

## PERFORMANCE REPORT JANUARY-FEBRUARY 2018

### EXECUTIVE OFFICE

#### Community/State Meetings & Events

- The following meetings/events were attended by Romy Snyder, Executive Director:
  - Tourism Federation of Wisconsin Meeting, Madison, January 12, 2018
  - WACVB CEO Forum, Oshkosh, January 18, 2018
  - WACVB Board Meeting, Oshkosh, January 19, 2018
  - WDCVB Mixer, Great Wolf Lodge, January 24, 2018
  - WACVB Day @ the Capitol, Madison, January 30, 2018
  - Tourism Federation of Wisconsin Meeting, Madison, February 9, 2018

#### Member E-Newsletter

	January	February	2018 YTD	2017 YTD
Sent	523	502	1,025	1,084
Opened	199 / 38%	201 / 40%	400 / 39%	442 / 41%

Contact Alexandra Harjung at (608) 844-8096 or [alexandra@wisdells.com](mailto:alexandra@wisdells.com) to sign up for the WDCVB member e-newsletter.

### FINANCE & ADMINISTRATION DEPARTMENT

#### Financials

Attached

#### Membership Sales

2018 Membership Contracts		As of 12/31/17	January		February		2018 Contracts as of 2/28/18	2017 Contracts as of 2/28/17	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled By Division	Accommodation	92	0	0	1	0	93	87	6.9%
	Attraction	90	0	0	0	0	90	82	9.8%
	Campground	18	0	0	0	0	18	21	-14.3%
	Restaurant	97	0	0	0	0	97	103	-5.8%
	Shopping	68	0	0	1	0	69	65	6.2%
	Visitor Services	32	0	0	0	1	33	33	0.0%
	<b>Tourism Sub-Total</b>	<b>397</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>400</b>	<b>391</b>	<b>2.3%</b>
	Associate	96	0	0	0	0	96	105	-8.6%
<b>Total</b>	<b>493</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>496</b>	<b>496</b>	<b>0.0%</b>	

## Membership Sales Cont.

Membership	Prior YTD	January	February	2018 YTD	2017 YTD	% Change
Membership Inquiries	0	8	4	12	19	-36.8%

## Employee Entertainment Cards

	January	February	2018 YTD	2017 YTD	% Change
Cards Issued	78	83	161	174	-7.5%
Vouchers Sold	450	12	462	212	117.9%

## MARKETING & COMMUNICATIONS DEPARTMENT

### Advertising Campaigns

Winter Campaign (January/February)	TV	Streaming Video	Radio	Interactive	2018 Total by Market	2017 Total by Market
<b>Mature Markets</b>						
Milwaukee	\$81,700				\$81,700	\$70,057
Green Bay/Appleton	\$26,849				\$26,849	\$25,898
Minneapolis	\$147,198				\$147,198	\$140,466
<b>Growth Markets</b>						
Chicago	\$317,943				\$317,943	\$298,098
<b>Emerging Markets</b>						
<b>All Markets</b>		\$56,602.96	\$5,073.20	\$102,962.09	\$164,638.25	\$133,211
<b>Total by Media</b>	<b>\$573,690</b>	<b>\$56,602.96</b>	<b>\$5,073.20</b>	<b>\$102,962.09</b>	<b>\$738,328.25</b>	<b>\$667,730</b>

### wisdells.com

	January	February	2018 YTD	2017 YTD	% Change
Total Visits	133,030	146,698	279,728	381,878	-26.7%
Organic	58%	59%			
Paid	21%	21%			
Referral	3%	3%			
Unique Visits	124,962	136,424	261,386	301,773	-13.4%

### Social Media Channels

Facebook	January	February	2018 YTD
Users Reached	579,367	1,191,269	1,770,636
Engagements	1,357	2,502	3,859
Link Clicks	3,141	6,628	9,769
Current Total Fans			335,972

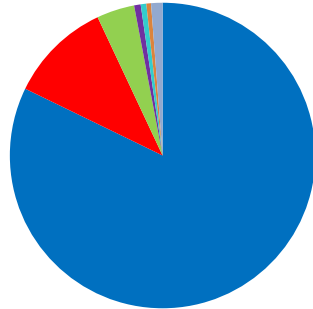
Twitter	January	February	2018 YTD
Impressions	42,607	46,583	89,190
Engagements	576	771	1,347
Current Total Followers			10,881

Instagram	January	February	2018 YTD
Engagements	2,123	2,575	4,698
Current Total Followers			15,329

## eMarketing (Newsletters)

	January	February
Eguide (Monthly)		
Subscribers	33,066	33,447
Open Rate	22%	24%
Deals of the Week		
Subscribers	19,381	19,563
Open Rate	18%	18%

## Public Relations



## Media Mix Snapshot

### Number of Mentions by Media Group

- Microblog - 4,152 (82.2%)
- Television program - 546 (10.8%)
- Online, consumer - 202 (4.0%)
- Television station - 35 (.7%)
- Online, trade - 30 (.6%)
- Cable - 25 (.5%)
- Other - 61 (1.2%)

