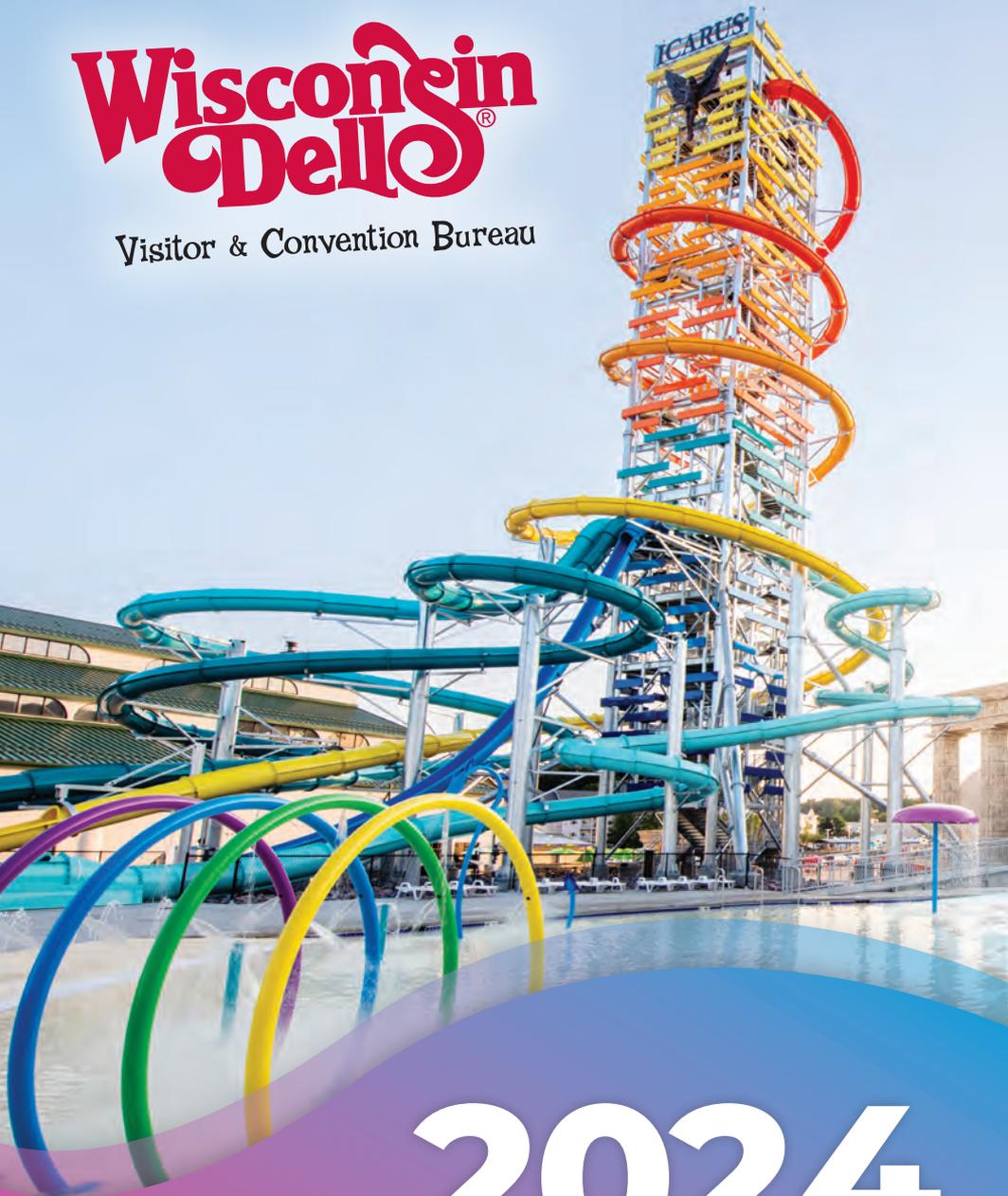


The logo for Wisconsin Dells, featuring the word "Wisconsin" in a red, stylized font above the word "Dells" in a larger, red, stylized font with a registered trademark symbol.

**Wisconsin
Dells®**

Visitor & Convention Bureau



2024

ANNUAL REPORT



NOVEMBER 2025

Hello Bureau Partners,

With another successful year in the books, it's a reminder to celebrate our 2024 accomplishments, while still looking forward to new challenges ahead for our community. After all, it is this forward thinking that has been the foundation on which Wisconsin Dells has been built.

We have had several record-setting years of growth, as consumers continue to put our destination at the top of their list for family travel. This success is the result of collaborative planning and execution, most importantly by you, our valued partners.

