

## PERFORMANCE REPORT MAY-JUNE 2018

### EXECUTIVE OFFICE

#### Community/State Meetings & Events

- The following meetings/events were attended by Romy Snyder, Executive Director:
  - Tourism Federation of Wisconsin Meeting, Madison, May 11, 2018
  - WACVB Education Forum & Board Mtg., Wisconsin Dells, May 17-18, 2018
  - WDVCB Member Mixer, Lake Delton, June 6, 2018
  - Fox Sports Live, Wisconsin Dells, June 8, 2018
  - WACVB Executive Committee Mtg, Conf. Call, June 15, 2018
  - Tourism Federation of Wisconsin Meeting, Conf. Call, June 22, 2018

#### Member E-Newsletter

	May	June	2018 YTD	2017 YTD
Sent	502	509	3,039	3,475
Opened	186 / 37%	178 / 35%	1,154 / 38%	1,359 / 39%

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

2018 Membership Contracts		As of 4/30/18	May		June		2018 Contracts as of 6/30/18	2017 Contracts as of 6/30/17	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled By Division	Accommodation	94	0	0	0	0	94	91	3.3%
	Attraction	90	0	0	1	1	92	87	5.7%
	Campground	18	0	0	0	0	18	21	-14.3%
	Restaurant	98	0	0	1	0	99	104	-4.8%
	Shopping	69	0	0	1	0	70	67	4.5%
	Visitor Services	34	0	0	0	0	34	33	3.0%
	<b>Tourism Sub-Total</b>	<b>403</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>407</b>	<b>403</b>	<b>1.0%</b>
	Associate	98	1	0	1	0	100	106	-5.7%
	<b>Total</b>	<b>501</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>507</b>	<b>509</b>	<b>-0.4%</b>

Membership	Prior YTD	May	June	2018 YTD	2017 YTD	% Change
Membership Inquiries	22	7	11	40	47	-14.9%

## Employee Entertainment Cards

	May	June	2018 YTD	2017 YTD	% Change
Cards Issued	539	1,391	2,272	2,593	-12.4%
Vouchers Sold	863	186	2,899	3,297	-12.1%

## MARKETING & COMMUNICATIONS DEPARTMENT

### Advertising Campaigns

Summer Campaign (May/June)	TV	Radio	Outdoor	Interactive	2018 Total by Market	2017 Total by Market
<b>Mature Markets</b>						
Milwaukee	\$200,682		\$27,077		\$227,759	\$202,203
Madison	\$41,327		\$11,029		\$52,356	\$57,539
Green Bay/Appleton	\$31,044		\$9,705		\$40,749	\$61,112
La Crosse/Eau Claire	\$28,248		\$5,735		\$33,983	\$37,150
Wausau	\$17,291		\$2,602		\$19,893	\$23,545
Minneapolis	\$280,856		\$38,975		\$319,831	\$314,464
Rockford	\$21,968		\$6,498		\$28,466	\$26,637
<b>Growth Markets</b>						
Chicago	\$876,969		\$235,294*	\$27,121	\$1,139,384	\$1,059,265
Cedar Rapids	\$56,390				\$56,390	\$69,212
Quad Cities	\$56,324				\$56,324	\$87,786
Des Moines	\$70,955				\$70,955	\$90,104
Duluth	\$17,725		\$1,111		\$18,836	\$18,064
Champaign	\$42,849				\$42,849	\$47,374
Peoria	\$40,317		\$3,000		\$43,317	\$49,202
Rochester	\$27,893				\$27,893	\$40,022
<b>Emerging Markets</b>						
Omaha						\$96,150
St. Louis	\$126,385				\$126,385	\$301,137
Canada	\$46,932				\$46,932	\$48,152
<b>All Markets</b>		\$5,073		\$393,394	\$398,468	\$477,731
<b>Total by Media</b>	<b>\$1,984,155</b>	<b>\$5,073</b>	<b>\$341,030</b>	<b>\$420,515</b>	<b>\$2,750,775</b>	<b>\$3,106,849</b>

\*Union Station Saturation

### wisdells.com

	May	June	2018 YTD	2017 YTD	% Change
Total Visits	353,060	444,226	1,607,426	1,633,454	-1.6%
Organic	43%	53%			
Paid	27%	14%			
Referral	3%	3%			
Unique Visits	263,079	311,749	1,179,404	1,258,614	-6.3%

### Social Media Channels

Facebook	May	June	2018 YTD
Users Reached	3,104,868	3,979,747	11,900,716
Engagements	7,320	6,939	24,523
Link Clicks	11,649	16,144	48,348
Current Total Fans			338,374

**Social Media Channels cont.**

Twitter	May	June	2018 YTD
Impressions	41,612	44,674	270,904
Engagements	651	854	4,482
Current Total Followers			10,985

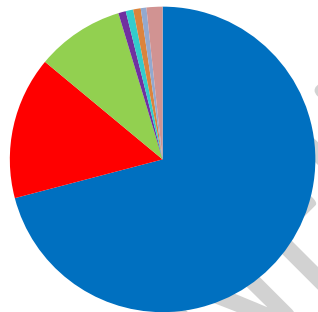
Instagram	May	June	2018 YTD
Engagements	3,300	4,705	20,726
Current Total Followers			17,461

**eMarketing (Newsletters)**

	May	June
Eguide (Monthly)		
Subscribers	35,460	36,789
Open Rate	25%	21%

	May	June
Deals of the Week		
Subscribers	21,044	22,033
Open Rate	15%	14%

**Public Relations**



**8,686 Total Articles**

	May	June	2018 YTD	2017 YTD
Media Contacts	9	7	53	60
Mentions (see below)	4,852	3,836	20,946	20,125

