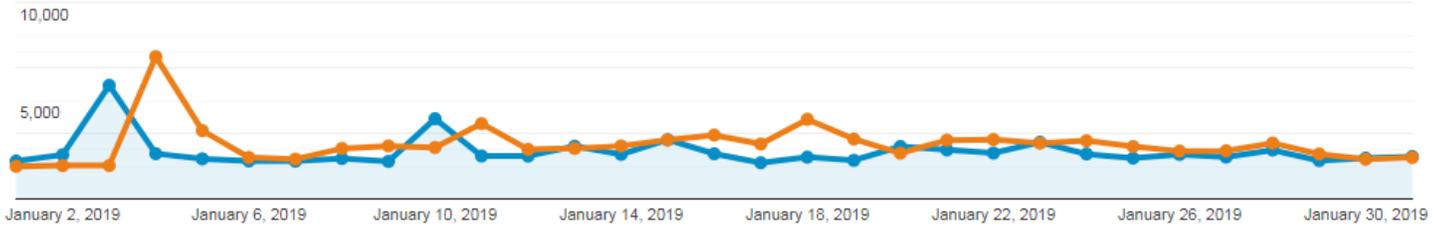




**MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
January 2019**

**MARKETING & SALES OVERVIEW  
DOORCOUNTY.COM**

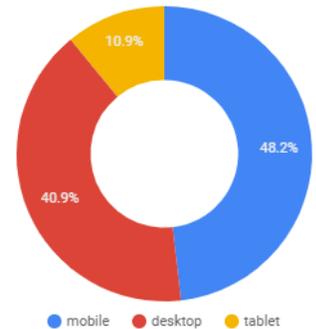
Jan 1, 2019 - Jan 31, 2019: ● Users  
Jan 1, 2018 - Jan 31, 2018: ● Users



**Overall:**

- We saw a fairly significant 13% drop in overall traffic in Jan '19 compared to Jan '18. Part of that was that Jan '18 traffic was abnormally high and the other factor was delaying the re-mail of the Order the Visitor Guide blast that will go out in March to see if we can get more people closer to spring than right after the new year ordering the guide.
- No change in the cities driving the most traffic, with Chicago far and away #1, generating more than 3 times as much site activity as Madison, the #2 city.
- 55-64 was the top age group visiting the site, followed by 25-34, a flip from Decembers demographics.
- Unique page views were down year-over-year, as a result in the drop in traffic. Average pages per session was essentially flat (3.63 this year vs 3.66 last year)

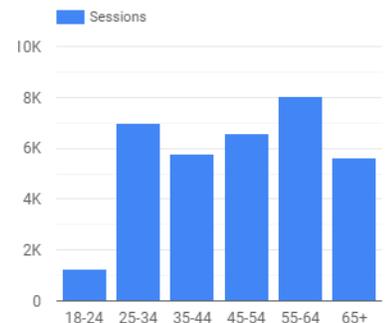
**Device Breakdown**



**Organic:**

- Orgic traffic was down about 5% year-over-year, so not as much as overall site traffic, but a drop nonetheless. Interesting enough it was up 7% through the first 2 weeks of January, before falling off the last couple weeks. Again, we'll play the long game here, and will wait for February and March numbers to come in before trying to diagnose what the cause may be in such a small sample size.
- Lots of organic searches for "winter in DC" / "Things to do in DC in winter", and there were also a couple of Washington Island searches in the top most popular.

**Age Demographics**



**E-NEWSLETTER**

- The January newsletter went out to more than 234,000 people, a slight drop from December, but still the 2<sup>nd</sup> highest distribution we've ever tracked.

- The 19.1% open rate was a bit below the 20.7% figure from Jan '18 but exactly even with Jan '17. In addition, open and click-through-rates were better than each of the past 2 months, November and December.
- The “What’s new in 2019” feature was the most clicked link, narrowly edging out the Winter Fleet piece on Sturgeon Bay.

## SOCIAL MEDIA

### Facebook Overview

- YOY there was an overall drop in Facebook statistics. One main factor was the major change in Facebooks algorithm that occurred in Jan '17. That change was essentially prioritizing content posted by family/friends in the feeds, therefore brands and businesses were going to see less impressions and, in turn, engagement. This ultimately affected what and how often we post on Facebook. Good news is going forward that should go back to apples to apples in February’s numbers.
- Out of the top 5 posts in January, 3 of them were the new community videos, Washington Island, Ephraim and Egg Harbor.

### Instagram Overview

- Instagram continues to a great platform for us. Engagement and followers continue to grow month after month.
- In January we did 22 Instagram stories that garnered 90k impressions and reached an average 3,558 people per story.

## MEDIA

January media buy brought in roughly 746,596 impressions through Facebook & Instagram Lead Generation, Brand USA’s Guide, Google Adwords, Beloit Visitor Center, and WI Tourism Travel Guide.

### Google Adwords Performance:

CTR increased 90% over January 2018 (Impressions and clicks also increased). Romantic Getaways, cabins & Events ad groups served the most impressions. Best performing ad groups were Attractions, Events, Things To Do, Wineries, Parks and Hotels.

