2019 ANNUAL REPORT

WISCONSIN DELLS VISITOR & CONVENTION BUREAU
August 2020

Hello Bureau Partners,

There’s something to be said about the number 10. It’s the first double-digit numerical value, we’re born with 10 fingers and 10 toes and it’s the first big milestone we celebrate when it comes to birthdays and anniversaries. Although it may be hard to look past current events, it is important to pause and celebrate the milestone we hit last year when the Wisconsin Dells area saw an increase in visitor spending for the 10th consecutive year.

2019 was a year of growth and development, and we experienced this growth across multiple categories. With this continued upward trend, it is obvious Wisconsin Dells continues to be a favorite destination to millions of devoted Midwest vacationers. There is no doubt the qualities we love about our tight-knit community are the same qualities that define our continued success.

We hope you are proud of what we have accomplished and will continue to accomplish — together.

Sincerely,

Jill C. Diehl
Board Chair

Romy A. Snyder
President/CEO
Mission Statement
The WDVCB is the official destination marketing organization for the Wisconsin Dells area whose mission is to grow the economic impact of tourism through marketing, public relations and development efforts that benefit our visitors and members.

Vision Statement
Our vision is to secure the Wisconsin Dells area as a national year-round tourism destination by providing visitors with a unique and diverse recreational experience unsurpassed in quality, which offers the WDVCB membership and staff a framework for growth and economic opportunity.

WDVCB members understand the commitment and dedication it takes to build a successful destination. In Wisconsin Dells, membership means more than signing a contract and paying membership dues. WDVCB members write bylaws, set policy and give direction to Bureau staff. More importantly, they volunteer their time, talent and resources to contribute to the success of Bureau events and programs. As leaders in the tourism industry, they are also active in statewide tourism issues and policies.

Number of WDVCB Members By Division

<table>
<thead>
<tr>
<th>Division</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>Attraction</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>Associate</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Campground</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Restaurant</td>
<td>100</td>
<td>106</td>
</tr>
<tr>
<td>Shopping</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>Visitor Services</td>
<td>34</td>
<td>38</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>511</strong></td>
<td><strong>513</strong></td>
</tr>
</tbody>
</table>
Est. Visitor Spending

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Impact*</td>
<td>$1,202,674,037</td>
<td>$1,208,731,551</td>
<td>0.5%</td>
</tr>
<tr>
<td>Total Impact**</td>
<td>$1,637,856,989</td>
<td>$1,664,888,324</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

* Travelers create direct economic value within a discreet group of sectors (e.g. recreation, lodging - details on page 5). This supports a relative proportion of jobs, wages, taxes and GDP within each sector.

** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts. Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the state economy.

Est. Visitor Expenditure Comparison By Season

![Bar chart showing visitor expenditure comparison by season for 2018 and 2019.]

Total Jobs Supported (Full-time job equivalents)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Impact</td>
<td>12,788</td>
<td>12,993</td>
<td>1.6%</td>
</tr>
<tr>
<td>Total Impact</td>
<td>16,199</td>
<td>16,391</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
The data above is from “The Economic Impact of Tourism in Wisconsin Dells – 2019” and was prepared by Tourism Economics, an Oxford Economics company located in Philadelphia, PA, dedicated to providing high value, robust and relevant analyses of the tourism sector that reflects the dynamics of local and global economics. The research model used for this year’s data is an Input-Output (IO) IMPLAN model that profiles an economy by measuring the relationships among industries and consumers. The model calculates three levels of impact – direct, indirect and induced.

**Direct Impact**: Visitor’s expenditures on attractions/recreation, lodging, food & beverage, retail and transportation.

**Indirect Impact**: The flow of visitor’s expenditures as it is traced to food wholesalers and farmers, utilities, marketing, publishing and so on.

**Induced Impact**: The benefits to the economy as tourism employees spend their wages in the local economy, generating additional output, jobs, taxes and wages.

