

2022

ANNUAL REPORT



**Wisconsin
Dello**[®]

Visitor & Convention Bureau



September 2023

Hello Bureau Partners,

With each passing year, I'm reminded of how committed this entrepreneurial community is at ensuring our 19-square miles of family fun remains a top travel destination.

As we embark on a new year, it is important to remember that our goals and ambitions remain the same. We continue to seek out new strategies for better end results by pooling together our talent and resources in the most efficient way possible.

As we come off another strong year of visitor spending, we do well to focus on initiatives to keep driving that growth. Your insight and feedback are key components in continuing to move the needle forward, so thank you for your continued support.

Cheers to your dedication, your drive, and your passion – all of which contribute to furthering the footprint of Wisconsin Dells in the tourism industry!

Sincerely,



Jill C. Diehl
President/CEO

Mission

The Wisconsin Dells Visitor and Convention Bureau (WDVCB) is the official destination marketing organization for the Wisconsin Dells area, whose mission is to grow the economic impact of tourism by inspiring and encouraging travel to the community through innovative marketing & economic development strategies, benefiting our visitors, community, and business partners.

Vision

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

WDVCB Partners By Category in 2022

Accommodation	61	Restaurant/Bar	89
Associates/Supplier Partner	72	Retail	57
Attraction	99	Visitor Services	20
Campground	10	Total	408

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Economic Impact

Est. Visitor Spending

\$1.37B

DIRECT VISITOR
SPENDING

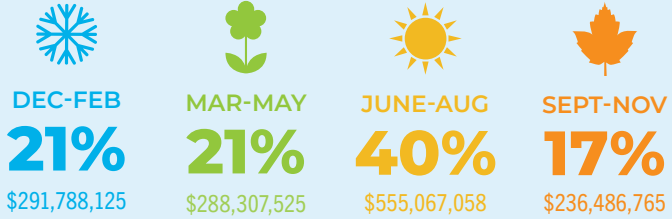
UP 6.1%
OVER 2021

\$1.96B

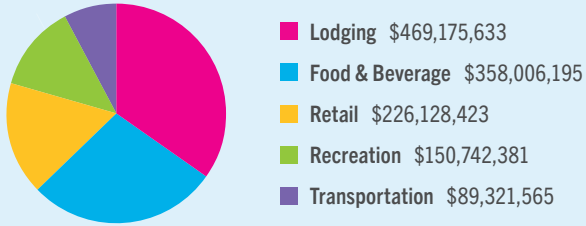
TOTAL TOURISM-BASED
ECONOMIC IMPACT

UP 10.2%
OVER 2021

Est. Visitor Expenditures Comparison by Season



Est. Visitor Expenditures By Category



Total Full-Time Jobs Supported By Tourism

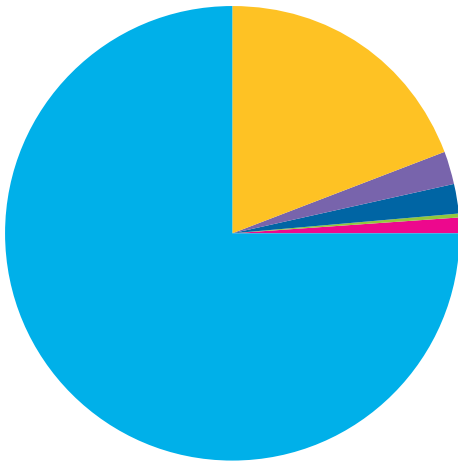
	2021	2022	% Change
Direct Impact	11,531	11,681	+1.3%
Total Impact	14,584	14,763	+1.2%

Total Government Revenues Generated

	2021	2022	% Change
State	\$42.4 million	\$44.6 million	+5.1%
Local	\$57.0 million	\$58.9 million	+3.2%

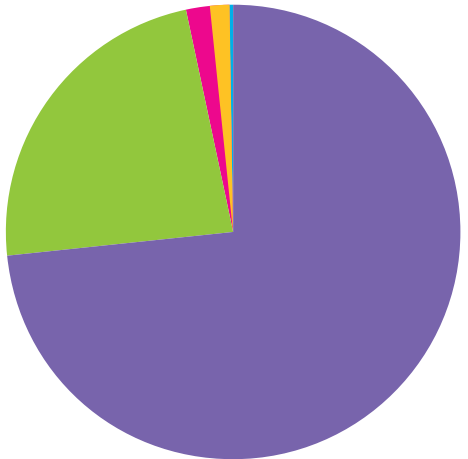
Bureau Financials

Total Income **\$20,995,493**



- Room Tax \$15,760,725
- Development \$4,045,631
- Program Income \$476,523
- Partnership \$461,050
- Safety Patrol \$25,803
- Other Income \$225,757