<p><b>DOOR COUNTY</b> Open the door to natural beauty, as well as more cultural charm. In picturesque Door County which boasts some 300 miles (480 km) of scenic shoreline dotted with historic lighthouses. The county encompasses 10 distinct towns and villages filled with art galleries, galleries, dining and craft beverages. Visitor will also find plenty of outdoor recreational opportunities such as hiking, kayaking, rafting and fishing. Door County's weather alone sets on the Niagara Escarpment, a geological formation that runs from New York to Illinois, giving the area its distinctive and beautiful cliffs. DoorCounty.com</p>	<p><b>MILWAUKEE</b> Don't miss the place Vogue Magazine called the "Midwest's coolest and most underrated city." Located on Lake Michigan, Milwaukee, Wisconsin's largest city has seen a development explosion in recent years. From the new Fiserv Forum arena to an 18-story structure called The Edge, their rivers will save the city's rich brewing history with tours to new craft breweries as well as Miller Brewing Company and the Historic Pabst Brewery. Save time to visit the Milwaukee Art Museum and natural history-focused Milwaukee Public Museum. Grab lunch and treats for later at Milwaukee Public Market. VisitMilwaukee.org</p>
<p><b>GREEN BAY</b> Green Bay is a bustling little city of just over 100,000 people, but it is bursting with big-city amenities such as farmers markets, festivals and concerts. The waterfront city is also home to the Green Bay Packers football team, which plays at historic Lambeau Field. The city's Native American heritage is celebrated at a museum and native village of the Ojibwa Nation, as well as an annual powwow. Outdoor lovers will want to go fishing, boating or kayaking on the 100 miles, one of only a few U.S. rivers that flows north. In the summer, enjoy affordable family fun on the water at the Bay Beach Amusement Park. greenbay.com</p>	<p><b>HARLEY-DAVIDSON MUSEUM</b> U.S. history is woven into the narrative of Harley Davidson, one of the world's most iconic motorcycle brands. Discover the brand's historical roots with a tour of the Harley Davidson Museum in Milwaukee. The hands-on museum includes motorcycles that visitors can touch and ride on, as well as an in-depth look at all of the brand's components. The 20-acre park-like campus features an extensive collection of Harley Davidson bikes and memorabilia, as well as a full event calendar. Hungry or looking for mementos? Visit the museum's MCTOIR Bar &amp; Restaurant and The Shop for gifts to take home. H.D.Museum.com</p>
	
<p>VisitTheUSA.com/wisconsin   TravelWisconsin.com</p>	<p>TravelWisconsin.com   VisitTheUSA.com/wisconsin</p>

## COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

January 2019

- **18** articles were reported from our media marketing program efforts in January and reached a total of **99,963,410** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Yahoo! News online, Reader's Digest Online, MSN Online, Midwest Living and Meetings Today magazine. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$23,812,748** worth of earned media coverage for Door County, including **\$373,010** in January.
- The return on investment for our media marketing program to date is **1083%**. For every dollar we've spent, we've gotten back **\$10.83** worth of Door County media coverage measured in terms of ad value equivalency.
- Read our media marketing program 2018 year-in-review document here: <https://tinyurl.com/ybch9oz6>
- We have a total of 6 group editorial press trips scheduled for 2019 with Geiger & Associates, including:
  - February 7-10, 2019 - *Winter Wonders theme*
  - June 7-10, 2019 - *Lighthouses/Maritime History theme*
  - June 23-27, 2019 - *Summer Fun/Water theme*
  - August 25-28, 2019 - *Outdoor Recreation theme*
  - September 12-15, 2019 - *Arts/Culinary theme*
  - December 12-15, 2019 - *Holiday Magic theme*
- 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 WGBA NBC 26, the Milwaukee Journal-Sentinel, Parents Magazine, KFIZ AM 1450, The Times of Northwest Indiana and Chicago PBS.
- Views of DCVB produced videos across all online platforms totaled **187,976** in January. Organic views were 100% of the total for the month, with sponsored views totaling 0%. These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door series, AskDoCo series, Savor Door County series, Historic 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 DoorCounty.com.
- Big Bundle Up campaign – the annual warm clothing drive concluded last month collecting 937 winter clothing items in Door County. Those items were distributed to 12 different community organizations to help our friends and neighbors in need this winter. Statewide, 21,452 winter clothing items (hats, mittens, scarves, coats, snow pants) were donated to charities in Wisconsin. Since 2011, the campaign has collected more than 155,893 items.



### Recent Media Highlights

- **Readers Digest online** ran a story about Washington Island headlined “Why This Tiny Island of 700 People is your Next Dream Vacation” that published on January 22, 2019. Check out the story by travel journalist Robin Raven on RD.com [here](#). The story was also picked up and ran on **Yahoo! News** as well as **MSN.com**.
- **Midwest Living** included Door Peninsula Winery in a story headlined “Your Turn” that featured 50 creative ways to play, donate, eat, volunteer, shop and engage while you make a difference in their January/February 2019 issue.