* The combination of Indirect and Induced Impact creates the Total Impact.
2019 BUREAU FINANCIALS

Total Income: $13,869,532

- Room Tax: $11,586,212
- Membership: $1,398,418
- Program Income: $565,145
- Safety Patrol: $58,629
- Other Income: $261,128

Room Tax Income: $11,586,212

- Nov/Dec - Prior Year: $807,793
- 1st Quarter (Jan - Mar): $2,152,749
- 2nd Quarter (Apr - Jun): $2,634,885
- 3rd Quarter (Jul - Sep): $4,479,440
- 4th Quarter (Oct Only): $490,658
- Room Tax - Development Fund: $1,020,687

Membership Income: $1,398,418

- Attraction Division: $569,250
- Accommodation Division: $369,436
- Restaurant Division: $311,040
- Associate Division: $63,200
- Shopping Division: $36,990
- Campground Division: $31,502
- Visitor Services Division: $17,000
Total Expenses: $13,030,696

- Marketing: $10,393,892
- Administration: $2,432,245
- Membership*: $124,648
- Safety Patrol: $56,408
- Development: $23,504

Marketing Expenses: $10,393,892

- Summer: $6,247,331
- Year-Round: $1,284,015
- Winter/Spring: $1,013,170
- Fall: $762,947
- Meeting & Convention: $419,991
- Public Relations: $241,177
- Holiday: $244,426
- Sports: $180,836

* Annual meeting, seminars, member directory, etc.
## Performance Report

### wisdells.com

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Site Visits</td>
<td>3,051,901</td>
<td>2,990,824</td>
</tr>
<tr>
<td>Unique Visits</td>
<td>2,193,715</td>
<td>2,243,083</td>
</tr>
</tbody>
</table>

### Facebook

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagements</td>
<td>60,223</td>
<td>395,139</td>
</tr>
<tr>
<td>Link Clicks</td>
<td>134,705</td>
<td>359,005</td>
</tr>
<tr>
<td>Current Total Fans</td>
<td>341,420</td>
<td>346,455</td>
</tr>
</tbody>
</table>

### Twitter

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagements</td>
<td>7,159</td>
<td>4,162</td>
</tr>
</tbody>
</table>

### Instagram

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagements</td>
<td>40,568</td>
<td>31,476</td>
</tr>
</tbody>
</table>

### Visitor Inquiries/Contacts

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls</td>
<td>8,630</td>
<td>7,899</td>
</tr>
<tr>
<td>Emails (<a href="mailto:info@wisdells.com">info@wisdells.com</a>)</td>
<td>1,362</td>
<td>896</td>
</tr>
<tr>
<td>Chat Sessions</td>
<td>798</td>
<td>962</td>
</tr>
<tr>
<td>Walk-ins Downtown</td>
<td>30,313</td>
<td>32,101</td>
</tr>
</tbody>
</table>

### Vacation Guide Distribution

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-24 Guides/order</td>
<td>38,372</td>
<td>34,741</td>
</tr>
<tr>
<td>25+ Guides/order</td>
<td>50,149</td>
<td>32,419</td>
</tr>
<tr>
<td>Racks (In-area)</td>
<td>87,720</td>
<td>74,860</td>
</tr>
<tr>
<td>Racks (Out-of-area)</td>
<td>21,660</td>
<td>32,900</td>
</tr>
<tr>
<td>Total</td>
<td>197,901</td>
<td>174,920</td>
</tr>
</tbody>
</table>
2019 was a year of growth and development in Wisconsin Dells and we saw that through the successful implementation of our marketing initiatives. Our advertising really left an impression on our viewers, literally! Digital efforts produced an increase in impressions through interactive, social and influencer campaigns.

- Our new television campaign kicked off in fall 2019 with a “grown-up” focused spot featuring fall fun in the Dells. A total of five spots have been created including general market, Hispanic, adult, multi-gen and Winter/Spring Break that showcased more film footage of Wisconsin Dells offerings.

- Our radio messaging follows the format of our television, allowing a large variety of attractions to be represented. Research shows online audio has reached a new high in weekly time spent listening – in addition to broadcast radio our spots ran on Pandora, Spotify, Podcasts and Smart Speakers.

- In 2019, we increased our presence in the Chicago market with a station domination campaign at the Ogilvie Station. Wisconsin Dells summer messaging prompting riders to plan a Wisconsin Dells summer vacation was displayed on digital billboards and video boards throughout the station.

