

## PERFORMANCE REPORT NOVEMBER-DECEMBER 2018

### EXECUTIVE OFFICE

#### Community/State Meetings & Events

- The following meetings/events were attended by Romy Snyder, Executive Director:
  - Wisconsin Association of CVB (WACVB) Fall Conference, Stevens Point, November 8-9, 2018
  - WACVB Board & Annual Meeting, Stevens Point, November 9, 2018
  - Tom Foolery Ribbon Cutting, Lake Delton, November 9, 2018
  - Tourism Federation of Wisconsin Meeting, Madison, November 30, 2018

#### Member E-Newsletter

	November	December	2018 YTD	2017 YTD
Sent	579	584	6,321	6,848
Opened	243 / 42%	210 / 36%	2,350 / 37%	2,602 / 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 10/31/18	November		December		2019 Contracts as of 12/31/18	2018 Contracts as of 12/31/17	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled By Division	Accommodation	87	0	0	1	0	88	92	-4.3%
	Attraction	84	1	1	0	0	86	90	-4.4%
	Campground	18	0	0	0	0	18	18	0%
	Restaurant	95	0	1	2	3	101	97	4.1%
	Shopping	66	0	1	2	0	69	68	1.5%
	Visitor Services	33	0	1	0	0	34	32	6.3%
	<b>Tourism Sub-Total</b>	<b>383</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>396</b>	<b>397</b>	<b>-0.3%</b>
	Associate	71	2	17	0	2	92	96	-4.2%
	<b>Total</b>	<b>454</b>	<b>3</b>	<b>21</b>	<b>5</b>	<b>5</b>	<b>488</b>	<b>493</b>	<b>-1.0%</b>

**Membership Sales cont.**

2018 Membership Contracts		As of 10/31/18	November		December		2018 Contracts as of 12/31/18	2017 Contracts as of 12/31/17	% Change
			New	Renew	New	Renew			
Current/Limited/ By Division	Accommodation	94	0	0	0	0	94	91	3.3%
	Attraction	94	0	0	0	0	94	87	8.0%
	Campground	18	0	0	0	0	18	21	-14.3%
	Restaurant	100	0	0	0	0	100	104	-3.8%
	Shopping	71	0	0	0	0	71	67	6.0%
	Visitor Services	34	0	0	0	0	34	33	3.0%
	<b>Tourism Sub-Total</b>	<b>411</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>411</b>	<b>403</b>	<b>2.0%</b>
	Associate	100	0	0	0	0	100	106	-5.7%
	<b>Total</b>	<b>511</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>511</b>	<b>509</b>	<b>0.4%</b>

Membership	Prior YTD	November	December	2018 YTD	2017 YTD	% Change
Membership Inquiries	55	5	7	67	74	-9.5%

**Employee Entertainment Cards**

	November	December	2018 YTD	2017 YTD	% Change
Cards Issued	9	3	4,744	5,236	-9.4%
Vouchers Sold	0	0	3,464	3,649	-5.1%

**MARKETING & COMMUNICATIONS  
DEPARTMENT**

**Advertising Campaigns**

Winter Campaign (November/December)	TV	Radio	Outdoor	Interactive	2018 Total by Market	2017 Total by Market
<b>Mature Markets</b>						
Milwaukee			\$26,000		\$26,000	\$23,294
Madison			\$14,117		\$14,117	\$14,117
Green Bay/Appleton			\$8,000		\$8,000	\$12,235
<b>Growth Markets</b>						
Chicago			\$55,882		\$55,882	\$60,294
<b>Emerging Markets</b>						
<b>All Markets</b>		\$5,707		\$157,123	\$162,830	\$147,095
<b>Total by Media</b>	<b>\$0</b>	<b>\$5,707</b>	<b>\$103,999</b>	<b>\$157,123</b>	<b>\$266,829</b>	<b>\$257,035</b>

**wisdells.com**

	November	December	2018 YTD	2017 YTD	% Change
Total Visits	116,672	125,023	3,051,901	3,090,606	-1.3%
Organic	50%	56%			
Paid	20%	19%			
Referral	3%	2%			
Unique Visits	94,704	102,023	2,193,715	2,363,218	-7.2%

## Social Media Channels

Facebook	November	December	2018 YTD
Users Reached	3,059,199	635,229	31,123,608
Engagements	5,741	938	60,223
Link Clicks	20,822	3,524	134,705
Current Total Fans			341,420

Twitter	November	December	2018 YTD
Impressions	33,289	28,149	470,968
Engagements	294	294	7,159
Current Total Followers			10,890

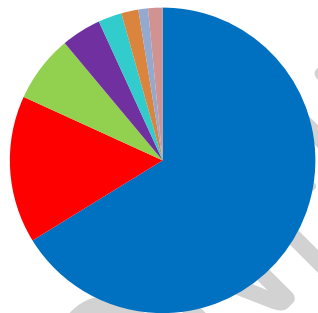
Instagram	November	December	2018 YTD
Engagements	2,851	3,980	40,568
Current Total Followers			18,798

## eMarketing (Newsletters)

	November	December
Eguide (Monthly)		
Subscribers	96,848	96,874
Open Rate	11%	11%

\*New eblast template format as of 8/1/18 now includes Deals – no longer sending Deals of the Week.