Alongside managing your own businesses, you devote time to supporting our Visitor Bureau, collaborating with us to boost tourism in Wisconsin Dells and improve overall vacation experiences for visitors. Wisconsin Dells is a collective effort. No one person, property, or event can be credited. We are innovators, entrepreneurs, industry leaders, and visionaries.

Thank you for your continued commitment to enriching our community.

Sincerely,



Jill C. Diehl
President/CEO

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.

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WDVCB PARTNERS BY CATEGORY IN 2024

Accommodation	68
Associate/Supplier Partner	60
Attraction	110
Campground	10
Eat & Drink	90
Retail	57
Visitor Services	20

TOTAL 415



ECONOMIC IMPACT

ESTIMATED VISITOR SPENDING

\$1.42B

DIRECT VISITOR SPENDING

UP 1.3% OVER 2023

\$2.05B

TOTAL TOURISM-BASED ECONOMIC IMPACT

UP 1.2% OVER 2023

EST. VISITOR EXPENDITURES COMPARISON BY SEASON



DEC-FEB
20%
\$288,355,809



MAR-MAY
21%
\$296,390,782



JUNE-AUG
42%
\$591,073,729



SEPT-NOV
17%
\$245,945,311

EST. VISITOR EXPENDITURES BY CATEGORY



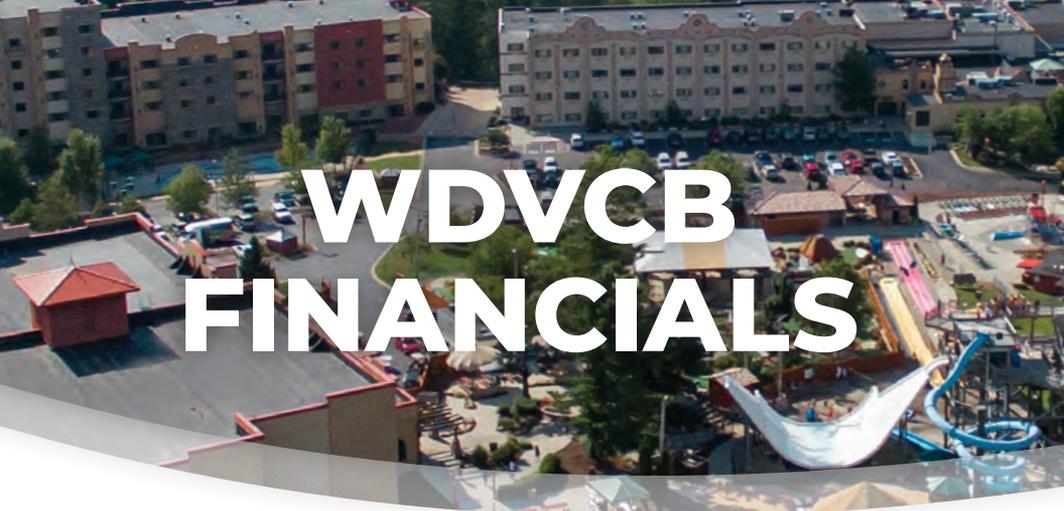
- Lodging \$480,816,464
- Food & Beverage \$409,678,186
- Retail \$231,220,016
- Recreation \$189,150,482
- Transportation \$110,900,483

TOTAL FULL-TIME JOBS SUPPORTED BY TOURISM

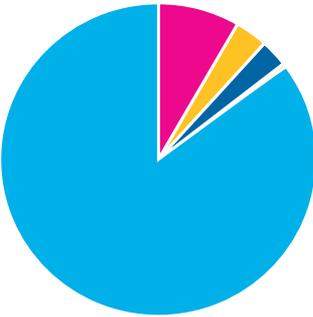
	2024	2023	% Change
Direct Impact	12,102	12,040	+0.5%
Total Impact	15,218	15,125	+0.6%

GOVERNMENT TAXES GENERATED BY DIRECT VISITOR SPENDING

	2024	2023	% Change
State Direct Impact	\$47.6 million	\$47.2 million	+0.9%
State Total Impact	\$64.7 million	\$64.1 million	+0.9%
Local Direct Impact	\$63.0 million	\$62.8 million	+0.3%
Local Total Impact	\$85.7 million	\$85.4 million	+0.4%

