

# 2021 ANNUAL REPORT



**Wisconsin  
Dello®**

Visitor & Convention Bureau

July 2022

## Hello Bureau Partners,

**re-cov-er-y:** the action or process of regaining possession or control of something stolen or lost.

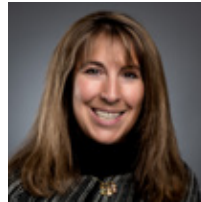
In 2021, we took back what we lost in 2020, with interest. Thanks to pent-up demand, our welcoming community, and loyal visitor base, we were able to surpass pre-pandemic economic impact numbers by seven percent! Sauk County had the largest visitor spending growth of all 72 counties in the state and, for the first time, came in second overall in total visitor spending – bumping Dane County into third place. Impressive to say the least.

2021 was a celebratory year for yet another reason as we commemorated 15 years as “The Waterpark Capital of the World!®,” a moniker that has helped differentiate us as a top Midwest tourist destination from its inception.

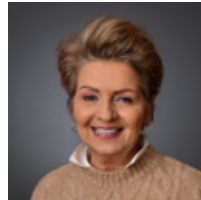
There’s one more thing to celebrate, and that’s you. Our collective success is the direct result of our partner community who continue to invest in this beautiful destination we get to call home.

With admiration,

Jill C. Diehl  
Board Chair



Romy A. Snyder  
President/CEO



## Our Organization Mission

The Wisconsin Dells Visitor & Convention Bureau (WDVCB), the official Destination Marketing Organization (DMO) for the Wisconsin Dells area, exists to attract the maximum number of visitor dollars into the Wisconsin Dells area economy. WDVCB establishes new initiatives to increase tourism, visitors, sports, and conventions, and further enhance the awareness of the industry.

## Our Destination Vision

Our vision is to secure the **Wisconsin Dells area as a national year-round tourism destination.**

## Number of WDVCB Members by Category

	2020	2021
Accommodation	87	83
Associate	94	89
Attraction	90	84
Campground	19	18
Restaurant/Bar	108	102
Retail	72	65
Visitor Services	29	25
<b>Total</b>	<b>499</b>	<b>466</b>

## Contents

- 2 Letter from Board Chair & President/CEO
- 3 Mission & Vision Statements
- 4 Economic Impact
- 6 Bureau Financials
- 8 Performance Report
- 9 Marketing Highlights
- 11 Public Relations
- 12 Meetings & Conventions, Sports and Groups
- 13 Wisconsin Dells Festivals, Inc.
- 14 Board of Directors
- 15 Committees & Staff



# 2021 ECONOMIC IMPACT

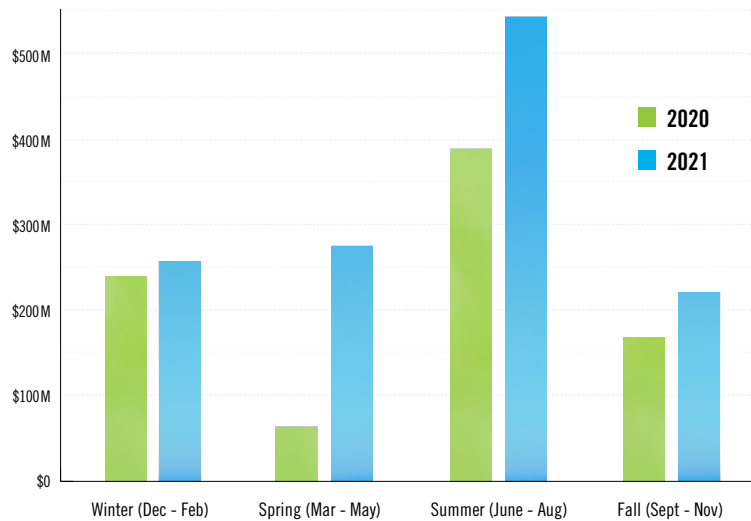
## Est. Visitor Spending

	2020	2021	% Change
<b>Direct Impact*</b>	\$ 856,618,591	\$1,293,374,198	+51.0%
<b>Total Impact**</b>	\$1,407,090,803	\$1,778,144,638	+26.4%

\* 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.