Hits/ Mentions	May	June
Past	<ul style="list-style-type: none"> <li>USA Today-Top waterparks in the Midwest</li> <li>MSN Life-The Best Adventurous Activities for People who hate hot summer days</li> <li>USA Today-Vote for your favorite indoor/outdoor waterpark in the USA</li> <li>Sports Travel Magazine-Playing to a Full House</li> <li>WI State Journal-Water use beyond the slide helps expand Wisconsin Dells/Hollywood hot dog stand to debut Saturday Noah's Ark</li> <li>Journal Sentinel-Wisconsin Bucket List: 20 things you have to do</li> </ul>	<ul style="list-style-type: none"> <li>NBC15-Ten Year Anniversary of Lake Draining</li> <li>MSN Lifestyle-The 19 Best Waterparks across America</li> <li>Reader's Digest-12 coolest indoor waterparks in the United States</li> <li>MSN Lifestyle-30 Shocking facts about waterparks</li> <li>The Wisconsin 100-Wisconsin's Instagram-worthy spots</li> </ul>

**Public Relations cont.**

Upcoming	<ul style="list-style-type: none"> <li>• Midwest Meetings Magazine – Accessibility in the Meeting World</li> <li>• The Real Chicago – Summer Getaways</li> <li>• Select Traveler Magazine – Group Travel</li> <li>• Trivago – Destination Feature</li> <li>• Midwest Style – Summer Vacation</li> <li>• Norma Jean Fochs, Out &amp; About WI – To the water: seven wonderful WI water destinations &amp; Ishnala Supper Club</li> <li>• Life with Darcy and Brian Blog</li> <li>• Melanie McManus (Star Tribune) – Rides people chicken the most out on</li> <li>• Hudson and Emily – Travel Blog</li> <li>• Sarah Kooiman – Milwaukee Mom’s Blog</li> </ul>
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**SALES DEPARTMENT**

**Leads/Contacts**

New Leads	May	June	2018 YTD	2017 YTD
Sports	1	1	6	3
Meetings & Conventions	8	6	45	39
Groups & Reunions	2	1	12	15
<b>Total</b>	<b>11</b>	<b>8</b>	<b>63</b>	<b>57</b>

Member Referrals	May	June	2018 YTD	2017 YTD
Number of Member Referrals	177	83	704	823

**Convention Services**

	May	June	2018 YTD	2017 YTD
Number of Groups Served	7	10	50	57
Services Provided	Welcome bags; Name badges On-site info booth	Welcome bags; Name badges; Pre-event mailing		

**Tradeshows/Meetings – Bureau Attended**

Show/Meeting	Type*	Dates	Location	Attendance
Hospitality Sales & Marketing Executives – WI Chapter	N/A	5/10/18	Milwaukee, WI	
Meeting Professionals Int’l WI Spring Education	M	5/17/18	Green Bay, WI	107 Attendees
Wisconsin Society of Association Executives	M	5/21/18- 5/22/18	Lake Geneva, WI	119 Total 46 Assn. Staff
WDVCB Sales Skills Symposium	N/A	5/24/18	Wisconsin Dells, WI	35 Attendees
Travel Alliance Partners TAP Dance	G	6/5/18- 6/7/18	Atlantic City, NJ	27 Appointments
Meeting Professionals Int’l WI Chapter Summer Spectacular	M	6/14/18	Green Lake, WI	59 Attendees

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

## VISITOR SERVICES DEPARTMENT

### Visitor Inquiries

	May		June		2018 YTD		2017 YTD		% Change	
Calls	1,219		1,217		4,865		5,120		-5.0%	
Emails (info@wisdells.com)	148		134		817		1,106		-26.1%	
Chat Sessions	55		56		333		477		-30.2%	
Spanish calls/visitors	5	7	9	10	15	20	10	54	50%	-63%

Gift Cards	May		June		2018 YTD		2017 YTD		% Change	
Gift Cards Issued	80		64		407		441		-7.7%	
Gift Card Sales	\$11,150		\$8,330		\$45,290		\$67,600		-33.0%	
Average Gift Card Sale	\$139.38		\$130.16		\$111.28		\$153.28			
Gift Card Merchants	May		June		2018 YTD		Total Participants			
Merchants added	2		2		42		203			

### Literature Distribution

2018 Vacation Guide Printed 275,000	May		June		2018 Guide Distribution		2017 Guide Distribution		% Change	
1-24 guides/order	5,453		5,310		29,714		31,695		-6.3%	
25+ guides/order	4,355		6,583		27,212		33,977		-19.9%	
Racks – in area	3,040		14,520		33,720		37,900		-11.0%	
Racks – out area	0		5,760		15,400		28,000		-45.0%	
Direct Mail – St. Louis	0		0		0		50,000		-100.0%	
<b>Total</b>	<b>12,848</b>		<b>32,173</b>		<b>106,046</b>		<b>181,572</b>		<b>-41.6%</b>	

### Information Center Activity

	May		June		2018 YTD		2017 YTD		% Change	
Downtown Walk-Ins	2,194		5,955		11,160		13,280		-16.0%	
Work permits issued	30		38		101		201		-49.8%	
Lake Delton Walk-Ins	129		675		931		1,996		-53.4%	
Work permits issued	0		0		0		14		-100%	