

PERFORMANCE REPORT

JANUARY-FEBRUARY 2019

EXECUTIVE OFFICE

Community/State Meetings & Events

- The following meetings/events were attended by Romy Snyder, Executive Director:
 - Dept of Tourism Retirement Celebration, Madison, January 4, 2019
 - Tourism Federation of Wisconsin Meeting, Madison, January 11, 2019
 - Wisconsin Association of CVB's CEO Forum & Board Meeting, Madison, January 31 – February 1, 2019
 - Tourism Federation of Wisconsin Meeting, Madison, February 8, 2019

Member E-Newsletter

	January	February	2019 YTD	2018 YTD
Sent	576	588	1,164	1,025
Opened	230 / 40%	212 / 36%	442 / 38%	400 / 39%

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

FINANCE & ADMINISTRATION DEPARTMENT

Financials

Attached

Membership Sales

2019 Membership Contracts		As of 12/31/18	January		February		2019 Contracts as of 2/28/19	2018 Contracts as of 2/28/18	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled By Division	Accommodation	88	0	0	1	0	89	93	-4.3%
	Attraction	86	0	2	1	0	89	90	-1.1%
	Campground	18	0	1	0	0	19	18	5.6%
	Restaurant	101	0	1	0	0	102	97	5.2%
	Shopping	69	0	0	0	0	69	69	0.0%
	Visitor Services	34	0	1	0	0	35	33	6.1%
	Tourism Sub-Total	396	0	5	2	0	403	400	0.8%
	Associate	92	2	0	1	0	95	96	-1.0%
	Total	488	2	5	3	0	498	496	0.4%

Prospective Membership Contacts	Prior YTD	January	February	2019 YTD	2018 YTD	% Change
Inquiries	0	11	7	18	12	50.0%

Employee Entertainment Cards

	January	February	2019 YTD	2018 YTD	% Change
Cards Issued	75	69	144	161	-10.6%
Vouchers Sold	517	1,088	1,605	462	247.4%

MARKETING & COMMUNICATIONS DEPARTMENT

Advertising Campaigns

Winter Campaign (January/February)	TV	Streaming Video	Radio	Interactive	2019 Total by Market	2018 Total by Market
Mature Markets						
Milwaukee	\$55,490				\$55,490	\$81,700
Green Bay/Appleton	\$28,766				\$28,766	\$26,849
Minneapolis	\$95,548				\$95,548	\$147,198
Growth Markets						
Chicago	\$228,022				\$228,022	\$317,943
Emerging Markets						
All Markets		\$30,000	\$5,647	\$68,968	\$104,615	\$164,638
Total by Media	\$407,826	\$30,000	\$5,647	\$68,968	\$512,441	\$738,328

wisdells.com

	January	February	2019 YTD	2018 YTD	% Change
Total Visits	143,061	164,825	307,886	279,728	10.1%
Organic, Referral, Direct, Etc.	56%	56%			
Paid	18%	19%			
Unique Visits	113,069	132,003	245,072	261,386	-16.2%

Organic Social Media

Facebook	January	February	2019 YTD
Engagements*	1,685	2,241	3,926
Link Clicks	534	6,535	7,069
Current Total Fans			341,088

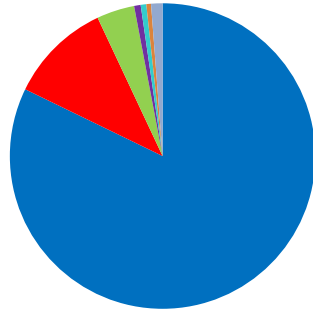
Twitter	January	February	2019 YTD
Engagements*	299	267	566
Impressions	37	44	81
Current Total Followers			10,798

Instagram	January	February	2019 YTD
Engagements*	2,557	2,045	4,602
Current Total Followers			18,988

***Engagement:** The number of interactions with your social content such as likes, comments, shares, retweets, video views, etc.

eMarketing (Newsletters)

	January	February
Eguide (Monthly)		
Subscribers	109,780	109,888
Open Rate	11%	10%



Media Mix Snapshot

Number of Mentions by Media Group

- Microblog - 61.9%
- Online, consumer - 14.5%
- Television program - 12.8%
- Photo/Video Sharing Site - 5.7%
- Social Networking Site - 1.4%
- Television station - 1%
- Other - 2.7%

5,049 Total Articles

	January	February	2019 YTD	2018 YTD
Media Contacts	7	8	15	8
Mentions <small>(see below)</small>	2,227	2,822	5,049	5,051
Est. Publicity Value	\$1,400,000	\$924,100	\$2,324,100	