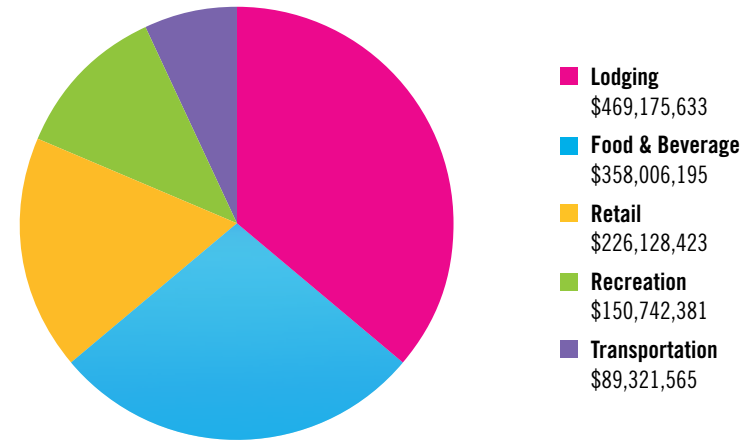
## Est. Visitor Expenditures Comparison By Season



## Total Jobs Supported (Full-time job equivalents)

	2020	2021	% Change
<b>Direct Impact</b>	9,730	11,531	+18.5%
<b>Total Impact</b>	12,620	14,584	+15.6%

## Est. Visitor Expenditures By Category



## Total Government Revenues Generated

	2020	2021	% Change
<b>State</b>	\$31.0 million	\$42.4 million	+36.8%
<b>Local</b>	\$45.2 million	\$57.0 million	+26.0%

The data above is from "The Economic Impact of Tourism in Wisconsin Dells – 2021" 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.

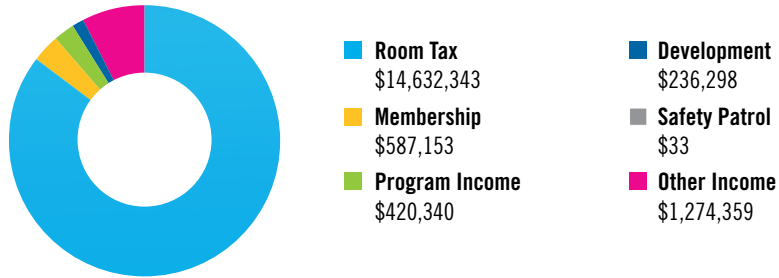
**Induced Impact\*:** The benefits to the economy as tourism employees spend their wages in the local economy, generating additional output, jobs, taxes and wages.

\* The combination of Indirect and Induced Impact creates the Total Impact.