- In 2019, our “always-on” interactive tactics included display ads, native advertising, high impact mobile such as mobile branded canvas video, streaming audio, paid social and search advertising that delivered nearly 200 million impressions.

- Social media presence remains strong with our loyal fanbase increasing year over year. Video is key with Instagram stories and videos garnering much engagement and Facebook video views topped out at over 5 million views, a nearly 70% increase over 2018.

- The Summer Season Opener promotion earned over $1 million dollars in promotional value with a redemption increase of over 20% from 2018.

- In 2019, we partnered with five influencers to kick off our summer season. These influencers spent a weekend in June taking in and showcasing a variety of attractions, restaurants, lodging and more across their platforms to their followers. In total, the program reached 3 million people with over 100 million impressions and garnered nearly $200,000 in earned media value.

- Our research program in 2019 included an Economic Impact Study and Brand Perception Study. These studies are an important component of our marketing initiatives as the results shape our plans and creative.
THERE’S NO SUCH THING AS HAVING ORIGINAL WISCONSIN DUCKS®
For awesome times, fantastic sights, amphibious adventure and high-speed, high-splash fun, nothing compares to Dells Boat Tours®, Jet Boat Adventures and Original Wisconsin Ducks®.

$39 PER NIGHT
$26 PER NIGHT
Taxes and fees are not included in listed rate. Offer subject to availability. Valid May 27 – July 2, 2019. Valid with any other discount, coupon, or group rate and cannot be combined with any other offer or promotion. Offer valid for standard site with electric and water – sewer and other upgrades may be available. Rates based on one camping unit and one vehicle. Minimum two night stay may be required. Offer not valid on previously required – mention Season Opener Card when making reservation and card must be presented at check-in. Advance reservations all properties reserve the right to add an additional $5 for a Saturday night stay. Sherwood Forest Camping & RV Park Arrowhead Resort Campground American Resort & Treehouses Summer Breeze Resort Ho-Chunk RV Resort & Campground Ho-Chunk Gaming RV Park Present this card for savings on campsites at the businesses listed below.  ONE CARD PER PARTY PER VISIT. Dells Mining Co. - Retail, Lake Delton Dells Fudge Company Capone's Original Old Time Picture Studio Candy Connection Buckhorn Exchange at Great Wolf Lodge Bekah Kate's (Kitchen, Kids & Home) Aloha Hawaiian Shop 38 Broadway Gifts

Present this card for 10% savings on merchandise purchased at the retailers below.  10% SAVINGS Dells Bells Wedding Chapel ...................................... (608) 393-4228 Spa Kalahari & Salon ........................................... (608) 254-3300 10% off any service 50 minutes or more. Elements Spa Salon at Great Wolf Lodge ........................... (608) 253-1612 10% off a Limo reservation. Dells Limo Kings .............................................. (608) 254-4040 Complimentary Live Stream Wedding Cam with Vegas-Style Chapel Package. ($35 value) for help planning a vacation that’s sure to make a splash. PLAN YOUR TRIP AT WISDELLS.COM

LETS HELP WITH THAT MARKETING CAMPAIGN COLLATERAL 2019

Vacation Guide

Sports Planning Guide

Season Opener
It’s always fun to see where and how Wisconsin Dells is covered in the media, but that coverage is not just left to chance. Our public relations efforts are just another channel in which we execute strategic, consumer-facing initiatives. This involves cultivating relationships with traditional media outlets as well as social influencers to assist in telling the story of why Wisconsin Dells is a top-rated vacation destination.

The Bureau’s PR team conducted 16 desk-side visits in Chicago, Madison, Milwaukee and the Twin Cities and participated in 8 on-air interviews in those key markets as a result. We fulfilled over 80 direct media requests. Those PR efforts paid off with 33,417 media mentions in 2019 for an earned media value of $23.6 million, an increase of over 30% from 2018.

