



Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau
 701 Superior Street
 Wisconsin Dells, WI 53965
 (608) 254-8088
www.wisdells.com

PERFORMANCE REPORT SEPTEMBER-OCTOBER 2017

EXECUTIVE OFFICE

Community/State Meetings & Events

- The following meetings/events were attended by Romy Snyder, Executive Director:
 - Wisconsin Association of CVB's Strategic Planning & Board Meeting, Beloit, Sept. 14-15, 2017
 - Masterminds – National DMO CEO Conference, Irving, TX, Oct 5-7, 2017

Member E-Newsletter

	September	October	2017 YTD	2016 YTD
Sent	559	554	5,750	7,047
Opened	201 / 36%	222 / 40%	2,205 / 38%	2,462 / 35%

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

2017 Membership Contracts		As of 8/31/17	September		October		2017 Contracts as of 10/31/17	2016 Contracts as of 10/31/16	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled By Division	Accommodation	91	0	0	0	0	91	91	0%
	Attraction	87	0	0	0	0	87	86	1.2%
	Campground	21	0	0	0	0	21	21	0%
	Restaurant	104	0	0	0	0	104	101	3.0%
	Shopping	67	0	0	0	0	67	63	6.3%
	Visitor Services	33	0	0	0	0	33	29	13.8%
	Tourism Sub-Total	403	0	0	0	0	403	391	3.1%
	Associate	106	0	0	0	0	106	102	3.9%
Total	509	0	0	0	0	509	493	3.2%	

Membership	Prior YTD	September	October	2017 YTD	2016 YTD	% Change
Membership Inquiries	56	7	4	67	71	-5.6%

Membership Sales Cont.

2018 Membership Contracts		As of 8/31/17	September		October		2017 Contracts as of 10/31/17	2016 Contracts as of 10/31/16	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled By Division	Accommodation	0	1	74	2	14	91	80	13.8%
	Attraction	0	3	65	1	20	89	77	15.6%
	Campground	0	0	17	0	1	18	20	-10.0%
	Restaurant	0	0	69	1	27	97	98	-1.0%
	Shopping	0	1	50	2	15	68	63	7.9%
	Visitor Services	0	0	25	1	6	32	32	0.0%
	Tourism Sub-Total	0	5	300	7	83	395	370	6.8%
	Associate	0	0	57	0	8	65	93	-30.1%
	Total	0	5	357	7	91	460	463	-0.6%

Deadline for ASSO Division contracts – 11/1/17

Employee Entertainment Cards

	September	October	2017 YTD	2016 YTD	% Change
Cards Issued	85	16	5,217	5,277	-1.1%
Vouchers Sold	0	0	3,649	2,914	25.2%

**MARKETING & COMMUNICATIONS
DEPARTMENT**

Advertising Campaigns

Fall Campaign (September/October)	TV	Radio	Outdoor	Interactive	2017 Total by Market	2016 Total by Market
Mature Markets						
Milwaukee			\$12,236.29		\$12,236.29	
Madison			\$11,176.47		\$11,176.47	
Green Bay/Appleton			\$9,882.35		\$9,882.35	
Growth Markets						
Chicago			\$26,705.88		\$26,705.88	
Emerging Markets						
All Markets		\$5,707		\$187,158	\$192,865	\$136,907
Total by Media		\$5,707	\$60,000.99	\$187,158	\$252,865.99	\$136,907

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	September	October	2017 YTD	2016 YTD	% Change
Total Visits	226,642	170,427	2,803,310	2,893,123	-3.1%
Organic	55%	55%			
Paid	15%	14%			
Referral	2%	3%			
Unique Visits	170,170	130,887	2,142,431	2,156,367	-0.6%

Social Media Channels

Facebook	September	October	2017 YTD
Users Reached	2,232,645	1,406,712	21,113,583
Engagements	4,546	1,550	175,716
Link Clicks	20,143	13,143	137,133
Current Total Fans			336,248

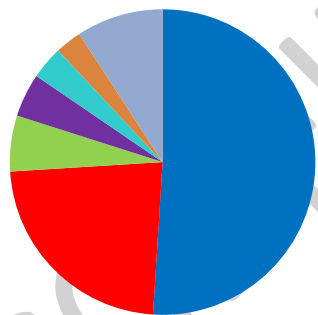
Twitter	September	October	2017 YTD
Impressions	36,825	34,933	283,687
Engagements	657	647	5,819
Current Total Followers			11,236

Instagram	September	October	2017 YTD
Engagements	2,890	2,687	14,448
Current Total Followers			14,351

eMarketing (Newsletters)

