,372	34,741
25+ Guides/order	50,149	32,419
Racks (In-area)	87,720	74,860
Racks (Out-of-area)	21,660	32,900
Total	197,901	174,920

2019 MARKETING HIGHLIGHTS

2019 was a year of growth and development in Wisconsin Dells and we saw that through the successful implementation of our marketing initiatives. Our advertising really left an impression on our viewers, literally! Digital efforts produced an increase in impressions through interactive, social and influencer campaigns.

- Our new television campaign kicked off in fall 2019 with a “grown-up” focused spot featuring fall fun in the Dells. A total of five spots have been created including general market, Hispanic, adult, multi-gen and Winter/Spring Break that showcased more film footage of Wisconsin Dells offerings.
- Our radio messaging follows the format of our television, allowing a large variety of attractions to be represented. Research shows online audio has reached a new high in weekly time spent listening — in addition to broadcast radio our spots ran on Pandora, Spotify, Podcasts and Smart Speakers.
- In 2019, we increased our presence in the Chicago market with a station domination campaign at the Ogilvie Station. Wisconsin Dells summer messaging prompting riders to plan a Wisconsin Dells summer vacation was displayed on digital billboards and video boards throughout the station.
- In 2019, our “always-on” interactive tactics included display ads, native advertising, high impact mobile such as mobile branded canvas video, streaming audio, paid social and search advertising that delivered nearly 200 million impressions.
- Social media presence remains strong with our loyal fanbase increasing year over year. Video is key with Instagram stories and videos garnering much engagement and Facebook video views topped out at over 5 million views, a nearly 70% increase over 2018.
- The Summer Season Opener promotion earned over \$1 million dollars in promotional value with a redemption increase of over 20% from 2018.
- In 2019, we partnered with five influencers to kick off our summer season. These influencers spent a weekend in June taking in and showcasing a variety of attractions, restaurants, lodging and more across their platforms to their followers. In total, the program reached 3 million people with over 100 million impressions and garnered nearly \$200,000 in earned media value.
- Our research program in 2019 included an Economic Impact Study and Brand Perception Study. These studies are an important component of our marketing initiatives as the results shape our plans and creative.



2019 MARKETING CAMPAIGN COLLATERAL



Vacation Guide



Sports Planning Guide



Season Opener

2019 STANDOUT MOMENTS IN PR



It's always fun to see where and how Wisconsin Dells is covered in the media, but that coverage is not just left to chance. Our public relations efforts are just another channel in which we execute strategic, consumer-facing initiatives. This involves cultivating relationships with traditional media outlets as well as social influencers to assist in telling the story of why Wisconsin Dells is a top-rated vacation destination.

The Bureau's PR team conducted 16 desk-side visits in Chicago, Madison, Milwaukee and the Twin Cities and participated in 8 on-air interviews in those key markets as a result. We fulfilled over 80 direct media requests. Those PR efforts paid off with 33,417 media mentions in 2019 for an earned media value of \$23.6 million, an increase of over 30% from 2018.

Here is a sampling of some top media mentions from 2019:

- **USA Today Travel** – 10 places to get up close and personal with America's largest animals
- **Star Tribune** – Nature's water park in Wisconsin Dells: The Wisconsin River
- **MSN Lifestyle** – 75 best indoor places in America for fun (when it's too cold outside)
- **Vacation Family Critic** – 14 Best Family Spring Break Vacations for 2020, 13 Family Vacations that are Better than Disney World, 9 Best Outdoor Water Park Resorts in the U.S. (multiple stories)
- **Thrillist** – The Best Weekend Getaways from the Twin Cities
- **Travel + Leisure** – The Best Spring Break Trips for Families
- **RedBull** – Don't look down: The world's 9 scariest waterslides
- **Chicago Parent** – The best indoor water parks near Chicago, outdoor water parks worth the drive from Chicago, Your family guide to Wisconsin Dells, 7 Affordable Winter Getaways near Chicago for Families (multiple articles in 2019)
- **Red Tricycle** – Plan your Wisconsin Dells Getaway Before Summer Gets Away
- **Tripsavvy** – The top 10 things to do in Wisconsin Dells for adults

2019 MEETINGS & CONVENTIONS, SPORTS AND GROUPS

Wisconsin Dells has made a huge splash in the Meetings & Conventions segment. Thanks to conferences and business events, adult travelers (and sometimes their families) fill our hotels mid-week and year-round. The sales team works to promote Wisconsin Dells nationally in the meetings, sports, and leisure group segments, generating new business for our partners.

