

## PERFORMANCE REPORT MARCH-APRIL 2019

### EXECUTIVE OFFICE

#### Community/State Meetings & Events

- The following meetings/events were attended by Romy Snyder, Executive Director:
  - Kalahari Expansion Hard Hat Tour, Lake Delton, March 1, 2019
  - Departments of Tourism & Transportation Press Conference, Lake Delton, March 6, 2019
  - Tourism Federation of Wisconsin, Madison, March 8, 2019
  - Wisconsin Governor's Conference on Tourism, Lake Delton, March 17-19, 2019
  - Department of Tourism Secretary Confirmation Hearing, Madison, March 20, 2019
  - Wisconsin Association of CVB's Day @ the Capitol, Madison, April 10, 2019
  - Tourism Federation of Wisconsin, Madison, April 12, 2019

#### Member E-Newsletter

	March	April	2019 YTD	2018 YTD
Sent	587	614	2,365	2,028
Opened	217 / 37%	227 / 36%	886 / 37%	761 / 38%

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

### FINANCE & ADMINISTRATION DEPARTMENT

#### Financials

Attached

#### Membership Sales

2019 Membership Contracts		As of 2/28/19	March		April		2019 Contracts as of 4/30/19	2018 Contracts as of 4/30/18	% Change
			New	Renew	New	Renew			
Current/Limited/ Bundled By Division	Accommodation	89	0	0	1	0	90	94	-4.3%
	Attraction	89	0	0	0	1	90	90	0.0%
	Campground	19	0	0	1	0	20	18	11.1%
	Restaurant	102	2	0	0	1	105	98	7.1%
	Shopping	69	1	0	0	0	70	69	1.4%
	Visitor Services	35	1	0	0	1	37	34	8.8%
	<b>Tourism Sub-Total</b>	<b>403</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>412</b>	<b>403</b>	<b>2.2%</b>
	Associate	95	2	0	0	1	98	98	0.0%
<b>Total</b>	<b>498</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>510</b>	<b>501</b>	<b>1.8%</b>	

## Membership Sales Cont.

Prospective Membership Contacts	Prior YTD	March	April	2019 YTD	2018 YTD	% Change
Inquiries	18	9	11	38	22	72.7%

## Employee Entertainment Cards

	March	April	2019 YTD	2018 YTD	% Change
Cards Issued	85	186	415	344	20.6%
Vouchers Sold	52	288	1,945	1,850	5.1%

## MARKETING & COMMUNICATIONS DEPARTMENT

### Advertising Campaigns

Winter/Spring Campaign (March/April)	TV	Radio	Outdoor	Interactive	2019 Total by Market	2018 Total by Market
<b>Mature Markets</b>						
Milwaukee	\$55,788				\$55,788	\$25,346
Green Bay/Appleton	\$9,557				\$9,557	\$8,583
Minneapolis	\$91,371				\$91,371	\$41,645
<b>Growth Markets</b>						
Chicago	\$214,422				\$214,422	\$90,274
<b>Emerging Markets</b>						
<b>All Markets</b>		\$6,353	\$0	\$136,605	\$142,958	\$134,205
<b>Total by Media</b>	<b>\$371,138</b>	<b>\$6,353</b>	<b>\$0</b>	<b>\$136,605</b>	<b>\$514,096</b>	<b>\$300,053</b>

### wisdells.com

	March	April	2019 YTD	2018 YTD	% Change
Total Visits	225,124	201,184	734,194	731,729	0.3%
Organic, Referral, Direct, Etc.	56%	56%			
Paid	18%	19%			
Unique Visits	172,241	161,580	578,893	604,576	-4.2%

### Organic Social Media

Facebook	March	April	2019 YTD
Engagements*	4,648	3,146	11,720
Link Clicks	11,764	9,314	28,147
Current Total Fans			341,624

Twitter	March	April	2019 YTD
Engagements*	403	278	1,247
Link Clicks	64	33	178
Current Total Followers			10,812

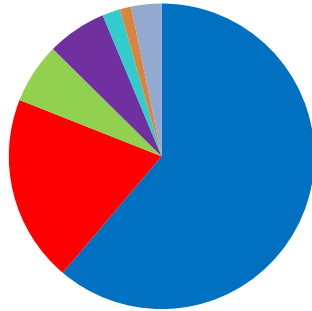
Instagram	March	April	2019 YTD
Engagements*	2,522	2,657	9,781
Current Total Followers			19,476

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

## eMarketing (Newsletters)

	March	April
Eguide (Monthly)		
Subscribers	110,280	110,608
Open Rate	11%	10%

## Public Relations



## Media Mix Snapshot

### Number of Mentions by Media Group

- Microblog - 61.2%
- Television program - 19.8%
- Photo/Video Sharing site - 6.4%
- Online, consumer - 6.3%
- Social Networking site - 1.9%
- Television station - 1.2%
- Other - 3.2%