	September	October
Eguide (Monthly)		
Subscribers	32,389	32,637
Open Rate	24%	23%
Deals of the Week		
Subscribers	19,011	19,339
Open Rate	16%	15%

Public Relations



Media Mix Snapshot

Number of Mentions by Media Group

- Online, consumer - 2,702 (51%)
- Television program - 1,219 (23%)
- Online, trade - 313 (5.9%)
- Newspaper - 244 (4.6%)
- TV Station - 185 (3.5%)
- Publication - 148 (2.8%)
- Other - 487 (9.2%)

5,298 Total Articles

	September	October	2017 YTD	2016 YTD
Media Contacts	7	6	99	114
Mentions (see below)	3,010	2,288	34,201	40,286

Public Relations Cont.

Hits/ Mentions	September	October
Past	<ul style="list-style-type: none"> • Smarter Travel – 10 Cool Temperature Vacation Spots for People Who Hate the Heat • USA Today – Unusual and historic mini golf courses around the USA • Trip Advisor – 20 Best All American Family Vacation Ideas Your Kids Will Love • Journal & Topics – Wisconsin Dells in Fall • Chicago Tribune – Los Dells Latin music festival 	<ul style="list-style-type: none"> • Meeting and Conventions – Wisconsin Dells • Daily Business Ledger – Wisconsin provides getaways for corporate meetings • Only In Your State – Take These Pumpkin Themed Rides in Wisconsin for an Unforgettable Fall Season • Milwaukee Journal Sentinel – 4 Fall and Winter Getaways in Wisconsin • USA Today – Four Fall and Winter Getaways in Wisconsin • Spoon University – The Best Mac n’ Cheese in Every Single State • Wisconsin Public Radio – Where in Wisconsin to get scared this weekend • Milwaukee Journal Sentinel – 5 places in Wisconsin to get spa treatment

Upcoming	<ul style="list-style-type: none"> • Cortney Fries – Chicago Parent, Thanksgiving Buffets
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SALES DEPARTMENT

Leads/Contacts

New Leads	September	October	2017 YTD	2016 YTD
Sports	3	0	7	1
Meetings & Conventions	6	3	60	71
Groups & Reunions	0	5	20	10
Total	9	8	87	82

Member Referrals	September	October	2017 YTD	2016 YTD
Number of Member Referrals	117	137	1,366	874

Convention Services

	September	October	2017 YTD	2016 YTD
Number of Groups Serviced	20	18	116	122
Services Provided	Welcome bags; Name badges; On-site info booth	Welcome bags; Name badges; On-site info booth		

Tradeshows/Meetings – Bureau Attended

Show/Meeting	Type*	Dates	Location	Attendance
Department of Tourism Meeting & Convention Committee	M	9/8/17	Madison, WI	n/a
Hospitality Sales & Marketing Assoc. Int’l, WI Chapter	M	9/14/17	Middleton, WI	n/a
Meeting Professionals Int’l WI Chapter	M	9/21/17	Middleton, WI	86 Total
Small Market Meetings	M	9/26/17 – 9/28/17	South Bend, IN	78 Planners
IMEX America (Incentive Travel, Meetings & Expositions)	M	10/9/17 – 10/12/17	Las Vegas, NV	3,000 Planners 10,500 Total

Tradeshows/Meetings – Bureau Attended Cont.

Show/Meeting	Type*	Dates	Location	Attendance
Meeting Professionals Int'l WI Chapter	M	10/19/17	Fond du Lac, WI	65 Total
Wisconsin Society of Association Executives	M	10/30/17-10/31/17	Middleton, WI	64 Assn. Staff 142 Total

