



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 2018

EXECUTIVE OFFICE

Community/State Meetings & Events

- The following meetings/events were attended by Romy Snyder, Executive Director:
 - Village of Lake Delton Joint Review Board, September 5, 2018
 - Tourism Federation of Wisconsin (TFW) Board Meeting, Madison, September 7, 2018
 - TFW Gubernatorial Candidate Forum, Madison, September 14, 2018
 - Wisconsin Association of CVB (WACVB) Board Meeting, Janesville, September 20, 2018
 - WACVB Strategic Planning, Janesville, September 21, 2018
 - WDVCB Member Mixer, JustAgame, October 3, 2018
 - TFW Board Meeting, Madison, October 12, 2018

Member E-Newsletter

	September	October	2018 YTD	2017 YTD
Sent	524	548	5,158	5,750
Opened	178 / 34%	208 / 38%	1,897 / 36.8%	2,205 / 38%

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 8/31/18	September		October		2019 Contracts as of 10/31/18	2018 Contracts as of 10/31/17	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled By Division	Accommodation	0	0	68	0	19	87	91	-4.4%
	Attraction	0	0	65	0	19	84	89	-5.6%
	Campground	0	1	12	0	5	18	18	0%
	Restaurant	0	1	65	4	25	95	97	-2.1%
	Shopping	0	0	50	0	16	66	68	-2.9%
	Visitor Services	0	0	21	0	12	33	32	3.1%
	Tourism Sub-Total	0	2	281	4	96	383	395	-3.0%
	Associate	0	0	59	1	11	71	65	9.2%
	Total	0	2	340	5	107	454	460	-1.3%

Deadline for ASSOC Division contracts – 11/1/18

Membership Sales cont.

2018 Membership Contracts		As of 8/31/18	September		October		2018 Contracts as of 10/31/18	2017 Contracts as of 10/31/17	% Change
			New	Renew	New	Renew			
Current/Limited/Bundled 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%
	Tourism Sub-Total	411	0	0	0	0	411	403	2.0%
	Associate	100	0	0	0	0	100	106	-5.7%
	Total	511	0	0	0	0	511	509	0.4%

Membership	Prior YTD	September	October	2018 YTD	2017 YTD	% Change
Membership Inquiries	46	3	6	55	67	-17.9%

Employee Entertainment Cards

	September	October	2018 YTD	2017 YTD	% Change
Cards Issued	44	2	4,732	5,217	-9.3%
Vouchers Sold	1	0	3,464	3,649	-5.1%

MARKETING & COMMUNICATIONS DEPARTMENT

Advertising Campaigns

Fall Campaign (September/October)	TV	Radio	Outdoor	Interactive	2018 Total by Market	2017 Total by Market
Mature Markets						
Milwaukee	\$52,500		\$8,941		\$61,441	\$12,236
Madison			\$11,176		\$11,176	\$11,177
Green Bay/Appleton			\$8,000		\$8,000	\$9,882
Growth Markets						
Chicago			\$31,765		\$31,765	\$26,706
Emerging Markets						
All Markets*		\$5,707		\$261,209	\$266,916	\$192,865
Total by Media	\$52,500	\$5,707	\$59,882	\$261,209	\$379,298	\$252,866

*Interactive includes lead generation campaign

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	September	October	2018 YTD	2017 YTD	% Change
Total Visits	187,795	186,901	2,810,206	2,803,310	0.2%
Organic	58%	61%			
Paid	15%	22%			
Referral	7%	8%			
Unique Visits	131,165	132,518	1,996,988	2,142,431	-6.8%

Social Media Channels

Facebook	September	October	2018 YTD
Users Reached	4,596,919	2,845,397	27,429,180
Engagements	10,146	4,420	53,544
Link Clicks	12,324	12,389	110,359
Current Total Fans			342,007

Twitter	September	October	2018 YTD
Impressions	31,493	29,792	409,530
Engagements	423	337	6,571
Current Total Followers			10,890

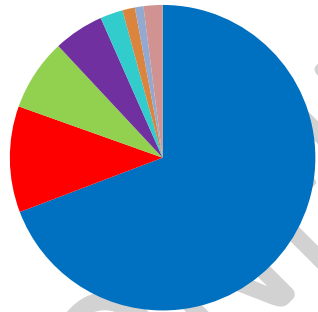
Instagram	September	October	2018 YTD
Engagements	2,609	2,688	33,737
Current Total Followers			18,838

eMarketing (Newsletters)

	September	October
Eguide (Monthly)		
Subscribers	96,803	102,780
Open Rate	11%	13%