10,945 Total Articles

	March	April	2019 YTD	2018 YTD
Media Contacts	4	13	32	34
Mentions <small>(see below)</small>	2,659	3,237	10,945	10,043
Est. Publicity Value	\$2,000,000	\$3,900,000	\$8,224,100	

Hits/ Mentions	March	April
Past	<ul style="list-style-type: none"> <li>• Travel + Leisure – The Best Spring Break Trips for Families</li> <li>• Milwaukee Journal Sentinel – Del-Bar Supper Club in the Dells Continues to Thrive with a New, Third-Generation Owner</li> <li>• Meetings Today – Resorts + Spa Meetings: Wilderness Hotel &amp; Golf Resort</li> <li>• Only in Your State – You Can Visit All 10 of Wisconsin’s Roller Coasters On One Weekend Trip</li> <li>• Discover Wisconsin – Wisconsin Dells-Retreat. Relax. Repeat</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings Today – On The Scene: Kalahari Resort &amp; Convention Center</li> <li>• Trip Advisor – 16 Incredibly Romantic Getaways in the Midwest, From Major Cities to Hidden Gems</li> <li>• MSN – Beat the Summer Heat in These 20 Cool Destinations</li> <li>• US News &amp; World Report – 16 Incredible Midwest Vacations</li> </ul>

Upcoming	March	April
	<ul style="list-style-type: none"> <li>• Steve Lange – Rochester Magazine</li> <li>• NBC-15 – US Open Coming to Wisconsin Dells</li> </ul>	<ul style="list-style-type: none"> <li>• Tami Crea – Balance MN Magazine</li> <li>• Carolyn Blackburn – Meetings Today Magazine</li> </ul>

## SALES DEPARTMENT

### Leads

New Leads	March	April	2019 YTD	2018 YTD
Meetings & Conventions	4	9	24	31
Groups & Reunions	1	3	11	9
Sports	1	2	5	4
<b>Total</b>	<b>6</b>	<b>14</b>	<b>40</b>	<b>44</b>

**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.

**Leads Cont.**

Member Referrals	March	April	2019 YTD	2018 YTD
Number of Member Referrals	145	242	792	444

**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**

	March	April	2019 YTD	2018 YTD
Number of Groups Served	5	11	27	33
Services Provided	620 Welcome bags 70 Name badges 1 Information booth 1 Registration assistance	3,800 Welcome bags 2,250 Name badges 150 Vacation Guides		

**Tradeshows/Meetings – Bureau Attended**

Show/Meeting	Type*	Dates	Location	Est. Attendance
WSAE Roadshow – Education	M&C	3/6/19	Pewaukee, WI	55 Attendees
MPI CAC Next’19	M&C	3/6/19	Chicago, IL	300 Attendees
Circle Wisconsin Marketplace	G	4/7-9/19	Galena, IL	33 Appointments 40 Tour Operators
ASAE - Xperience Design Project (XDP)	M&C	4/11-12/19	Washington DC	7 Individual Appointments

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

**VISITOR SERVICES DEPARTMENT**

**Visitor/Info Center Activity**

	March	April	2019 YTD	2018 YTD	% Change
Calls	686	697	2,144	2,429	-11.7%
Emails (info@wisdells.com)	140	109	403	535	-24.7%
Chat Sessions	65	71	271	222	22.1%
Walk-Ins	1,176	1,426	3,027	3,011	0.5%
Work Permits Issued	10	15	32	33	-3.0%

Gift Cards	March	April	2019 YTD	2018 YTD	% Change
Visitor					
Gift Cards Issued	13	53	221	252	-12.3%
Gift Card Sales	\$1,310	\$5,355	\$25,690	\$24,215	6.1%
Promotions					
Gift Cards Issued	0	0	0		
Gift Card Sales	0	\$0	\$0		
In-House					
Gift Cards Issued	10	12	26		
Gift Card Sales	\$700	\$2,800	\$4,050		
Gift Card Merchants	March	April	2019 YTD	Total Participants	
Merchants added	1	1	6	208	

Literature Distribution

2019 Vacation Guide Printed 200,000	March	April	2019 Guide Distribution YTD	2018 Guide Distribution YTD	% Change
1-24 guides mailed	13,016	3,421	16,437	18,949	-13.3%
25+ guides mailed	6,265	3,790	10,055	16,274	-38.2%
Racks – in area	8,308	7,200	15,508	16,160	-4.0%
Racks – out area	8,650	2,700	11,350	9,640	17.7%
<b>Total</b>	<b>36,239</b>	<b>17,111</b>	<b>53,350</b>	<b>61,023</b>	<b>-12.6%</b>

2018 Vacation Guide Printed 275,000	March	April	2018 Guide Distribution*
1-24 guides mailed	56	0	40,315
25+ guides mailed	0	0	50,759
Racks – in area	0	0	94,120
Racks – out area	0	0	21,660
Direct Mail – St. Louis			
<b>Total</b>	<b>56</b>	<b>0</b>	<b>206,854</b>

\*Distribution from March 2018 through March 2019

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