Here is a sampling of some top media mentions from 2019:

- **USA Today Travel** – 10 places to get up close and personal with America’s largest animals
- **Star Tribune** – Nature’s water park in Wisconsin Dells: The Wisconsin River
- **MSN Lifestyle** – 75 best indoor places in America for fun (when it’s too cold outside)
- **Vacation Family Critic** – 14 Best Family Spring Break Vacations for 2020, 13 Family Vacations that are Better than Disney World, 9 Best Outdoor Water Park Resorts in the U.S. (multiple stories)
- **Thrillist** – The Best Weekend Getaways from the Twin Cities
- **Travel + Leisure** – The Best Spring Break Trips for Families
- **RedBull** – Don’t look down: The world’s 9 scariest waterslides
- **Chicago Parent** – The best indoor water parks near Chicago, outdoor water parks worth the drive from Chicago, Your family guide to Wisconsin Dells, 7 Affordable Winter Getaways near Chicago for Families (multiple articles in 2019)
- **Red Tricycle** – Plan your Wisconsin Dells Getaway Before Summer Gets Away
- **Tripsavvy** – The top 10 things to do in Wisconsin Dells for adults
Wisconsin Dells has made a huge splash in the Meetings & Conventions segment. Thanks to conferences and business events, adult travelers (and sometimes their families) fill our hotels mid-week and year-round. The sales team works to promote Wisconsin Dells nationally in the meetings, sports, and leisure group segments, generating new business for our partners.

- The Bureau sales team spread the word about how great Wisconsin Dells is at 14 national tradeshows and even more regional and state events. Thanks to the success we share in this segment, Wisconsin Dells is recognized as one of the top meeting destinations in the Midwest.
- In 2019, we debuted an exciting new dine around program available to conference attendees encouraging them to get out and explore all of the fantastic dining experiences in Wisconsin Dells.
- Sports events continue to win in Wisconsin Dells. In addition to tournaments and events that have loved us for years, Wisconsin Dells hosted the National YMCA Gymnastics competition in June.
For over 30 years, we have been encouraging visitors to experience our great festivals and events.

**RARE BARREL AFFAIR:** MAY 4, 2019  
**AUTOMOTION CLASSIC CAR SHOW:** MAY 18-19, 2019  
**FALL WINE WALK:** OCTOBER 5, 2019  
**DELLS ON TAP WEEKEND:** OCTOBER 18-19, 2019

### 2019 Festivals Board of Directors

- **Jill C. Diehl, Board Chair**  
  Tommy Bartlett Exploratory  
  - Interactive Science Center
- **Jesse DeFosse, Board Vice Chair**  
  Showboat Saloon
- **Dan Gavinski, Secretary/Treasurer**  
  Original Wisconsin Ducks®
- **John Chastan**  
  Kalahari Resorts & Conventions
- **Tom Diehl**  
  Tommy Bartlett Show
- **Mark Whitfield**  
  Noah’s Ark Waterpark
- **Romy Snyder**  
  Wisconsin Dells Visitor & Convention Bureau

### Income

- **General** $275,537
- **Dells On Tap Weekend** $103,135
- **Fall Wine Walk** $32,000
- **Automotion** $6,890

### Expenses

- **General** $42,647
- **Dells On Tap Weekend** $201,571
- **Automotion** $143,594
- **Dells Rare Barrel Affair** $21,222
- **Fall Wine Walk** $18,164
2019 Board of Directors*

Accommodation:
- John Chastan, Kalahari Resorts & Conventions (300+ units)
- Joe Eck, Wilderness Hotel & Golf Resort (300+ units)
- John Koscielniak, Grand Marquis Waterpark Hotel & Suites (71-299 units)
- Dana Krueger, Sand County Service Company (70 units or less)
- Brad Preissel, Black Hawk Motel & Suites (71-299 units)
- Krissy Sigmund, AmericInn by Wyndham (71-299 units)
- Bernadette Starzyk, Shamrock Motel (70 units or less)

Associate/Visitor Services:
- Jon Bernander, Secretary/Treasurer, Bank of Wisconsin Dells