## Public Relations



### Media Mix Snapshot

Number of Mentions by Media Group

- Microblog - 2,997 (66.2%)
- TV program- 706 (15.6%)
- Photo/video sharing - 322 (7.1%)
- Online, consumer - 191 (4.2%)
- Social networking - 113 (2.5%)
- TV station - 82 (1.8%)
- Newspaper - 46 (1%)
- Other - 69 (1.6%)

4,526 Total Articles

	November	December	2018 YTD	2017 YTD
Media Contacts	5	4	82	100
Mentions <small>(see below)</small>	2,264	2,262	39,617	39,810

Hits/ Mentions	November	December
Past	<ul style="list-style-type: none"> <li>• Only In Your State – This Mac and Cheese Bar in Wisconsin Is Basically Heaven On Earth</li> <li>• Fodors Travel – 15 Reasons to Visit the Weirdest House in Wisconsin</li> <li>• NBC 15 – Kalahari debuts float in Macy’s Thanksgiving Day Parade</li> <li>• MSN – The one ‘tourist trap’ that’s actually worth visiting in every state</li> <li>• Wisconsin Dells Events – Dells Kalahari rebrands Theme Park</li> </ul>	<ul style="list-style-type: none"> <li>• Only In Your State – 11 Wisconsin Supper Clubs to Warm Up In This Winter (mentions House of Embers)</li> <li>• Red Tricycle – Dells, Yeah! What to Do in Wisconsin Dells in the Winter</li> <li>• WMTV-Nickelodeon’s ‘Toy Run’ show is back – in the Wisconsin Dells</li> <li>• Blogarmoda.com – 9 raging water rides</li> </ul>

**Public Relations cont.**

Upcoming	<ul style="list-style-type: none"> <li>Chicago Parent</li> <li>Kansas City Parent Blogger</li> <li>The Mom-Trotter Network</li> </ul>
----------	---

**SALES DEPARTMENT**

**Leads/Contacts**

New Leads	November	December	2018 YTD	2017 YTD
Sports	1	0	8	7
Meetings & Conventions	5	2	75	64
Groups & Reunions	3	2	27	21
<b>Total</b>	<b>9</b>	<b>4</b>	<b>110</b>	<b>92</b>

Member Referrals	November	December	2018 YTD	2017 YTD
Number of Member Referrals	171	19	1,264	1,510

**Convention Services**

	November	December	2018 YTD	2017 YTD
Number of Groups Serviced	2	1	91	123
Services Provided	Welcome bags & name badges	Welcome bags		

**Tradeshows/Meetings – Bureau Attended**

Show/Meeting	Type*	Dates	Location	Attendance
Meeting Planners Int'l – Great Lakes Education Summit	M&C	11/4-6/18	Madison, WI	191 attendees
Senior Professionals Industry Network – SpiNCon	M&C	11/11-13/18	St. Petersburg, FL	170 attendees
Meeting Planners Int'l - Chicago Area Chapter	M&C	11/20/18	Chicago, IL	300 attendees

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

**VISITOR SERVICES DEPARTMENT**

**Visitor Inquiries**

	November		December		2018 YTD		2017 YTD		% Change	
Calls	277		322		8,630		9,098		-5.1%	
Emails (info@wisdells.com)	53		61		1,362		1,816		-25.0%	
Chat Sessions	33		22		798		874		-8.7%	
Spanish calls/visitors	1	0	0	0	39	38	13	100	200.0%	-61%

Gift Cards	November	December	2018 YTD	2017 YTD	% Change
Gift Cards Issued	237	342	1,178	1,398	-15.7%
Gift Card Sales	\$25,670	\$49,375	\$145,746	\$183,525	-20.6%
Average Gift Card Sale	\$108.31	\$144.37	\$123.72	\$131.28	
Bonus Cards Issued	197	275	472	488	
Bonus Card Sales	\$1,855	\$1,375	\$3,230	\$3,150	
Gift Card Merchants	November	December	2018 YTD	Total Participants	
Merchants added	2	0	54	209	

### Literature Distribution

2018 Vacation Guide Printed 275,000	November	December	2018 Guide Distribution	2017 Guide Distribution	% Change
1-24 guides/order	574	551	38,372	40,891	-6.2%
25+ guides/order	5,367	935	50,149	49,154	2.0%
Racks – in area	3,400	2,380	87,720	80,350	9.2%
Racks – out area	0	0	21,660	37,500	-42.2%
Direct Mail – St. Louis	0	0	0	50,000	-100.0%
<b>Total</b>	<b>9,341</b>	<b>3,866</b>	<b>197,901</b>	<b>257,895</b>	<b>-23.3%</b>

### Information Center Activity

	November	December	2018 YTD	2017 YTD	% Change
Downtown Walk-Ins	311	334	30,313	37,247	-18.6%
Work permits issued	6	6	144	232	-37.9%
Lake Delton Walk-Ins	0	0	2,826	4,932	-42.7%
Work permits issued	0	0	0	21	-100%

CONFIDENTIAL

CONFIDENTIAL