- The Bureau sales team spread the word about how great Wisconsin Dells is at 14 national tradeshow and even more regional and state events. Thanks to the success we share in this segment, Wisconsin Dells is recognized as one of the top meeting destinations in the Midwest.
- In 2019, we debuted an exciting new dine around program available to conference attendees encouraging them to get out and explore all of the fantastic dining experiences in Wisconsin Dells.
- Sports events continue to win in Wisconsin Dells. In addition to tournaments and events that have loved us for years, Wisconsin Dells hosted the National YMCA Gymnastics competition in June.



2019 WISCONSIN DELLS FESTIVALS, INC.

For over 30 years, we have been encouraging visitors to experience our great festivals and events.

RARE BARREL AFFAIR : MAY 4, 2019

AUTOMOTION CLASSIC CAR SHOW: MAY 18-19, 2019

FALL WINE WALK: OCTOBER 5, 2019

DELLS ON TAP WEEKEND: OCTOBER 18 -19, 2019

2019 Festivals Board of Directors

Jill C. Diehl, Board Chair

Tommy Bartlett Exploratory
- Interactive Science Center

Jesse DeFosse, Board Vice Chair

Showboat Saloon

Dan Gavinski, Secretary/Treasurer

Original Wisconsin Ducks®

John Chastan

Kalahari Resorts & Conventions

Tom Diehl

Tommy Bartlett Show

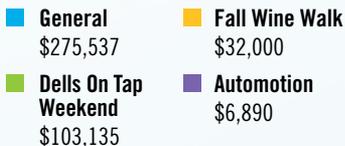
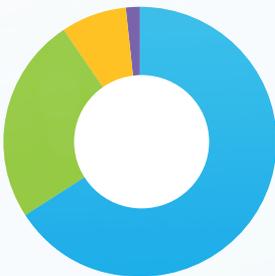
Mark Whitfield

Noah's Ark Waterpark

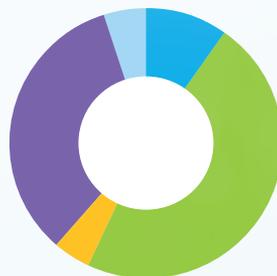
Romy Snyder

Wisconsin Dells Visitor & Convention Bureau

Income: \$417,562



Expenses: \$427,281



2019 BOARD OF DIRECTORS

2019 Board of Directors*

Accommodation:

John Chastan
Kalahari Resorts & Conventions
300+ units

Joe Eck
Wilderness Hotel & Golf Resort
300+ units

John Koscielniak
Grand Marquis Waterpark
Hotel & Suites
71-299 units

Dana Krueger
Sand County Service Company
70 units or less

Brad Preissel
Black Hawk Motel & Suites
71-299 units

Krissy Sigmund
AmericInn by Wyndham
71-299 units

Bernadette Starzyk
Shamrock Motel
70 units or less

Associate/Visitor Services:

Jon Bernander, Secretary/Treasurer
Bank of Wisconsin Dells

Attraction:

Beth Anacker
Ho-Chunk Gaming, Wisconsin Dells
Guaranteed Seat

Jill C. Diehl, Board Chair
Tommy Bartlett Exploratory –
Interactive Science Center
Director-at-Large

Tom Diehl
Tommy Bartlett Show
Director-at-Large

Dan Gavinski, Board Vice Chair
Dells Boat Tours®
Guaranteed Seat

JJ Gissal
Original Wisconsin Ducks®
Guaranteed Seat

Nick Laskaris
Mt. Olympus Water & Theme Park
Guaranteed Seat

Travis Nelson
Tom Foolerys Adventure Park
Guaranteed Seat

Amy Palmer
Knuckleheads Trampoline Park •
Rides • Bowling
Guaranteed Seat

Kevin Ricks
Ripley's Believe It or Not! Museum
Director-at-Large

Pete Tollaksen
Wisconsin Deer Park
Director-at-Large

Mark Whitfield
Noah's Ark Waterpark
Guaranteed Seat

Campground:

Becky Gussel
Sherwood Forest Camping &
RV Park

Dells River District:

Ed Wojnicz

Restaurant:

Jackie Morse
MACS - Macaroni and Cheese Shop

Mark Schmitz
Moosejaw Pizza & Dells Brewing Co.