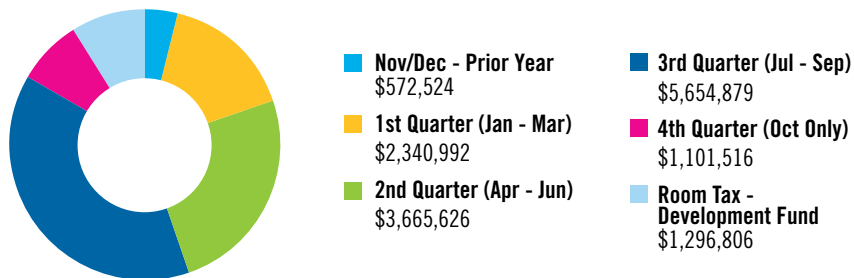
# 2021 BUREAU FINANCIALS



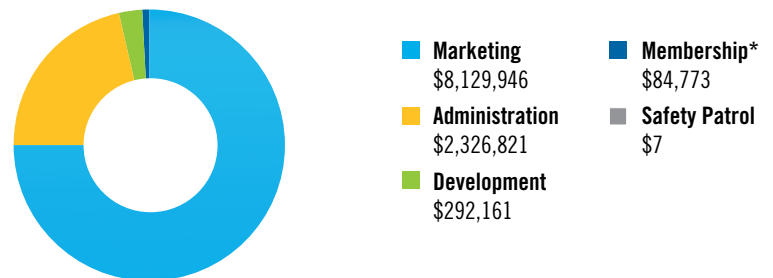
## Total Income: \$17,150,526



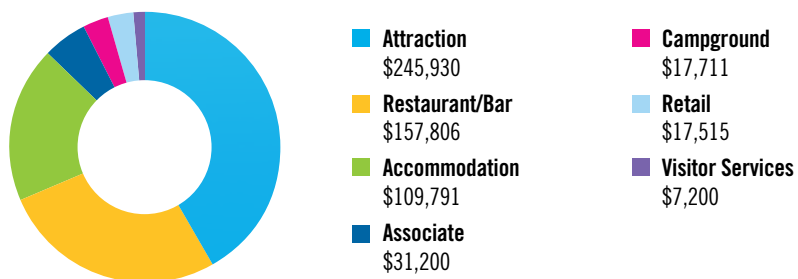
## Room Tax Income: \$14,632,343



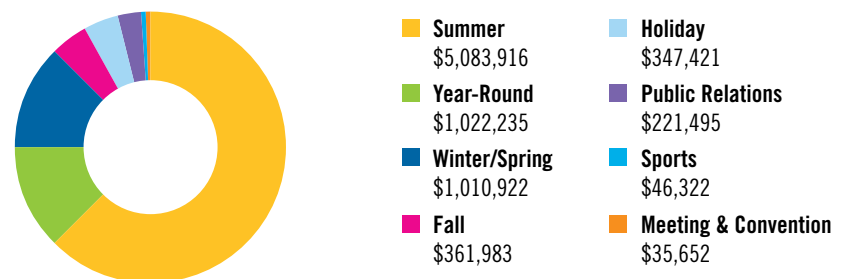
## Total Expenses: \$10,833,708



## Membership Income: \$587,153



## Marketing Expenses: \$8,129,946



\* Annual meeting, seminars, member directory, etc.

## 2021 PERFORMANCE REPORT

wisdells.com	2020	2021
Total Site Visits	2,304,074	3,091,113
Unique Visits	1,786,144	2,375,722

Facebook	2020	2021
Engagements	657,682	920,148
Link Clicks	380,360	431,197
Current Total Fans	350,044	356,540

Twitter	2020	2021
Engagements	4,434	3,027

Instagram	2020	2021
Engagements	29,637	26,936

Visitor Inquiries/Contacts	2020	2021
Calls	8,249	6,963
Emails (info@wisdells.com)	751	472
Chat Sessions	1,208	1,754
Downtown Welcome Center Walk-ins	15,156	32,701

Vacation Guide Distribution	2020	2021
1-24 Guides/order	30,408	31,731
25+ Guides/order	20,513	12,110
Racks (In-area)	37,800	65,019
Racks (Out-of-area)	15,610	15,700
Total	104,332	124,560

## 2021 MARKETING HIGHLIGHTS

It's the research we do that leads the way for our Wisconsin Dells marketing initiatives. Our commitment to research has allowed us to further segment our markets, allowing us to prioritize markets based on visitation and spend, as well as continue to tailor our messaging and tactics to maximize the efficiency of our marketing campaigns. These efficiencies to our campaign have equated to a ROI of \$83 for every \$1 spent on our campaigns in 2021.

Here are a few highlights from our 2021 marketing initiatives:

### RESEARCH

- Traveler Sentiment studies were conducted in the beginning of the year to help shape sentiment and intent on travel. Findings suggested an increase in pent-up demand motivating travelers to get to Wisconsin Dells.
- Research in the Meetings and Conventions sector was conducted in late 2021. We will utilize the findings to help shape messaging throughout 2022.
- We conducted a Marketing & Media Effectiveness study to analyze the effectiveness of our marketing creative & campaigns. That study showed that our creative and messaging is resonating with our target audiences. Here are a few key finds from that study:
  - o 4.1 million households were reached by our advertising.
  - o 578k incremental trips were generated by our campaigns equating to \$407.1 million in incremental revenue.
  - o Nearly 8 in 10 travelers found Wisconsin Dells ads appealing and 90% of travelers felt the ads fit with their perception of the Dells (both over the national norm).
- Arrivallist research continued throughout the year, analyzing smartphones of visitors giving us valuable information on where people are coming from, how long they are staying and where they are visiting while in area, as well as repeat visitation ratio.