Attraction:
- Beth Anacker, Ho-Chunk Gaming, Wisconsin Dells
- Jill C. Diehl, Board Chair, Tommy Bartlett Exploratory – Interactive Science Center
- Tom Diehl, Tommy Bartlett Show
- Dan Gavinski, Board Vice Chair, Dells Boat Tours®
- JJ Gissal, Original Wisconsin Ducks®
- Nick Laskaris, Mt. Olympus Water & Theme Park
- Travis Nelson, Tom Foolerys Adventure Park
- Amy Palmer, Knuckleheads Trampoline Park • Rides • Bowling
- Kevin Ricks, Ripley’s Believe It or Not! Museum
- Pete Tollaksen, Wisconsin Deer Park
- Mark Whitfield, Noah’s Ark Waterpark

Campground:
- Becky Gussel, Sherwood Forest Camping & RV Park

Dells River District:
- Ed Wojnicz

Restaurant:
- Jackie Morse, MACS - Macaroni and Cheese Shop
- Mark Schmitz, Moosejaw Pizza & Dells Brewing Co.

Shopping:
- Brian Holzem, Original Wisconsin Dells Fudge

Past Board Chair:
- Mike Kaminski, Chula Vista Resort

Late 2018 Additions:
- Jon Bernander, Secretary/Treasurer, Bank of Wisconsin Dells
- JJ Gissal, Original Wisconsin Ducks®
- Amy Palmer, Knuckleheads Trampoline Park • Rides • Bowling

Alternate Directors*

Accommodation:
- Matt Hehl, Flamingo Motel & Suites
- Scott Calck, Meadowbrook Resort
- Mary Macina, SpringHill Suites by Marriott

Associate/Visitor Services:
- Kyler Royston, Sports Impressions

Attraction:
- Tracy Fuller, Wild Rock Golf Club at the Wilderness
- Amanda McGowan, Dells Boat Tours®

Campground:
- Brent Gasser, Yogi Bear™ Camp-Resort & Water Playground

Restaurant:
- Merije Ayazi, B-LUX Grill & Bar

Shopping:
- Tara Anchor, Winnebago Gift Shop

* Term Served - November 2018 to October 2019
2019 Committees*

**Board Nominating:**
Dan Gavinski, Chair  
Jon Bernander  
Jill C. Diehl  
Tom Diehl

**Executive Committee:**
Jill C. Diehl, Chair  
Jon Bernander  
Tom Diehl  
Dan Gavinski  
Mike Kaminski

**Marketing Committee:**
Tom Diehl, Chair  
Merije Ajvazi  
Jill C. Diehl

**Executive Office:**
Romy Snyder  
President/CEO  
Wendy Fischer  
Executive Assistant

**Finance & Operations:**
Nichole Kocovsky  
Director of Finance & Operations  
Dan Bratkowski  
Facilities Coordinator  
Felipe Garcia, Jr.  
Mailroom Assistant/Visitor Services Representative  
Nicki Robinson  
Assistant Director of Finance  
Trent Uselmann  
Junior Accountant  
Lynne Weister  
Accounting Clerk

**Bev Wolter**  
Office Manager

**Membership:**
Vicky Galitz  
Director of Member & External Relations  
Cindie Baken  
Visitor Services Representative  
Patty Bennett  
Visitor Services Supervisor  
Deb Schwartz  
Assistant Director of Membership  
Penny Turner  
Membership Services Coordinator  
Kaitlin Wagner  
Visitor Services Representative

**Sales & Marketing:**
Sarah Hudzinski  
Director of Sales & Marketing  
Heidi Aalto  
Multimedia/Graphic Specialist

**Sports Committee:**
Dan Gavinski, Chair  
Mickey Fadness  
Jeff Kaminski  
Adam Makowski  
Kyler Royston  
Kevin Shanley

**Tourism Economic Development:**
Jill C. Diehl, Chair  
John Chastan  
Tom Diehl  
Joe Eck  
Dan Gavinski  
Adam Makowski  
Romy Snyder  
John Webb  
Ed Wojnicz

**Meeting & Convention:**
Kevin Shanley, Chair  
Brian Decorah  
Ann Kerian  
Shirley Lewandowski  
Renata Prellwitz  
Shannon Timmerman

* Term Served - November 2018 to October 2019. The Bureau’s President/CEO is a non-voting member on all committees and a voting member if specifically listed.