Shopping:

Brian Holzem
Original Wisconsin Dells Fudge

Past Board Chair:

Mike Kaminski
Chula Vista Resort

Alternate Directors*

Accommodation:

Matt Hehl
Flamingo Motel & Suites

Scott Kalcik
Meadowbrook Resort

Mary Macina
SpringHill Suites by Marriott

Associate/Visitor Services:

Kyler Royston
Sports Impressions

Dave Schultz (Nov-May)
First Weber Group

Attraction:

Tracy Fuller
Wild Rock Golf Club at the
Wilderness

Amanda McGowan
Dells Boat Tours®

Campground:

Brent Gasser
Yogi Bear™ Camp-Resort &
Water Playground

Restaurant:

Merije Ajvazi
B-LUX Grill & Bar

Adam Makowski
Hot Rocks – Sear. Sizzle. Savor.

Shopping:

Tara Anchor
Winnebago Gift Shop

Chris Fearing
St. Vincent de Paul Society
Thrift Store

* Term Served - November 2018 to October 2019

2019 COMMITTEES & STAFF

2019 Committees*

Board Nominating:

Dan Gavinski, Chair
Jon Bernander
Jill C. Diehl
Tom Diehl

Executive Committee:

Jill C. Diehl, Chair
Jon Bernander
Tom Diehl
Dan Gavinski
Mike Kaminski

Marketing Committee:

Tom Diehl, Chair
Merije Ajvazi
Jill C. Diehl

Joe Eck
Adam Fisk
Brent Gasser
Dan Gavinski
Brian Holzem
Mike Kaminski
Nick Laskaris
Mark Schmitz
Mark Whitfield

Meeting & Convention:

Kevin Shanley, Chair
Brian Decorah
Ann Kerian
Shirley Lewandowski
Renata Prellwitz
Shannon Timmerman

Sports Committee:

Dan Gavinski, Chair
Mickey Fadness
Jeff Kaminski
Adam Makowski
Kyler Royston
Kevin Shanley

Tourism Economic Development:

Jill C. Diehl, Chair
John Chastan
Tom Diehl
Joe Eck
Dan Gavinski
Adam Makowski
Romy Snyder
John Webb
Ed Wojnicz

Current Staff

Executive Office:

Romy Snyder
President/CEO

Wendy Fischer
Executive Assistant

Finance & Operations:

Nichole Kocovsky
Director of Finance & Operations

Dan Bratkowski
Facilities Coordinator

Felipe Garcia, Jr.
Mailroom Assistant/Visitor
Services Representative

Nicki Robinson
Assistant Director of Finance

Burnis Turner
Associate Director of Operations

Trent Uselmann
Junior Accountant

Lynne Weister
Accounting Clerk

Bev Wolter
Office Manager

Membership:

Vicky Galitz
Director of Member &
External Relations

Cindie Baken
Visitor Services Representative

Patty Bennett
Visitor Services Supervisor

Deb Schwartz
Assistant Director of Membership

Penny Turner
Membership Services Coordinator

Kaitlin Wagner
Visitor Services Representative

Sales & Marketing:

Sarah Hudzinski
Director of Sales & Marketing

Heidi Aalto
Multimedia/Graphic Specialist

Katelyn Bartz
Marketing Manager

Natalja Deduna
Group Sales & Services Manager

Leah Hauck-Mills
Communications Manager

Rhonda Parchem
Assistant Director of Marketing &
Communications

Jessica Riefflin
Sales Manager

Wisconsin Dells Festivals, Inc.:

Janifer Dobbs
Managing Director of Festivals
& Events

Briana Faber
Festivals & Events Coordinator

Lucas Killick
Event Assistant

* Term Served - November 2018 to October 2019. The Bureau's President/CEO is a non-voting member on all committees and a voting member if specifically listed.



Wisconsin Dells®

The Waterpark Capital of the World!®

WISCONSIN DELLS VISITOR & CONVENTION BUREAU
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