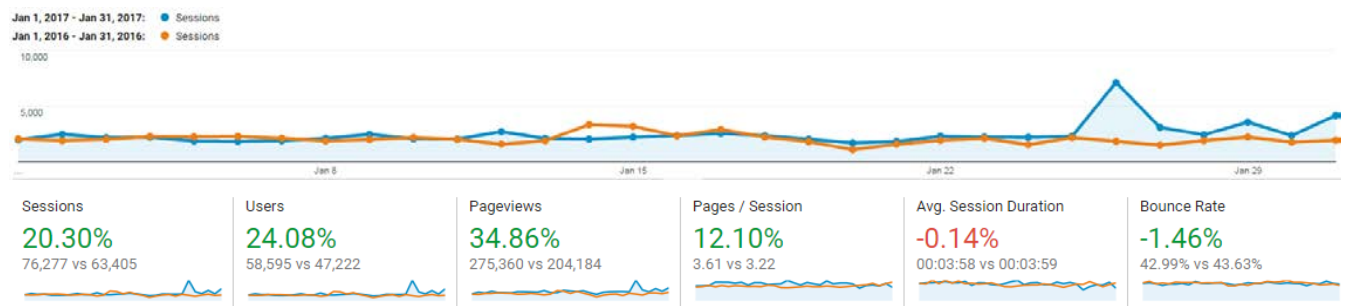


## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY January 2017

### MARKETING & SALES OVERVIEW

#### Web:

- **Site Data:** Traffic to DoorCounty.com was up 20% in January. The sources with the biggest growth were Social Media and Organic. Aside from the homepage, the most visited page was the Nature of Romance promotion, followed by the Events page.
- **Geographic & Demographic Data:** Chicago is the #1 city in terms of driving website traffic, followed by Wisconsin's two biggest cities Madison and Milwaukee. There is also substantial traffic that comes from in and around Door County. 66% of site visitors in January were women.
- **Organic Search Data:** There were more than 42,000 sessions originating from Organic Search in January, up 25% from a year ago. Google was responsible for 85% of organic traffic, with Bing and Yahoo splitting the remaining 15%. According to data provided by Google, almost all organic search queries that led to clicks contained Door County in the query, followed by something more specific such as 'events', 'lodging', 'wedding venues', 'camping' ect. DoorCounty.com typically showed up in the 1<sup>st</sup> or 2<sup>nd</sup> position for these queries in Google Search results.
- **SEO:** January marked the start of an aggressive SEO strategy for 2017. Phase 1 included Technical SEO maintenance, Business listing optimization, topics of interest and community page enhancements. We will be updating content throughout the site, adding a welcome letter to our homepage in 12 different languages, looking into online payment options for membership, and shifting the JobsinDoorCounty.com to live on our same platform and server.



#### EMarketing:

In January we moved to a more universal deployment platform MailChimp. Now, in addition to email addresses we are able to capture individual open times, content and additional personal information if they provide it, such as birthdays, so we can individualize ecards to our visitors. January newsletter successfully delivered to roughly 190,000 people and resulted in 26,398 opens. The lawyer that you'll love was the most clicked and Events and promotions was the second most clicked. For March's newsletter we will conduct A/B testing on the template design to refine it so we are getting the most clicks we can.

**GLOSSARY:**

*CTR = Unique or Total Clicks divided by Total Delivered*

*CTO = Unique or Total Clicks divided by Unique or Total Opened*

*Clicks = Clicks on a link on the home page of the newsletter and clicks on to the other newsletter pages*

*PPC = Pay Per Click*



**Our Door County- What's Brewing**

The latest Our Door County Videos launched in January and focuses on Door County's craft beer and cider history. To view the new video and more go to:

[www.DoorCounty.com/ourdoorcounty](http://www.DoorCounty.com/ourdoorcounty)

**Groups Sales:** In January, we worked with 5 general group tours and attended the annual American Bus Association conference where Door County had 35 appointments with tour operators over the three-day event.

**Meeting/Event Sales:**

In January, we worked with 1 car club, 5 weddings and attended the annual Travel and Adventure Show in Chicago. We had roughly 1,500 attendees pass through our booth. We gave out 1,300 Visitor Guides and received over 800 eNewsletter subscribers through our giveaway sign up.



**Social:** Facebook is up to 87,785 follower's vs 72,926 followers in January of 2016. January friend impressions referring to our page was 27,877,386. Facebook Video views reaching over 14k with the most coming the latest Winter Fun Our Door County. Twitter currently has 5,201 followers that brought us 2.8 million impressions. Instagram has grown to 19,336 follower's vs 5,968 the same time last year.

**Media:**

- Between our digital ads, out of home, print, and social we garnered 985,753 impressions in December. This includes social media ads, Beloit Visitor Center recharge stations, Brand USA Travel Guide and WI Tourism & Travel Guide.
- **PPC:** For January, we updated keyword match types to be less broad and more specific. Remarketing, Cabins and Branding ad groups generated the most impressions and clicks to the site.