Hits/ Mentions	January	February
Past	<ul style="list-style-type: none"> • Chicago Parent – The best indoor waterparks near Chicago • Milwaukee Journal Sentinel – Indoor waterparks provide a dose of the tropics in a Midwest winter • Midwest Golfing Magazine – Wild Rock Golf Club to Host Qualifying Round for 2019 U.S. Open • Inside Hook – The Perfect Chicago Valentine’s Getaway for Every Budget & Timetable • Wisconsin State Journal – Sundara Opens 40,000 square foot expansion 	<ul style="list-style-type: none"> • Milwaukee Journal Sentinel – Sundara Expansion brings more wellness offerings to award-winning spa • Milwaukee Journal Sentinel – 3 summer resort towns in Wisconsin worth visiting in Winter • Trips to Discover – 9 Best Hotels With Indoor Water Parks in the U.S. • Travel Small Tips – Midwest Places That Are The Most Sought-After Vacation Destinations • Budget Travel – 10 Most Relaxing Spas in America

Upcoming	<ul style="list-style-type: none"> • Midwest Living • Chicago PBS – Midwest Vacation Destinations
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SALES DEPARTMENT

Leads

New Leads	January	February	2019 YTD	2018 YTD
Meetings & Conventions	3	8	11	17
Groups & Reunions	3	4	7	6
Sports	1	1	2	3
Total	7	13	20	26

Sales Lead: A sales lead results from event planners requesting sales staff to gather availability and pricing on their behalf. The sales team generates a comprehensive proposal for the client to review. To qualify as a sales lead, the event must generate a minimum of 10 guest rooms nightly.

Member Referrals	January	February	2019 YTD	2018 YTD
Number of Member Referrals	131	274	405	240

Sales Referral: A referral results from sales staff suggesting and connecting a client with a member business to meet their specific needs or requests. Referrals can result in follow up from trade show appointments, client information requests, or when assisting planners with recommendations through convention services.

Convention Services

	January	February	2019 YTD	2018 YTD
Number of Groups Served	9	2	11	11
Services Provided	1,090 Welcome bags 1,037 Name badges 19 Welcome amenities 400 Wisconsin Dells pens 750 Sports wristbands	270 Welcome bags		

Tradeshows/Meetings – Bureau Attended

Show/Meeting	Type*	Dates	Location	Est. Attendance
PCMA Convening Leaders	M&C	1/6-9/19	Pittsburgh, PA	4,000 Attendees
American Bus Association Marketplace	G	1/25-29/19	Louisville, KY	25 Appointments 1,000 Tour Operators
Religious Conference Management Association	M&C	1/29-31/19	Greensboro, NC	249 Planners 731 Total Attendees
Meeting Professionals Int'l – WI Chapter	M&C	2/8/2019	Madison, WI	78 Attendees

*G-Group, M&C-Meetings & Conventions, S-Sports

VISITOR SERVICES DEPARTMENT

Visitor/Info Center Activity

	January	February	2019 YTD	2018 YTD	% Change
Calls	324	437	761	966	-21.2%
Emails (info@wisdells.com)	92	62	154	250	-38.4%
Chat Sessions	64	71	135	94	43.6%
Walk-Ins	202	223	425	670	-36.6%
Work Permits Issued	2	5	7	8	-12.5%

Gift Cards	January	February	2019 YTD	2018 YTD	% Change
Visitor					
Gift Cards Issued	118	37	155	183	-15.3%
Gift Card Sales	\$11,525	\$7,500	\$19,025	\$15,065	26.3%
Promotions					
Gift Cards Issued	0	0	0		
Gift Card Sales	\$0	\$0	\$0		
In-House					
Gift Cards Issued	2	2	4		
Gift Card Sales	\$450	\$100	\$550		
Gift Card Merchants	January	February	2018 YTD	Total Participants	
Merchants added	4	0	4	208	

Literature Distribution

2018 Vacation Guide Printed 275,000	January	February	2018 Guide Distribution	2017 Guide Distribution	% Change
1-24 guides/order	1,029	860	40,261	42,358	-5.0%
25+ guides/order	380	230	50,759	54,113	-6.2%
Racks – in area	4,320	2,080	94,120	86,250	9.1%
Racks – out area	0	0	21,660	37,500	-42.2%
Direct Mail – St. Louis	0	0	0	50,000	-100.0%
Total	5,729	3,170	206,800	270,221	-23.5%