



JILL DIEHL
President & General Manager
Tommy Bartlett, Inc.

Jill Diehl is the president of Tommy Bartlett, Inc, which is comprised of the Tommy Bartlett Show (closed in 2020) and Tommy Bartlett Exploratory, longstanding staple attractions in Wisconsin Dells, Wis. Diehl's work with the Bartlett organization, and as a local business leader, has a long and rich history.

The roots of Jill's relationship with Wisconsin Dells and its vibrant tourism industry reach into her youth. Born in Ithaca, New York, she spent every summer of her childhood in Wisconsin Dells until her family moved to the community permanently in 1975. Her father Tom Diehl was the president and co-owner of the Tommy Bartlett Show, his life's work for 57 years before his passing in August 2024. Through his guidance Jill got into the family business early. She started working for Tommy Bartlett when she was 10 years old and did everything from performing in the Tahitian dancers' poi ball act, to working in the snack bar, selling tickets, and operating the Dancing Waters. Eventually, Jill moved up to manage the sales staff, which she did summers while attending college.

In the early part of her career, with hospitality and business degrees under her belt, Jill took on a full-time position as general manager of Copa Cabana Resort Hotel & Suites in 1994. Through Jill's leadership over an 18-year span, Copa Cabana Resort developed into a premier full-service facility with deluxe accommodations, meeting and convention facilities, and indoor and outdoor waterparks. The property was sold in 2011, allowing Jill to move into a full-time management role at Tommy Bartlett, Inc Prior to this transition, Jill had been working on the company's marketing and finance since 2000. Jill is responsible for all facets of the management and oversight of the organization that historically has employed over 110 staff members annually.

Jill's tourism leadership stretches into the community as well. Currently she is fulltime president and CEO of the Wisconsin Dells Visitor & Convention Bureau (WDVCB) overseeing all operations and staff and the Bureau's robust \$17 million budget. Previously, she was the Bureau's board president providing leadership on budgets, marketing, membership, and more. Jill was a member of the Wisconsin Governor's Council on Tourism from 2000 to 2002. She currently serves as president of the Association of Wisconsin Tourism Attractions and is a director of the Tourism Federation of Wisconsin, and Destinations Wisconsin, organizations working cooperatively on marketing, government relations, and policy affecting the tourism industry.

In addition to her extensive tourism-related experience, Jill is also involved local organizations. Currently she is a board trustee for the Village of Lake Delton. She has served as president of the Wisconsin Dells Dolphins Swim Team from 2011 to 2016 and previously as its vice president. She also served as president of the Baraboo Area Makos Swim Team, a year-round USA swim club serving several local communities from 2014 to 2017. Jill has been a USA Certified Swim Coach with the Badger Aquatics Club since 2017 and enjoys teaching and training young swimmers.

Jill holds a Bachelor of Arts in Hospitality Management from Michigan State University and a Master of Business Administration from the University of Wisconsin – Madison. She is a mother of three children, Aidan, Ella, and Claire.

Jill has served in many leadership positions with a number of professional organizations, such as:

Wisconsin Dells Visitor & Convention Bureau

- President & CEO (2023–present)
- Board President (2001–2022)
- Board Vice President (1999–2000)
- Board Director (1999–present); Alternate Director (1996–1999)
- Marketing Committee (1997–present)
- Strategic Marketing Committee (1999–present)
- Chair, Workforce Development Committee (2023–present)
- Board Nominating Committee (Member 2001–present; Chair 2001–2022)
- Wisconsin Dells Festivals Inc (Board Dir. 2001–present; President 2012–2022; V.P. 2010–2012)
- Executive Committee (1999 – present; Chair 2001–2022)
- Tourism Economic Development Committee (Member 2016–present; Chair 2016–2022)
- Seasonal Employee Recruitment Committee (1995–2000)
- Chair, American Bus Association Task Force Committee (1997–1998)
- Chair, Group Tour Committee and Meeting & Convention Committee (1994–1999)

Community & State Organizations

- Board Trustee, Village of Lake Delton (2025 – present)
- President, Association of Wisconsin Tourism Attractions (2024 – present)
- Director, Tourism Federation of Wisconsin (2023 – present)
- Director, Destinations Wisconsin (2023 – present)
- Director, Wisconsin Governor's Council on Tourism (2000 – 2002)
- Member, Wisconsin Dells High School Ad Hoc Facilities Committee (2013)
- USA Certified Swim Coach, Badger Aquatics Club (2017 – present)
- President, Baraboo Area Makos Swim Team (2014 – 2017)
- President, Wisconsin Dells Dolphins Swim Team (2011 – 2016)
- Vice President, Wisconsin Dells Dolphins Swim Team (2010)