Device	Impressions	Clicks	CTR	Avg. Position	Avg. CPC
Desktop	113,777	1,131	0.99%	3.1	\$1.32
Mobile	66,149	2,185	3.30%	2.4	\$0.77

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for January 2017 were 8,632 (7,076 hard copy & 1,556 online) vs 7,507 in January of last year. Hard copy Winter Guide visits were 1,211 and online winter guide visits were 1,231.

**Travel & Tourism Summit:** Back by popular demand we will again be hosting a Travel & Tourism Summit. This years summit will be held April 25<sup>th</sup> at Stone Harbor Resort. More information to come.

**Destination Next:** We are just finalizing our list of survey participants for our tourism survey. The goal of this survey is to determine if there are any gaps, key issues and opportunities for potential products, amenities, education, programming and experiences that would benefit the tourism industry in Door County. You will all be receiving the survey so thank you in advance for taking the time to fill it out.

## COMMUNICATIONS & PUBLIC RELATIONS

- 7 articles were reported from our media marketing program efforts in January and reached a total of 1,622,190 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included The Dallas Morning News, Birds & Blooms magazine, Leisure Group Travel online and Lighthouse Digest Magazine. View all articles from the program via our Google Drive folder at <http://tinyurl.com/l6ym2mc>.
- Since our media marketing program began, the program has generated \$16,777,953 worth of earned media coverage for Door County, including \$84,480 in January.
- The return on investment for our media marketing program to date is 913%. For every dollar we've spent, we've gotten back \$9.13 worth of media coverage measured in terms of ad value equivalency.
- We welcomed 11 journalists to Door County for our first press trip of the year, a winter themed trip, January 26-29.
- We have six group editorial press trips remaining with Geiger & Associates this year including a Spring themed trip May 18-21, an Islands of Door County themed trip June 5-8, a Summer themed trip June 19-23, a Silent Sports/Health & Wellness themed trip August 22-25, a Food & Wine themed trip September 14-17 and a Fall themed trip October 9-12.
- DCVB media assistance was provided to 16 journalists/media outlets in January by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included CNN.com, American Craft magazine, FOX 11 WLUK, Midwest Living's Best of the Midwest Travel 2017 and the Moon Wisconsin Door County Travel Guidebook. We also sent out 2 press releases to local and regional media outlets.
- Views of DCVB produced videos across all online platforms totaled 108,900 in January. This total includes videos from all of our video initiatives including the Our Door County series, Explore The Door series, Savor Door County series, Facebook Live, aerial highlight video, TV ads, etc. that are hosted on video portals which include our YouTube channels, Vimeo, Facebook along with our own site, DoorCounty.com.
- The 7<sup>th</sup> annual "Big Bundle Up" campaign wrapped up in January and we had a record breaking year. With the help of community visitor centers across the peninsula we collected 1,303 winter items. Items were donated to twelve

local organizations this year. Since 2011 this campaign has donated over 4,200 winter clothing items to Door County residents in need. Thank you to all that donated and the visitor centers that served as collection sites.

- The premier screening of a new episode of the show *Around The Corner with John McGivern* featuring Fish Creek and Ephraim will take place on Wednesday March 8, 2017 at the Door Community Auditorium in Fish Creek. The free event starts at 7 PM and the public is welcome. The episode will have its' broadcast premier on Thursday March 9 at 7 PM on both Milwaukee Public Television and Wisconsin Public Television, and will be available to watch online once the episode airs.

### **Recent Media Hit Highlights**

- The French-language travel show *Échappées Belles* recently featured Door County in an episode they did on Chicago and the Lake Michigan area of the USA. Door County was featured for about 20 minutes, starting about the 1:08:00 mark. Brush up on your French and check out the Door County portion of the show on YouTube [here](#).
- CNN online included Door County in an article headlined "11 Great Wine Regions You've Probably Never Heard Of" in a story that posted on February 6, 2017. The story included 11 undiscovered wine regions from around the world, including the Door County Wine Trail, one of only 4 North American wine regions included in the piece. Check out the story on CNN.com [here](#).
- The award-winning audio show *Journeys of Discovery with Tom Wilmer* has featured several Door County stories based on a recent visit to Door County by host Tom Wilmer. Audio stories include (click story to listen in browser):
  - [Driving green-tourism via electric charging stations in Door County with Jack Money Penny](#)
  - [Al Johnson's Swedish Restaurant with Lars Johnson](#)
  - [Rural Wisconsin Coffee Company Crafts Nationwide Presence with Vicki Wilson](#)
  - [Ice Fishing on Sturgeon Bay with JJ Malvitz](#)
- *Lakeland Boating* magazine included a 2-page feature article about Door County parks in their February 2017 issue. Check out the digital version (via issuu) of the magazine [here](#).
- Door County was included in a story in the Winter 2017 issue of *Go Escape* magazine, a national publication of USA TODAY TRAVEL. Check out a clipped version of the story [here](#).