### TELEVISION

- In 2021, we ran a mix of our new Television spots that were created in 2019 but not able to run due to the pandemic in 2020. We have a total of seven spots segmented for general family, Hispanic (ENG and SPA), adult, multi-gen, Fall and Winter efforts.
- We continue to shift our television buys from traditional to non-skippable streaming to capture our target audiences at the right time and place such as Hulu, Sling, and YouTube.

### RADIO

Our radio messaging follows the format of our television, allowing a large variety of activities to be represented. We have a variety of assets at our disposal including three :30 general family spots, two :30 "grown-up" spots, and two Hispanic spots, all focusing on the variety and urgency of getting to Wisconsin Dells.

### OUTDOOR

- In 2021, our outdoor campaign supported strong awareness throughout the summer months. Research had shown traffic patterns rebounded in all key markets.
- Digital boards showcased a variety of attractions and experiences, and was an integral part of our campaign.



# 2021 PUBLIC RELATIONS

## INTERACTIVE

- Digital advertising was an important part of our 2021 media mix. We utilized our research findings to support digital tactics and messaging to refine our campaigns throughout the year.
- Our interactive tactics included display ads, native advertising, high impact mobile such as mobile branded canvas video, streaming audio, streaming video, paid social and search advertising. Social advertising included Facebook and Instagram.

## PROMOTIONS/SPORTS

- In 2021, we revamped the Bally Sports promotion with the Milwaukee Brewers to extend our presence throughout the summer. The result was more airtime, more promotional mentions, and more exposure for Wisconsin Dells.
- We expanded our Wisconsin Dells' sports presence into Chicago through advertising with the Chicago Cubs and White Sox which included traditional TV spots as well as in-game features.

## WEBSITE

Wisdells.com remained our number one resource in assisting visitors and potential visitors in planning their future visit to Wisconsin Dells. Website visitation was at the highest level ever, with over 3 million visitors and nearly 10 million pageviews.

## INFLUENCERS

- We had a robust influencer program in 2021 that helped us achieve our goals of promoting the Dells to drive market travelers, telling multi-season stories for year-round interest, complementing our paid and earned media efforts, targeting more niche audiences, and collecting high quality visual content.
- The campaign equated to 149,200 social media engagements and over 17 million impressions.



Our public relations team continued to cultivate more media relationships with both traditional media outlets, as well as online social influencers, equating to more earned coverage in higher reach outlets than ever before. Our strategy focuses on influencing and generating stories from trusted third parties that positively shape visitor perceptions of Wisconsin Dells as a top-rated vacation destination. Throughout the year, our team also targeted more niche audiences which resulted in targeted mentions in new media outlets.

- The Bureau was awarded a Joint Effort Marketing (JEM) Grant from the Department of Tourism that was utilized to launch a successful public relations campaign to bring national attention to the unique and high-quality golf in the Wisconsin Dells area.
- Our public relations efforts in total resulted in 34,628 media mentions for our highest earned media value of \$41 million dollars.

Here is a sampling from the variety of media mentions in 2021:

- Road Trip Stops in Every State You Need to Add to Your List – **MSN Lifestyle**
- Wisconsin Is For Lovers: Secluded, Romantic Getaways Are Only a Few Hours' Drive Away – **Chicago Tribune**
- A Fantastic Family Water Park Experience – **Midwest Living Mom**
- Here Are The Best Places To Travel After COVID-19 – **Forbes**
- Best Weekend Getaways in the Midwest – **US News**
- The Best Weekend Getaways in the U.S. – **Conde Nast Traveler**
- 10 Water Parks That Are Actually Fun for Adults - **Thrillist**
- For Golfing Variety at All Levels, Head to Wisconsin Dells – **Chicago Daily Herald**



## 2021 MEETINGS & CONVENTIONS, SPORTS AND GROUPS

2021 was the year for virtual events! Our sales team continued to promote Wisconsin Dells to event professionals in the meetings & conventions, sports and leisure group segments through many virtual events regionally, as well as nationally. By the end of the year, a handful of in-person events were attended and that momentum continued with increased sales and group leads being received.