Total Expenses **\$11,360,296**

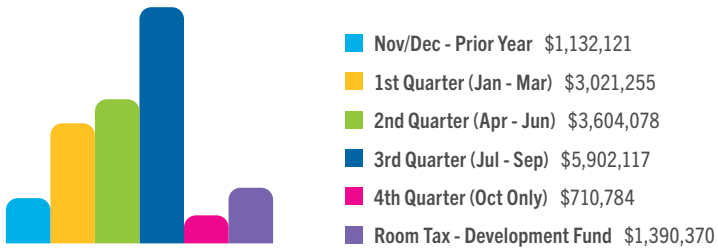


- Marketing \$8,351,548
- Administration \$2,637,035
- Partnership \$177,884
- Development \$167,470
- Safety Patrol \$26,359



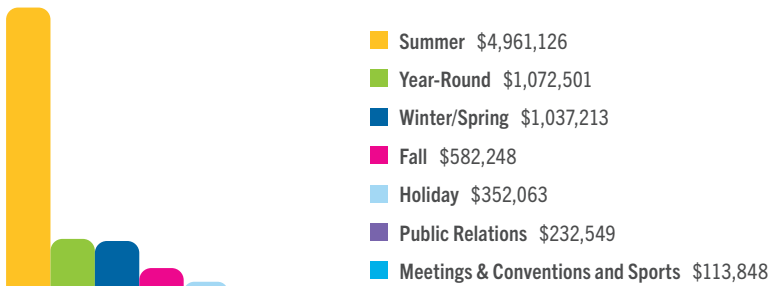
Room Tax Income

\$15,760,725



Marketing Expenses

\$8,351,548



Marketing & Research

Our 2022 campaign used playful language to reinforce the Wisconsin Dells brand and served as a reminder that, as always, we're here to deliver the fun.

The campaign theme was woven into all media tactics, including a mix of both traditional and non-traditional tactics. Strategic sponsorships with Bally Sports allowed for exposure during Bucks, Brewers, Cubs, and Twins games, along with in-game features, promotional mentions, interviews,

and series segments. Partnerships with minor league teams and area zoos in key markets such as Chicago, Milwaukee, and Minneapolis also helped raise brand awareness and promote visits.

Hyper-targeting to various segments including families, extended families, empty nesters, outdoor enthusiasts, foodies, and more allowed us to send the exact message to the right person in the right place.

Recent Research Results

Aided-Brand Awareness

WDVCB



Competitive Set Average

Conversation Rate

WDVCB



Competitive Set Average

2022 Welcome Center Inquiries/Contacts

41,435

Vacation Guide Distribution

124,560 **2021** **2022** 132,398



Website

Refreshed Site Launched April 2022
Travel Standard of Excellence Award
(Web Marketing Association)

2022 Total Site Visits

2,935,214

2022 Unique Visits

2,164,986

Media 16 Media Markets

Year-Round Advertising



Outdoor

Digital • Programmatic



Video

Targeted :30, :15 & :06 Spots
Streaming • Cable • Live Sports

Digital

Hyper-Targeted • Display • Mobile • Video
High Impact • Paid Social • Paid Search



Audio

Traditional • Streaming
Podcasts • Connected Home

Promotions

Major League Sponsorships • Minor/Independent
League Sponsorships • Area Zoo Partnerships



PR/Social Media

MidwestLiving

Metro Parent

thrillist

U.S. News

USA TODAY

TRAVEL+LEISURE

milwaukee journal sentinel

CHICAGO PARENT

Condé Nast
Traveler



 **49%** Increase in Facebook Engagements Over 2021

42% Increase in Facebook Link Clicks Over 2021

Influencers Estimated Media Value **\$2.076M** (up 10% from 2021) 



Meetings & Conventions, Sports and Groups

Elm Street Plaza Development

The Dells has always been about bringing people together, and our 35,000 square foot Elm Street Plaza takes it to the next level. Started as a joint venture with the City of Wisconsin Dells, this crowning jewel of the downtown area is a prime gathering spot for nightly summer entertainment, farmers markets, seasonal celebrations, pop-up specialty markets, and countless other events that prove the bigger the group, the bigger the fun.



Plaza Footprint

35,000 square feet

Timeline

Construction began fall of 2021 with a spring 2023 open date.

Development Partnership

Joint venture between the WDVCB and City of Wisconsin Dells.

Development Funded By

Estimated \$5.7 million funded by the Wisconsin Dells Visitor & Convention Bureau (WDVCB) Tourism Economic Development Fund as well as the State of Wisconsin Tourism Capital Grant Program.

In 2022, WDVCB gifted the Elm Street Plaza to the City of Wisconsin Dells and continues to manage daily operations.



