



Visitor & Convention Bureau



2023

ANNUAL REPORT



JULY 2024

Hello Bureau Partners,

As we close the book on 2023 and look forward to 2024, I can't help but feel proud of all that we've accomplished in the past 12 months. Coming off a record-setting year in 2022, we had to set our goals very high – and we surpassed them. It is the Wisconsin Dells way.

The key to this success is you, the members of the Wisconsin Dells business community. While our region is blessed with amazing natural beauty, it is our entrepreneurial spirit and dedication to customer experience that has kept us firmly entrenched as the leading travel destination in the Midwest. Beyond that, it is our ability to see the big picture and work together, pooling resources to create campaigns and programs that are more than the sum of their individual parts. It is said that a rising tide lifts all boats. While there are no tides here, that phrase certainly applies along the Dells of the Wisconsin River.

As we plan for the new year, we will keep our goals high and continue looking for ways to continue our growth. Your input in that area is critical, so we hope to see you, hear from you, and work with you all the way through.

Congratulations on your passion, creativity, and work ethic. While our iconic canyons and cliffs may be made of sandstone, these traits are the true bedrock of Wisconsin Dells.

Sincerely,



Jill C. Diehl
President/CEO

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MISSION

The Wisconsin Dells Visitor & Convention Bureau (WDVCB) is the official destination marketing organization for the Wisconsin Dells area, whose mission is to grow the economic impact of tourism by inspiring and encouraging travel to the community through innovative marketing and economic development strategies, benefiting our visitors, community, and business partners.

VISION

Our vision is to secure the Wisconsin Dells area as a premier year-round tourism destination.



WDVCB PARTNERS BY CATEGORY IN 2023

Accommodation	64
Associate/Supplier Partner	62
Attraction	104
Campground	10
Eat & Drink	94
Retail	58
Visitor Services	21
Total		413



ECONOMIC IMPACT

ESTIMATED VISITOR SPENDING

\$1.40B

DIRECT VISITOR SPENDING

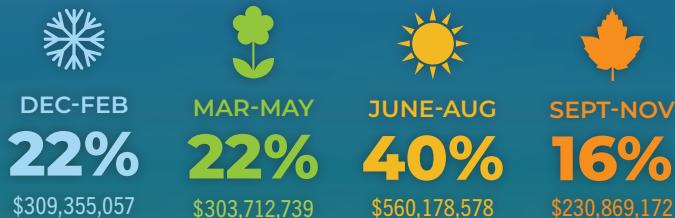
UP 2.4% OVER 2022

\$2.02B

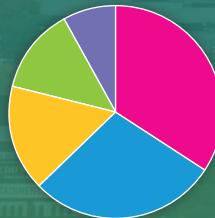
TOTAL TOURISM-BASED ECONOMIC IMPACT

UP 3.2% OVER 2022

EST. VISITOR EXPENDITURES COMPARISON BY SEASON



EST. VISITOR EXPENDITURES BY CATEGORY



- Lodging \$483,179,447
- Food & Beverage \$400,115,196
- Retail \$228,001,857
- Recreation \$184,032,219
- Transportation \$108,786,828

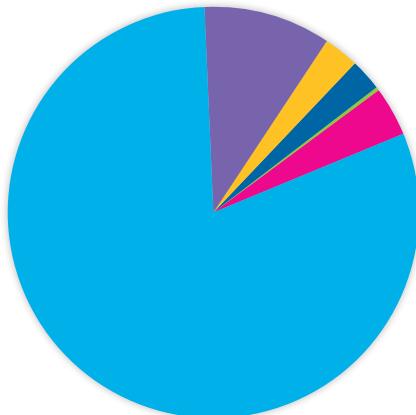
TOTAL FULL-TIME JOBS SUPPORTED BY TOURISM

	2022	2023	% Change
Direct Impact	11,681	12,040	+3.1%
Total Impact	14,763	15,125	+2.5%

TOTAL GOVERNMENT TAXES GENERATED

	2022	2023	% Change
State	\$44.6 million	\$47.2 million	+5.8%
Local	\$58.9 million	\$62.8 million	+6.7%

WDVCB FINANCIALS

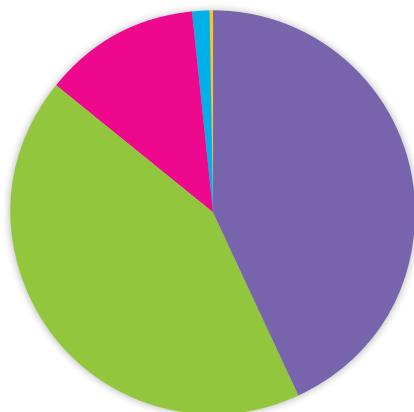


**TOTAL INCOME
\$18,539,794**

- Room Tax \$14,968,298
- Development (Room Tax) \$1,837,513
- Program Income \$530,346
- Partnership \$478,950
- Safety Patrol \$33,337
- Other Income \$691,350