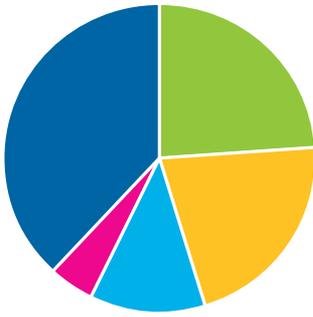


WDVCB FINANCIALS



TOTAL INCOME
\$17,232,924

- Room Tax \$14,746,066
- Program Income \$574,284
- Partnership \$489,300
- Safety Patrol \$30,916
- Other Income \$1,392,358



ROOM TAX INCOME
\$14,746,066

- Nov/Dec - Prior Year \$1,798,993
- 1st Quarter (Jan - Mar) \$3,117,553
- 2nd Quarter (Apr - Jun) \$3,531,555
- 3rd Quarter (Jul - Sep) \$5,614,098
- Oct - Current Year \$683,867

DEVELOPMENT INCOME
\$1,856,622

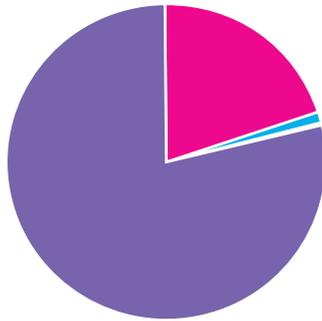
USED EXCLUSIVELY FOR WISCONSIN DELLS
TOURISM INFRASTRUCTURE GRANTS



TOTAL EXPENSES

\$13,026,441

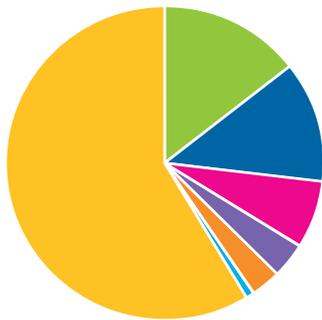
- Marketing \$10,244,224
- Administration \$2,627,282
- Partnership \$121,691
- Safety Patrol \$33,244



MARKETING EXPENSES

\$10,244,224

- Summer \$6,022,942
- Fall/Winter \$711,722
- Holiday \$357,672
- Winter/Spring \$1,299,342
- Year-Round \$1,468,338
- Public Relations \$301,534
- Meetings & Conventions and Sports \$82,674



MARKETING & RESEARCH

MARKETING

In 2024, our “WordPlayful” campaign continued to set the tone for how we invite travelers to experience Wisconsin Dells, this time with a new word leading the way: “Let’s.” From “Let’s make a splash” to “Let’s enjoy family time,” the word served as a rallying call for fun, discovery, and shared moments.

Building on that momentum, our media strategy spanned 16 markets and blended traditional, digital, and experiential tactics to keep the destination top of mind. The standout moment of the year was the launch of out-of-home campaign at Chicago’s iconic Union Station, which earned a Gold Award in the Travel/Tourism category at the Summit International Awards (SIA).

We broadened our reach through engaging, story-driven lifestyle features on John McGivern’s Main Streets, Daytime Chicago, Living with Amy (Green Bay), and Twin Cities Live!

Our ongoing sports partnerships with Bally Sports remained a valuable avenue for regional exposure, showcasing Wisconsin Dells during Bucks, Brewers, Cubs, and Twins broadcasts in key Midwest markets.

Finally, our hyper-segmentation strategy continued to expand beyond our core family audience reaching multi-gen travelers, wellness seekers, foodies, pet-friendly adventurers, and more, each finding their own way to say, “Let’s go to Wisconsin Dells.” We also introduced a new “Deals & Packages” segment into the creative mix, tapping into value-driven travelers.

RESEARCH

WDVCB conducted consumer mindset and need-state segmentation research. This study moved beyond demographics to uncover the beliefs, values, and contexts that influence traveler decisions, from multigenerational family trips to wellness getaways and food-focused adventures. These insights validated our hyper-segmentation approach and revealed new ways to tailor messaging to both functional and emotional travel needs.



MEDIA

ESTIMATED MEDIA VALUE **OVER \$35M**

16 MEDIA MARKETS YEAR-ROUND ADVERTISING



OUTDOOR

Digital • Programmatic • High Impact



DIGITAL

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



VIDEO

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



AUDIO

Traditional • Streaming
Podcasts • Connected
Home

UNION STATION TAKEOVER

Estimated 9,300,000 Impressions





WEBSITE

2024 TOTAL SITE VISITS

3,691,477

2024 NEW USERS

2,733,179

2024 WELCOME CENTER
INQUIRIES/CONTACTS

30,011

VACATION GUIDE
DISTRIBUTION



172,353 **2024** **2023** 159,970

PR & SOCIAL MEDIA

MAKING HEADLINES
WITH MAJOR PUBLICATIONS



INFLUENCERS



ESTIMATED
MEDIA VALUE

**OVER
\$43M**

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 13, 2024

Spring Wine Walk
April 27, 2024



Fall Wine Walk
October 5, 2024



Tree of Light
November 8, 2024- January 5, 2025

Thirsty Shamrock Pub Crawl & 5K
March 16, 2024



Automotion Classic Car Show
May 18-19, 2024



Dells On Tap Weekend
October 18-19, 2024



2024 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
Wisconsin Dells Visitor
& Convention Bureau