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

Area Meetings/Events – Upcoming

Meeting/Event	Expected Attendance	Sport*	Location	Dates	Previous Year Dates
Division II Men's Basketball – Bemidji State vs Lindenwood	2 Teams	BB	JustAgame Fieldhouse	11/10/17	11/11/16
Division II Men's Basketball- Minnesota Duluth vs Central Missouri	2 Teams	BB	JustAgame Fieldhouse	11/10/17	11/11/16
Division II Men's Basketball- Lindenwood vs Minnesota Duluth	2 Teams	BB	JustAgame Fieldhouse	11/11/17	11/12/16
Division II Men's Basketball- Bemidji State vs Central Missouri	2 Teams	BB	JustAgame Fieldhouse	11/11/17	11/12/16
Squirt, Pee wee & Bantam Tournament	14 Teams	H	Poppy Waterman	11/10/17-11/12/17	11/11/16-11/13/16
Fall Slam (4 th -8 th Grade Boys & Girls)		BB	JustAgame Fieldhouse	11/12/17	n/a
Coed Adult Softball Tournament		S	Woodside-Dome	11/12/17	
Squirt, Pee wee & Bantam Tournament	14 Teams	H	Poppy Waterman	11/17/17-11/19/17	11/18/16-11/20/16
Wisconsin Dells Premier Cup (U9-U19 Boys & Girls)	50 Teams	SR	Woodside-Dome	11/18/17-11/19/17	
Turkey Jam (3 rd -8 th Grade Boys & Girls)	24 Teams	BB	JustAgame Fieldhouse	11/19/17	n/a
Mueller Sports Medicine Shootout (3rd-8th Grade Boys & Girls)	26 Teams	BB	JustAgame Fieldhouse	11/19/17	11/13/16
Thanksgiving Shootout – Boys High School Games	6 Teams	BB	JustAgame Fieldhouse	11/24/17-11/25/17	11/25/16-11/26/16
Turkey Trot	24 Teams	BB	Woodside-Dome	11/24/17-11/25/17	11/26/16-11/27/16
Turkey Trot (10U, 12U, 14U, 16/18U)	24 Teams	S	Woodside-Dome	11/24/17-11/25/17	11/26/16-11/27/16
Turkey Basketball Classic (4 th -8 th Grade Boys & Girls)	6 Teams	BB	JustAgame Fieldhouse	11/26/17	11/25/16-11/26/16
Squirt & Pee wee Tournament (U10 & U12)	14 Teams	H	Poppy Waterman	12/1/17-12/3/17	n/a
IceBreaker (8U, 10U, 12U, 14U, 16U, 18U)	24 Teams	S	Woodside-Dome	12/2/17-12/3/17	12/3/16-12/4/16
Wilderness Black Ice Classic (4 th -5 th Grade Boys & Girls)	30 Teams	BB	JustAgame Fieldhouse	12/2/17	12/3/16
SCC vs CAP Conference Crossover High School Basketball Games	12 Teams	BB	JustAgame Fieldhouse	12/2/17	12/3/16
Dunkin' Donuts Early Winter Classic (6 th -8 th Grade Boys & Girls)	20 Teams	BB	JustAgame Fieldhouse	12/3/17	12/4/16

*B-Baseball, BB-Basketball, C-Cheer/Dance, E-Endurance, F-Football, G-Gymnastics, H-Hockey, LX-Lacrosse, P-Powerlifting, S-Softball, SR-Soccer, V-Volleyball, W-Wrestling,
Average players per team: Baseball/Softball 15; Basketball 10; Hockey 13; Lacrosse 10; Soccer 12; Volleyball 12

Area Meetings/Events – Upcoming Cont.

Meeting/Event	Expected Attendance	Sport*	Location	Dates	Previous Year Dates
Woodside Ice Breaker (10U – 18U)	24 Teams	S	Woodside-Dome	12/3/17- 12/4/17	12/3/16- 12/4/16
Dells Duals Tournament	26 Teams	W	Woodside-Dome	12/8/17	12/11/16- 12/12/16
SCC vs CAP Conference Crossover High School Basketball Games	12 Teams	BB	JustAgame Fieldhouse	12/9/17	12/10/17
Girls Hockey Tournament (U10, U12, U14, U19)	18 Teams	H	Poppy Waterman	12/8/17- 12/10/17	n/a
The Shoe Box Christmas Shopping Classic (4 th -8 th Grade Boys & Girls)	20 Teams	BB	JustAgame Fieldhouse	12/9/17- 12/10/17	12/10/16
Dells Dual High school JV	15 Teams	W	Woodside-Dome	12/9/17	
Adult Slow-pitch Softball	40 Teams	S	Woodside-Dome	12/9/17- 12/12/17	
Dells Dual High School Varsity	30 Teams	W	Woodside-Dome	12/10/17	12/11/16- 12/12/16
SCC vs CAP Conference Crossover High School Basketball Games	12 Teams	BB	JustAgame Fieldhouse	12/23/17	12/17/16
Milwaukee Bucks Shootout (4 th – 8 th Grade Boys & Girls)	36 Teams	BB	JustAgame Fieldhouse	12/16/17- 12/17/17	12/17/16
Adult Softball Tournament		S	Woodside-Dome	12/17/17	
Division III Men’s Basketball – Stevens Point vs Augustana	2 Teams	BB	JustAgame Fieldhouse	12/22/17	
Santa Comes to the Dells		BB	Woodside-Dome	12/22/17- 12/23/17	n/a
Santa Comes to the Dells		S	Woodside-Dome	12/22/17- 12/23/17	n/a
Monk’s Alumni Classic (Adult Men and Women)	8 Teams	BB	JustAgame Fieldhouse	12/23/17	12/18/16
Holiday Shootout – Boys & Girls High School Basketball Games	8 Teams	BB	JustAgame Fieldhouse	12/27/17- 12/28/17	12/27/16- 12/28/16
Ball Drop Blast		BB	Woodside-Dome	12/29/17- 12/30/17	n/a
Ball Drop Blast (10U, 12U, 14U, 16U, 18U)		S	Woodside-Dome	12/29/17- 12/30/17	n/a
Division III Men’s & Women’s College Basketball Games	8 Teams	BB	JustAgame Fieldhouse	12/29/17- 12/30/17	12/29/16- 12/30/16
Rudolph’s Rumble (3 rd , 7 th , & 8 th Grade Boys & Girls)		BB	JustAgame Fieldhouse	12/30/17	n/a
Moh’s Martial Arts – Warrior’s Weekend	200 Peak Rooms		Kalahari Resorts & Conventions	1/5/18- 1/6/18	n/a
Squirt and Pee wee Tournament		H	Poppy Waterman	1/5/18- 1/7/18	
Adult Softball Tournament		S	Woodside-Dome	1/7/18	
2018 GrassWorks Grazing Conference	120 Peak Rooms	N/A	Chula Vista Resort	1/10/18- 1/13/18	
Ultimate Tournaments	40 Teams	H	Poppy Waterman	1/12/18- 1/14/18	1/13/17- 1/16/17
Moosejaw Shootout (7 th -8 th Grade Boys & Girls)	40 Teams	BB	JustAgame Fieldhouse	1/13/18	1/14/17