- Sales staff attended 6 virtual National and Regional events, as well as 4 in-person events at the end of the year. Sales staff also held 28 virtual appointments with group tour operators.
- The WDVCB sales team organized a community service project through MPI-Wisconsin, donating over 100 care packages to nurses which were distributed during Nurses Week.
- Sports were again on the rise in Wisconsin Dells! We had a stellar year for grant applications, with funds being distributed to everything from youth wrestling events to large scale combat sports tournaments.



## 2021 WISCONSIN DELLS FESTIVALS, INC.

For over 30 years, we have been encouraging visitors to experience our great festivals and events.

- SPRING WINE WALK:** April 23, 2021
- AUTOMOTION CLASSIC CAR SHOW:** May 22 & 23, 2021
- FALL WINE WALK:** October 2, 2021
- DELLS ON TAP WEEKEND:** October 16 & 17, 2021

### 2021 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**  
Dells Boat Tours®

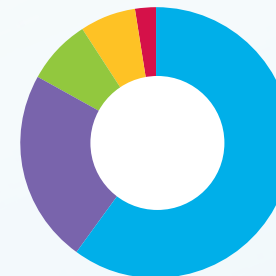
**John Chastan**  
Kalahari Resorts & Conventions

**Tom Diehl**  
Original Wisconsin Ducks®

**Romy Snyder**  
Wisconsin Dells Visitor & Convention Bureau

**Bernadette Starzyk**  
Shamrock Motel

Income: \$416,826



**General**  
\$250,238

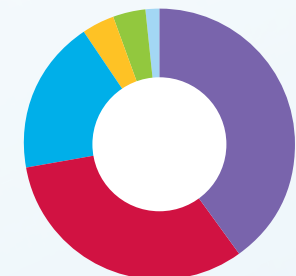
**Dells On Tap Weekend**  
\$96,755

**Spring Wine Walk**  
\$32,020

**Fall Wine Walk**  
\$28,353

**Automotion**  
\$9,460

Expenses: \$390,696



**Dells On Tap Weekend**  
\$157,130

**Automotion**  
\$125,300

**General**  
\$71,991

**Fall Wine Walk**  
\$15,288

**Spring Wine Walk**  
\$14,603

**Capital Additions**  
\$6,384

## 2021 BOARD OF DIRECTORS

### 2021 Board of Directors\*

#### Accommodation:

John Chastan, Secretary/Treasurer  
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  
Americlnn by Wyndham  
71-299 units

Bernadette Starzyk  
Shamrock Motel  
70 units or less

#### Associate/Visitor Services:

Stacie Tollaksen  
Intrax Work Travel

#### Attraction:

Dave Abangan  
Ho-Chunk Gaming, Wisconsin Dells  
Guaranteed Seat

Jill C. Diehl, Board Chair  
Tommy Bartlett Exploratory –  
Interactive Science Center  
Director-at-Large

Tom Diehl  
Original Wisconsin Ducks@  
Guaranteed Seat

Dan Gavinski, Board Vice Chair  
Dells Boat Tours@  
Guaranteed Seat

Craig Krieski  
Big Chief Go-Karts  
Director-at-Large

Nick Laskaris  
Mt. Olympus Water & Theme Park  
Guaranteed Seat

Travis Nelson  
Tom Foolerys Adventure Park  
Guaranteed Seat

Amy Palmer  
Knuckleheads Trampoline Park •  
Rides • Bowling  
Guaranteed Seat

Kevin Ricks  
Ripley's Believe It or Not! Museum  
Director-at-Large

Tory Wolfram  
The Haunted Mansion  
Director-at-Large

#### Campground:

Becky Gussel  
Sherwood Forest Camping & RV  
Park

#### Dells River District:

Ed Wojnicz

#### Restaurant/Bar:

Merije Ajvazi  
B-LUX Grill & Bar

Adam Makowski  
Hot Rocks – Sear. Sizzle. Savor.