**TOTAL EXPENSES
\$21,210,684**

- Marketing \$9,159,921
- Development \$9,091,098*
- Administration \$2,697,377
- Partnership \$228,671
- Safety Patrol \$33,617

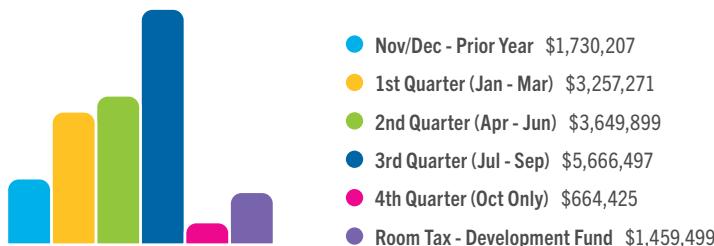


*Includes \$5.8 million for Elm Street Plaza construction and the \$3.2 million Development Grant.



ROOM TAX INCOME

\$16,427,798



MARKETING EXPENSES

\$9,159,921



MARKETING & RESEARCH

MARKETING

In 2023, we built on the equity of our “WordPlayful” advertising campaign, encouraging visitors to bring their friends, family, and fun to Wisconsin Dells.

As in previous years, both traditional and non-traditional media types were used to bring the messaging to life throughout each of our 16 markets. Finding new ways to capture audience attention continues to be a priority with innovative tactics like social media stickers and 3D outdoor boards. Hyper-segmenting continued to be a prevalent part of our strategy, extending beyond our core family audience to everyone from multi-gen to wellness enthusiasts to foodies, pet-friendly visitors, and beyond.

We also continued to leverage our sports partnerships, helping us gain additional exposure. Teaming up with Bally Sports, we were able to connect with key audiences in the Chicago, Minneapolis, and Milwaukee markets with features, interviews, and segments during Bucks, Brewers, Cubs, and Twins games, giving us plenty of added-value opportunities throughout.

RESEARCH

In 2023, WDVCB conducted third-party research to measure the efficiency, effectiveness, and incremental impact of the 2023 Wisconsin Dells tourism marketing campaign.

The results of the Ad Awareness/Effectiveness research study indicated that the 2023 Media Plan delivered an efficient overall campaign. The research confirms the market segmentation and the messaging aligns with the Wisconsin Dells brand.



\$45.6K

incremental trips generated
by Wisconsin Dells' campaign



\$794

spent by each incremental
travel party in the area



\$433.5M

in incremental revenue was generated
by Wisconsin Dells' campaign



\$80

returned to the local economy for
each dollar invested in the campaign



MEDIA



OUTDOOR

Digital • Programmatic • High Impact



VIDEO

Targeted :30, :15 & :06 Spots
Streaming • Cable • Live Sports

16 MEDIA MARKETS
YEAR-ROUND ADVERTISING



AUDIO

Traditional • Streaming
Podcasts • Connected
Home



DIGITAL

Hyper-Targeted • Display • Mobile • Video
High Impact • Paid Social • Paid Search



2023 TOTAL SITE VISITS
3,367,469

2023 NEW USERS
2,586,208

2023 WELCOME CENTER
INQUIRIES/CONTACTS

36,580

**VACATION GUIDE
DISTRIBUTION**



132,398 **2022** **2023** 159,970

PR & SOCIAL MEDIA



**MAKING HEADLINES
WITH MAJOR PUBLICATIONS**



milwaukee
journal sentinel

yahoo!life

msn

INFLUENCERS
ESTIMATED MEDIA VALUE
OVER \$2M



**MEETINGS &
CONVENTIONS,
SPORTS & GROUPS**



WISCONSIN DELLS FESTIVALS, INC.

Nothing attracts a crowd like a crowd, especially when everyone is having the kind of fun the Dells is known for. That's why our area festivals and events are so important. They keep giving visitors new reasons to experience what Wisconsin Dells has to offer. Here are a few of those exciting events that help make us a true year-round destination.

MISSION

Wisconsin Dells Festivals, Inc. develops, executes, manages, and promotes festivals and special events to generate increased economic impact in the Wisconsin Dells area.



Dells Rare Barrel Affair
April 22, 2023



Thirsty Shamrock Pub Crawl & 5K
March 11, 2023



Spring Wine Walk
April 29, 2023



Fall Wine Walk
October 7, 2023



Automotion Classic Car Show
May 20-21, 2023



Ugly Sweater Pub Crawl
December 2, 2023



Dells On Tap Weekend
October 13-14, 2023



2023 BOARD OF DIRECTORS

WDVCB BOARD OF DIRECTORS



Merije Ajvazi,
Board Vice Chair
B-LUX Grill & Bar



John Chastan, Board Chair
Kalahari Resorts
& Conventions



Jill C. Diehl,
President/CEO (Apr-Dec)
Wisconsin Dells Visitor
& Convention Bureau, Inc.