Wisconsin Dells Festivals, Inc.

Finding more ways to bring visitors to the area is a nonstop passion; and for over 30 years, our festivals have been drawing crowds to experience fun that goes beyond the waterparks and natural beauty they've come to expect from the Dells. Here's a list of events that keep us on people's calendars all year round.

Mission

Wisconsin Dells Festivals, Inc. develops, executes, manages, and promotes festivals and special events to generate increased economic impact in the Wisconsin Dells area.



Dells Rare Barrel Affair
April 30, 2022

Spring Wine Walk
April 30, 2022



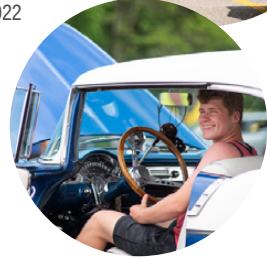
Fall Wine Walk
October 1, 2022

Ugly Sweater Pub Crawl
December 2, 2022

Thirsty Shamrock Pub Crawl & 5K
March 12, 2022



Automotion Classic Car Show
May 21-22, 2022



Dells On Tap Weekend
October 14-15, 2022



2022 Board of Directors

Board of Directors



Merije Ajvazi
B-LUX Grill & Bar



John Chastan,
Secretary/Treasurer
Kalahari Resorts & Conventions



Jill C. Diehl, Board Chair (Jan-Aug)
Tommy Bartlett Exploratory –
Interactive Science Center



Tom Diehl
Original Wisconsin
Ducks®



Joe Eck
Wilderness Hotel
& Golf Resort



Dan Gavinski,
Board Vice Chair
Dells Boat Tours®



Brian Holzem
Original Wisconsin
Dells Fudge



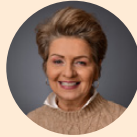
Nick Laskaris
Mt. Olympus Water
& Theme Park



Kevin Ricks
Ripley's Believe It
or Not! Museum



Krissy Sigmund (Sept-Dec)
AmericInn by Wyndham



Romy Snyder, President/CEO
Wisconsin Dells Visitor
& Convention Bureau



Stacie Tollaksen
Ghost Out-Post
Haunted House

Festivals Board of Directors



Dave Abangan (Sept-Dec)
Ho-Chunk Gaming,
Wisconsin Dells



John Chastan
Kalahari Resorts
& Conventions



Jesse DeFosse,
Board Vice Chair
Showboat Saloon



Jill C. Diehl, Board Chair (Jan-Aug)
Tommy Bartlett Exploratory –
Interactive Science Center



Tom Diehl
Original Wisconsin
Ducks®



Dan Gavinski,
Secretary/Treasurer
Dells Boat Tours®



Romy Snyder
Wisconsin Dells Visitor
& Convention Bureau



Bernadette Starzyk
Shamrock Motel

2022 Committees

Board Nominating Committee:

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

Executive Committee:

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

Finance Committee:

Dan Gavinski, Chair
John Chastan
Jill C. Diehl
Tom Diehl
Brian Holzem
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/Craig Krieski
Krissy Sigmund
Romy Snyder

Tourism Economic Development Committee:

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

Workforce Development Committee:

Stacie Tollaksen, Chair
Merije Ajvazi
Traci Jones
Aaron Matteson
Trina McVicker
Karen Reith-Hinze
Romy Snyder
Shaun Sprysl



Current Staff

Executive:

Jill C. Diehl
President/CEO

Wendy Fischer
Executive Administrative
Assistant

Nichole Kocovsky
COO/CFO

Administration:

Trisha Gaffron
VP of Administration

Mark Hemberger
Maintenance Associate

Burnis Turner
Director of IT & Operations

Finance & Accounting:

Nicki Robinson
Director of Accounting

Lynne Weister
Junior Accountant

Partnership & Visitor Services:

Vicky Galitz
VP of Partnership &
Visitor Services

Roxane Betancourt
Visitor Services
Representative

Tara Hensley
Partnership Coordinator

Deb Schwartz
Director of Partnership

Gail Torkelson
Visitor Services
Representative

Cristina vonSeggern
Distribution Coordinator

Kaitlin Wagner
Visitor Services Manager

Terry Welch
Visitor Services
Representative

Marketing & Sales:

Heidi Aalto
Digital Content Manager

Gracelyn Footit
Marketing Coordinator

Kelsey Galbraith
Digital/Social Content Creator

Leah Hauck-Mills
Communications Manager

Wisconsin Dells Festivals, Inc.:

Briana Faber
Senior Festivals &
Events Manager

Felipe Garcia, Jr.
Festivals & Events Assistant/
Elm Street Plaza Lead





Wisconsin Dells®

Visitor & Convention Bureau

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