Tom Diehl
(Jan – Aug)
Tommy Bartlett
Exploratory



Joe Eck
Wilderness Hotel
& Golf Resort



Dan Gavinski,
Secretary/Treasurer
Dells Boat Tours*



Brian Holzem
Original Wisconsin
Dells Fudge



Krissy Kaminski-Sigmund
Chula Vista Resort



Nick Laskaris
Mt. Olympus Water
& Theme Park



Kevin Ricks
Wizard Quest



Stacie Tollaksen
Ghost Outpost
Haunted House



Tory Wolfram
(Sept – Dec)
The Haunted Mansion

FESTIVALS BOARD OF DIRECTORS



Dave Abangan
(Jan – Apr)
Ho-Chunk Gaming,
Wisconsin Dells



John Chastan,
Board Chair
Kalahari Resorts
& Conventions



Jesse DeFosse,
Board Vice Chair
Showboat Saloon



Jill C. Diehl,
President/CEO
Wisconsin Dells Visitor
& Convention Bureau, Inc.



Tom Diehl
(Jan – Aug)
Tommy Bartlett
Exploratory



Dan Gavinski,
Secretary/Treasurer
Dells Boat Tours*



Fotinj Laskaris
Backhaus
(Sept – Dec)
Mt. Olympus Water
& Theme Park



Kevin Ricks
(Sept – Dec)
Wizard Quest



Bernadette Skwor
Shamrock Motel



2024 COMMITTEES

BOARD NOMINATING COMMITTEE:

Merije Ajvazi, Chair
John Chastan
Jill C. Diehl
Tom Diehl (Jan – Aug)
Dan Gavinski

EXECUTIVE COMMITTEE:

John Chastan, Chair
Merije Ajvazi
Jill C. Diehl
Tom Diehl (Jan – Aug)
Dan Gavinski
Kevin Ricks (Sept – Dec)

FINANCE COMMITTEE:

Dan Gavinski, Chair
John Chastan
Jill C. Diehl
Tom Diehl (Jan – Aug)
Brian Holzem
Scott Rockwell (Sept – Dec)

MARKETING COMMITTEE:

Tom Diehl, Chair (Jan – Aug)
Dan Gavinski (Chair Sept – Dec)
Dave Abangan (Jan – Apr)
Merije Ajvazi
Jill C. Diehl
Joe Eck
Adam Fisk
Brent Gasser
Brian Holzem
Krissey Kaminski-Sigmund
Nick Laskaris

TOURISM ECONOMIC DEVELOPMENT COMMITTEE:

Kevin Ricks, Chair
John Chastan
Jill C. Diehl
Tom Diehl (Jan – Aug)
Joe Eck
Dan Gavinski
John Webb
Ed Wojnicz

WORKFORCE DEVELOPMENT COMMITTEE:

Stacie Tollaksen, Chair
Merije Ajvazi
Jill C. Diehl
Aaron Matteson
Trina McVicker
Karen Reith-Hinze
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

Ryan Sawejka
Web Application Developer/
Database Administrator

Burnis Turner
Director of IT & Operations

FACILITIES & EVENTS:

Lucas Bauer
VP of Facilities & Events

Mark Hemberger
Maintenance Associate

FINANCE & ACCOUNTING:

Nicki Robinson
Director of Accounting

Ella Lohr
Accounting Assistant

MARKETING:

Heidi Aalto
VP of Marketing &
Communications

Peter Davidson
Graphics Specialist

Gracelyn Footit
Marketing Coordinator

Kelsey Galbraith
Digital/Social Content Creator

PARTNERSHIP & VISITOR SERVICES:

Vicky Galitz
VP of Partnership &
Visitor Services

Roxane Betancourt
Visitor Services Representative

Tara Hensley
Partnership Coordinator

Kaitlin Hoffmann
Visitor Services Manager

Deb Schwartzer
Director of Partnership

Gail Torkelson
Visitor Services Representative

Terry Welch
Visitor Services Representative



Wisconsin Dells®

Visitor & Convention Bureau

P.O. Box 338 | Lake Delton, WI 53940-0338

(608) 254-8088 | wisdells.com