*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 - 3,452 (69.2%)
- Online, consumer - 560 (11.2%)
- Photo/video sharing - 379 (7.6%)
- TV program - 265 (5.3%)
- Social networking - 120 (2.4%)
- Newspaper - 66 (1.3%)
- TV station - 45 (.9%)
- Other - 100 (2%)

4,987 Total Articles

	September	October	2018 YTD	2017 YTD
Media Contacts	4	4	73	99
Mentions (see below)	2,291	2,696	35,091	34,201

Hits/ Mentions	September	October
Past	<ul style="list-style-type: none"> • Milwaukee Magazine – Our Kind of Town: 40 Years of Vacationing in the Wisconsin Dells (good writer who was featured in Vogue) • US News Travel – 30 Fun Fall Weekend Getaways • News 9 – Scenic Tours Highlights a Canopy of Fall Color in Wisconsin Dells • Discover Wisconsin – 5 Spooky Ways to Celebrate Halloween in Wisconsin • Wisconsin Dells Events – Dells Riverfront Terrace opens, displays mural 	<ul style="list-style-type: none"> • Trip Advisor – 25 Best Family Weekend Getaways With Kids (From Every USA Region) • Chicago Parent – Four Reasons you Should Visit Wisconsin Dells in the Off Season • Milwaukee Magazine – A Weekend Getaway in Wisconsin Dells: Your Cold-Weather Itinerary • Star Tribune – Where to Find Peace and Quiet in Wisconsin Dells?

Public Relations cont.

Upcoming	<ul style="list-style-type: none"> • AAA Living Magazine • Meetings Today • Chicago Parent
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SALES DEPARTMENT

Leads/Contacts

New Leads	September	October	2018 YTD	2017 YTD
Sports	0	1	7	7
Meetings & Conventions	3	7	68	60
Groups & Reunions	3	1	22	20
Total	6	9	97	87

Member Referrals	September	October	2018 YTD	2017 YTD
Number of Member Referrals	173	50	1,074	1,366

Convention Services

	September	October	2018 YTD	2017 YTD
Number of Groups Serviced	11	12	88	116
Services Provided	Welcome bags & name badges	Welcome bags; name badges & on-site info booth		

Tradeshows/Meetings – Bureau Attended

Show/Meeting	Type*	Dates	Location	Attendance
PCMA Chicago Chapter	M	9/05/18	Milwaukee, WI	75 Total
Meeting Professionals Int'l WI Chapter	M	09/20/18	Milwaukee, WI	87 Total
Small Market Meetings	M	9/23/18 – 9/25/18	Ontario, CA	100 Planners 270 Total
IMEX America (Incentive Travel, Meetings & Expositions)	M	10/16/18 – 10/18/18	Las Vegas, NV	3,000 Planners 13,000 Total
Meeting Professionals Int'l WI Chapter	M	10/25/18	Lake Geneva, WI	53 Total
Wisconsin Society of Association Executives	M	10/29/18 – 10/30/18	Madison, WI	78 Assn. Staff 133 Total

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

VISITOR SERVICES DEPARTMENT

Visitor Inquiries

	September		October		2018 YTD		2017 YTD		% Change	
Calls	564		471		8,031		8,490			-5.4%
Emails (info@wisdells.com)	113		72		1,248		1,617			-22.8%
Chat Sessions	94		47		743		820			-9.4%
Spanish calls/visitors	1	0	0	0	38	38	13	100	192.3%	-62%

Visitor Inquiries cont.

Gift Cards	September	October	2018 YTD	2017 YTD	% Change
Gift Cards Issued	37	43	599	835	-28.3%
Gift Card Sales	\$6,045	\$5,750	\$70,701	\$112,955	-37.4%
Average Gift Card Sale	\$163.38	\$133.72	\$118.03	\$135.28	
Gift Card Merchants	September	October	2018 YTD	Total Participants	
Merchants added	1	5	52	211	

Literature Distribution

2018 Vacation Guide Printed 275,000	September	October	2018 Guide Distribution	2017 Guide Distribution	% Change
1-24 guides/order	1,177	882	37,247	39,439	-5.6%
25+ guides/order	350	5,593	43,847	47,814	-8.3%
Racks – in area	6,440	5,140	81,940	76,800	6.7%
Racks – out area	0	0	21,660	37,500	-42.2%
Direct Mail – St. Louis	0	0	0	50,000	-100.0%
Total	7,967	11,615	184,694	251,553	-26.36%

Information Center Activity

	September	October	2018 YTD	2017 YTD	% Change
Downtown Walk-Ins	3,069	1,078	29,668	36,386	-18.5%
Work permits issued	10	3	132	219	-39.7%
Lake Delton Walk-Ins	84	0	2,826	4,932	-42.7%
Work permits issued	0	0	0	14	-100%

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