Tom Diehl
Tommy Bartlett
Exploratory



Joe Eck
Wilderness Hotel
& Golf Resort



Dan Gavinski,
Secretary/Treasurer
Dells Boat Tours'



Brian Holzem
Original Wisconsin
Dells Fudge



Nick Laskaris
Mt. Olympus Water
& Theme Park



Kevin Ricks
Ripley's Believe It
or Not! Museum



Krissy Sigmund
AmericInn by Wyndham



Romy Snyder,
President/CEO (Jan-Mar)
Wisconsin Dells Visitor
& Convention Bureau, Inc.



Stacie Tollaksen
Ghost Out-Post
Haunted House

FESTIVALS BOARD OF DIRECTORS



Dave Abangan
Ho-Chunk Gaming,
Wisconsin Dells



John Chastan, Board Chair
Kalahari Resorts
& Conventions



Jesse DeFosse,
Board Vice Chair
Showboat Saloon



Jill C. Diehl,
President/CEO (Apr-Dec)
Wisconsin Dells Visitor
& Convention Bureau, Inc.



Tom Diehl
Tommy Bartlett
Exploratory



Dan Gavinski,
Secretary/Treasurer
Dells Boat Tours'



Bernadette Skvor
Shamrock Motel



Romy Snyder,
President/CEO (Jan-Mar)
Wisconsin Dells Visitor
& Convention Bureau, Inc.



2023 COMMITTEES

BOARD NOMINATING COMMITTEE:

Merije Ajvazi, Chair
John Chastan
Jill C. Diehl (Apr-Dec)
Tom Diehl
Dan Gavinski
Romy Snyder (Jan-Mar)

EXECUTIVE COMMITTEE:

John Chastan, Chair
Merije Ajvazi
Jill C. Diehl (Apr-Dec)
Tom Diehl
Dan Gavinski
Romy Snyder (Jan-Mar)

FINANCE COMMITTEE:

Dan Gavinski, Chair
John Chastan
Jill C. Diehl (Apr-Dec)
Tom Diehl
Brian Holzem
Romy Snyder (Jan-Mar)

MARKETING COMMITTEE:

Tom Diehl, Chair
Dave Abangan
Merije Ajvazi
Jill C. Diehl (Apr-Dec)
Joe Eck
Adam Fisk
Brent Gasser
Dan Gavinski
Brian Holzem
Nick Laskaris
Krissy Sigmund
Romy Snyder (Jan-Mar)

TOURISM/ECONOMIC DEVELOPMENT COMMITTEE:

Kevin Ricks, Chair
John Chastan
Jill C. Diehl (Apr-Dec)
Tom Diehl
Joe Eck
Dan Gavinski
Romy Snyder (Jan-Mar)

WORKFORCE DEVELOPMENT COMMITTEE:

Stacie Tollaksen, Chair
Merije Ajvazi
Jill C. Diehl (Apr-Dec)
Aaron Matteson
Trina McVicker
Karen Reith-Hinze
Romy Snyder (Jan-Mar)
Shaun Sprysl

CURRENT STAFF

EXECUTIVE:

Jill C. Diehl
President/CEO
Nichole Kocovsky
COO/CFO
Wendy Fischer
Executive Administrative Assistant

ADMINISTRATION:

Trisha Gaffron
VP of Administration
Brandee Douglas
Distribution Coordinator
Mark Hemberger
Maintenance Associate
Ryan Sawejka
Web Application Developer/
Database Administrator
Burnis Turner
Director of IT & Operations

FINANCE & ACCOUNTING:

Nicki Robinson
Director of Accounting

PARTNERSHIP & VISITOR SERVICES:

Vicky Galitz
VP of Partnership &
Visitor Services
Roxane Betancourt
Visitor Services Representative
Tara Hensley
Partnership Coordinator
Deb Schwartz
Director of Partnership
Gail Torkelson
Visitor Services Representative
Kaitlin Wagner
Visitor Services Manager
Terry Welch
Visitor Services Representative

MARKETING:

Heidi Aalto
Creative Marketing Director
Peter Davidson
Graphics Specialist
Gracelyn Footit
Marketing Coordinator
Kelsey Galbraith
Digital/Social Content Creator

WISCONSIN DELLS FESTIVALS, INC.:

Briana Faber
Senior Festivals &
Events Manager
Felipe Garcia, Jr.
Festivals & Events Assistant/
Elm Street Plaza Lead



Wisconsin Dells®

Visitor & Convention Bureau

701 Superior Street | P.O. Box 390 | Wisconsin Dells, WI 53965
(608) 254-8088 | wisdells.com