5,051 Total Articles

	January	February	2018 YTD	2017 YTD
Media Contacts	2	6	8	16
Mentions (see below)	2,337	2,714	5,051	5,990

Hits/ Mentions	January	February
Past	<ul style="list-style-type: none"> <li>• Travel &amp; Leisure – Every New Theme Park Attraction You’ll Need to Experience in 2018</li> <li>• Travel Channel – 10 Budget Friendly Family Summer Vacation Ideas</li> <li>• Expedia – The Best Places to Travel Each Month in 2018</li> <li>• Milwaukee Journal Sentinel – Mirror Lake’s Fern Dell Gorge is a Winter Wonderland</li> <li>• The Daily Meal – 3 Reasons to Visit Wisconsin With your Family in Winter</li> </ul>	<ul style="list-style-type: none"> <li>• Milwaukee Journal Sentinel – 8 Hotels for a Valentine’s Day Getaway in Wisconsin</li> <li>• Leisure Group Travel – Music, Magic and Making Memories in Wisconsin Dells</li> <li>• USA Today – 50 State Bucket List Destinations</li> <li>• Travel Channel – Bert’s Top 5: Roller Coasters</li> <li>• Female First – 10 Reasons to Honeymoon in Wisconsin</li> </ul>

Upcoming	<ul style="list-style-type: none"> <li>• A top 5 things to do in Wisconsin Dells</li> <li>• Tourism &amp; Hospitality by Madison Region Economic Partnership</li> </ul>
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## SALES DEPARTMENT

### Leads/Contacts

New Leads	January	February	2018 YTD	2017 YTD
Sports	0	3	3	3
Meetings & Conventions	10	7	17	12
Groups & Reunions	3	3	6	3
<b>Total</b>	<b>13</b>	<b>13</b>	<b>26</b>	<b>18</b>

### Leads/Contacts Cont.

Member Referrals	January	February	2018 YTD	2017 YTD
Number of Member Referrals	294	321	615	250

\*Now including leisure referrals from the information center staff.

### Convention Services

	January	February	2018 YTD	2017 YTD
Number of Groups Served	7	4	11	14
Services Provided	Welcome bags; Name badges	Welcome bags; Pre-event mailing		

### Tradeshows/Meetings – Bureau Attended

Show/Meeting	Type*	Dates	Location	Attendance
Meeting Professionals Int'l – WI Chapter	M	1/11/18	Madison, WI	90
American Bus Association Marketplace	G	1/27/18- 1/30/18	Charlotte, NC	37 Appointments 330 Tour Operators
Religious Conference Management Association	M	1/30/18- 2/1/18	Omaha, NE	260 Planners
Meeting Professionals Int'l – MN iConnect	M	2/7/18- 2/8/18	Minneapolis, MN	158
Meeting Professionals Int'l – WI Chapter	M	2/15/18	Milwaukee, WI	92
Wisconsin Society of Association Executives	M	2/28/18	Milwaukee, WI	51

\*G-Group, M-Meeting, S-Sports

## VISITOR SERVICES DEPARTMENT

### Visitor Inquiries

	January	February	2018 YTD	2017 YTD	% Change
Calls	488	478	966	1,057	-8.6%
Emails (info@wisdells.com)	116	134	250	373	-33%
Chat Sessions	43	51	94	101	-6.9%
Spanish calls/visitors	0   0	0   0	0   0	2   1	-100%   -100%

Gift Cards	January	February	2018 YTD	2017 YTD	% Change
Gift Cards Issued	171	23	194	134	44.8%
Gift Card Sales	\$14,275	\$2,385	\$16,660	\$20,465	-18.6%
Average Gift Card Sale	\$83.48	\$103.70	\$85.88	\$152.72	
Gift Card Merchants	January	February	2018 YTD	Total Participants	
Merchants added	13	17	30	204	

### Literature Distribution

2017 Vacation Guide Printed 315,000	January	February	2017 Guide Distribution	2016 Guide Distribution	% Change
1-24 guides/order	987	730	42,358	180,768	-46.5%
25+ guides/order	2,955	2,004	54,113		
Racks – in area	3,950	1,950	86,250	77,775	10.9%
Racks – out area	0	0	37,500	41,350	-9.3%
Direct Mail – St. Louis	0	0	50,000	0	
<b>Total</b>	<b>7,892</b>	<b>4,684</b>	<b>270,221</b>	<b>299,893</b>	<b>-9.8%</b>

**Information Center Activity**

	January	February	2018 YTD	2017 YTD	% Change
Downtown Walk-Ins	380	290	670	1,047	-36%
Work permits issued	2	6	8	29	-72.4%
Lake Delton Walk-Ins	0	0	0	388	
Work permits issued	0	0	0	0	0%

**Visitor Feedback**

	January	February	2018 YTD	2017 YTD	% Change
Customer Concerns Rec'd	2	2	4	0	

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