#### Retail:

Brian Holzem  
Original Wisconsin Dells Fudge

#### Immediate Past President:

Mike Kaminski  
Chula Vista Resort

#### Restaurant/Bar:

Mark Schmitz  
Moosejaw Pizza & Dells Brewing Co.

#### Retail:

Tara Anchor  
Winnebago Gift Shop

Chris Fearing  
St. Vincent de Paul Society Thrift  
Store

### Alternate Directors\*

#### Accommodation:

Scott Kalcik  
Meadowbrook Resort

Mary Macina  
SpringHill Suites by Marriott  
Wisconsin Dells

#### Associate/Visitor Services:

Scott Rockwell  
Bank of Wisconsin Dells

#### Attraction:

Kyler Royston  
JustAgame Fieldhouse

#### Campground:

Brent Gasser  
Yogi Bear™ Camp-Resort & Water  
Playground

## 2021 COMMITTEES & STAFF

### 2021 Committees\*

#### Board Nominating:

Dan Gavinski, Chair  
John Chastan  
Jill C. Diehl  
Tom Diehl  
Romy Snyder

#### Executive Committee:

Jill C. Diehl, Chair  
John Chastan  
Tom Diehl  
Dan Gavinski  
Mike Kaminski  
Romy Snyder

#### Marketing Committee:

Tom Diehl, Chair  
Dave Abangan  
Merije Ajvazi

Jill C. Diehl

Joe Eck  
Adam Fisk  
Brent Gasser  
Dan Gavinski  
Brian Holzem  
Nick Laskaris  
Mark Schmitz  
Krissy Sigmund  
Romy Snyder

#### Meeting & Convention:

Kevin Shanley, Chair  
Brian Decorah  
Shirley Lewandowski  
Renata Prellwitz  
Romy Snyder  
Shannon Timmerman

#### Sports Committee:

Dan Gavinski, Chair  
Mickey Fadness  
Jeff Kaminski  
Adam Makowski  
Kyler Royston  
Kevin Shanley  
Romy Snyder

#### Tourism Economic Development:

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

### Current Staff

#### Executive Office:

Romy Snyder  
President/CEO

Wendy Fischer  
Executive Assistant

#### Administration:

Nichole Kocovsky  
VP of Administration

Daniel Bach  
Junior Web Developer/  
Database Administrator

Katie Fawcett  
Distribution Coordinator

Trisha Gaffron  
Director of Administration

Toby Golden  
Maintenance Associate

Nicki Robinson  
Director of Accounting

Burnis Turner  
Director of IT & Operations

Lynne Weister  
Junior Accountant

#### Partnership & Visitor Services:

Vicky Galitz  
VP of Partnership & Visitor Services

Deb Schwartz  
Director of Partnership

Gail Torkelson  
Visitor Services Representative

Penny Turner  
Partnership Services Coordinator

Kaitlin Wagner  
Visitor Services Manager

#### Sales & Marketing:

Sarah Hudzinski  
VP of Sales & Marketing

Heidi Aalto  
Digital Content Manager

Natalja Deduna  
Sales Manager

Michaela Gaffke  
Sales & Marketing Coordinator

Leah Hauck-Mills  
Communications Manager

Jessica Karow  
Director of Sales

Montana Leggett  
Digital/Social Content Creator

Rhonda Parchem  
Director of Marketing &  
Communications

#### Wisconsin Dells Festivals, Inc.:

Jenifer Dobbs  
Director of Festivals & Events

Briana Faber  
Festivals & Events Coordinator

Felipe Garcia, Jr.  
Festivals Assistant

Lucas Killick  
Event Assistant





# Wisconsin Dells®

Visitor & Convention Bureau

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