Area Meetings/Events – Upcoming Cont.

Meeting/Event	Expected Attendance	Sport*	Location	Dates	Previous Year Dates
Pizza Pub Shootout (4 th -6 th Grade Boys & Girls)	20 Teams	BB	JustAgame Fieldhouse	1/14/18	1/15/17
MLK Season Opener (10U, 12U, 14U, 16U, 18U)	24 Teams	S	Woodside-Dome	1/12/18-1/14/18	1/13/17-1/15/17

*B-Baseball, BB-Basketball, C-Cheer/Dance, E-Endurance, F-Football, G-Gymnastics, H-Hockey, LX-Lacrosse, P-Powerlifting, S-Softball, SR-Soccer, V-Volleyball, W-Wrestling,
Average players per team: Baseball/Softball 15; Basketball 10; Hockey 13; Lacrosse 10; Soccer 12; Volleyball 12

VISITOR SERVICES DEPARTMENT

Visitor Inquiries

	September		October		2017 YTD		2016 YTD		% Change	
Calls	638		460		8,490		8,464		-0.3%	
Emails (info@wisdells.com)	109		117		1,617		1,923		-15.9%	
Chat Sessions	37		38		820		936		-12.4%	
Spanish calls/visitors	0	4	0	0	13	100	32	50	-59.4%	100.0%

Gift Cards	September		October		2017 YTD		2016 YTD		% Change	
	#	\$	#	\$	#	\$	#	\$		
Gift Card Sales	58	\$8,000	60	\$11,650	835	\$112,955	627	\$80,558	33.2%	40.2%
Old cards converted	0	\$0	0	\$0	6	\$530	32	\$5,148	-81.3%	-89.7%
New sales	58	\$8,000	60	\$11,650	829	\$112,425	595	\$75,410	39.3%	49.1%
Gift Card Merchants	September		October		2017 YTD		Total Participants			
Merchants added	0		0		1		203			

Literature Distribution

2017 Vacation Guide Printed 315,000	September	October	2017 YTD 2017 Guide	2016 YTD 2016 Guide	% Change
1-24 guides/order	921	807	39,439	177,884	-50.9%
25+ guides/order	3,930	3,133	47,814		
Racks – in area	6,625	4,475	76,800	69,775	10.1%
Racks – out area	0	1,500	37,500	41,000	-8.5%
Direct Mail – St. Louis	0	0	50,000	0	
Total	11,476	9,915	251,553	288,659	-12.9%

Information Center Activity

	September	October	2017 YTD	2016 YTD	% Change
Downtown Walk-Ins	4,125	1,934	36,386	35,121	3.6%
Work permits issued	4	2	219	324	-32.4%
Lake Delton Walk-Ins	239	66	4,932	7,206	-31.6%
Work permits issued	0	0	14	32	-56.3%

Visitor Feedback

	September	October	2017 YTD	2016 YTD	% Change
Customer Concerns Rec'd	4	1	17	4	325%

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