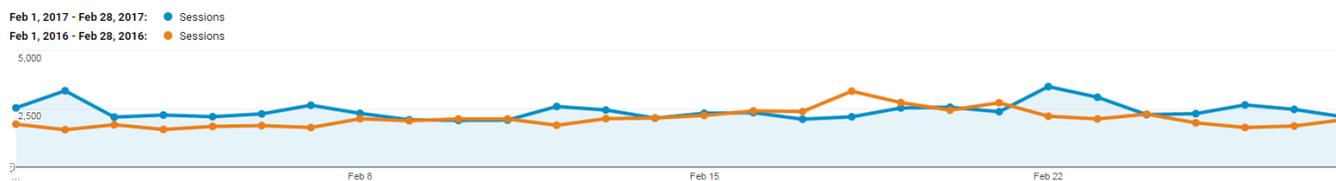


MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY February 2017

MARKETING & SALES OVERVIEW

Web:

- **Site Data:** Traffic numbers remained strong year-over-year in February, with overall site visits and unique visitors both up about 15%. Engagement metrics are good as well, with people spending a bit more time and seeing a higher average number of pages per visit. Aside from the homepage, the most visited pages were Events, Newsletter Article and Stay.
- **Geographic & Demographic Data:** Chicago was once again far and away the #1 city where traffic came from, followed by Madison, Milwaukee, and Sturgeon Bay. We also saw pretty good traffic from the Twin Cities. 66% of site visitors in February were women.
- **Organic Search Data:** Organic search remains by far the biggest source of traffic, driving 58% of site visits in February. There were just under 39,000 sessions originating from Organic Search in February, up slightly from January on per-day basis and an increase of 30% from a year ago. As we typically see, almost all organic search queries that led to clicks contained "Door County" in the query. Door County hotels, lodging, and events were popular searches last month.



EMarketing:

- This February newsletter was successfully delivered to 190,450 people with a re-mail to non-openers. In addition to the A/B testing we conducted we also introduced 740 new names to the database from the Travel & Adventure show which proved to have the best group of openers in our entire database. Also a great success was our partner eblast for Nature of Romance. Each property that opted in averaged between 20-30% for open rate.
- **Lead Generation Campaign-** 2017 brings with us a new direction in gathering lead emails for our newsletter. This month we will set in place a social ad campaign encouraging people to sign-up as well as a pop-up when you get to our site to get people to sign-up. We are also exploring ways to customize giveaways to encourage entries by using content they have clicked to ensure the prize that they could win is catered to them.
- **Season of Blossom-** Laura has been working with members to gather seasonal packages for our spring shoulder campaign. You can view these packages, the new guide to spring and more here <https://www.doorcounty.com/seasonal-promotions/season-of-blossoms/> If you ever want to guide people to the packages the links live in a few different spots on the site. The easiest one to send people to would be the Stay drop-down mega-nav where you can find both the seasonal promotions and lodging vacation packages.

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- Nature in Art

If you haven't checked it out already, our new Our Door County video is out and is almost guaranteed to give you goosebumps. Nature in Art takes a look back at the individuals that put their heart, soul and talent into what Door County's art and nature scene is today. Videos can be found at www.DoorCounty.com/ourdoorcounty Later this month we will have a teaser spot to promote the entire series as well as a seasonal video highlighting spring and lighthouses. A short snippet of spring activities will also be added to the header on our homepage and play automatically when the page is opened.



Groups Sales: In February, we worked with 6 general group tours, followed up with 314 tour operators from this year's ABA Conference by mailing our Visitor Guide and conducted 1 hotel search.

Meeting/Event Sales: In February, we worked with 2 car clubs, 3 weddings, 1 family reunion, 2 association meetings and conducted 2 hotel searches. The 2017 Wedding Guide was sent to print and will be available to send out to wedding inquiries.

Social: Facebook is up to 88,394 follower's vs 73,494 followers in February of 2016. February friend impressions referring to our page was 17,567,697. Facebook Video views reaching almost 41k with the most coming from Explore the Door Live at the Ridges, ETD Live sledding the 360 Cana Island Video. Twitter currently has 5,264 followers that brought us 4.7million impressions. Instagram has grown to 19,900 follower's vs 6,429 the same time last year.

Media:

- Between our digital ads, out of home, print, and social we garnered 833,234 impressions in December. This includes social media ads, Beloit Visitor Center recharge stations, Google Adwords, Facebook Ads, Brand USA Travel Guide and WI Tourism & Travel Guide.

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for February 2017 were 2,746 (1,670 hard copy & 1,076 online) vs 3.634 in February of last year. Online Winter Guide visits were 504.

Destination Next: We are just finalizing the survey and you should be seeing it in your inbox by the end of the week. Thank you in advance for taking the time to fill it out.

COMMUNICATIONS & PUBLIC RELATIONS

- 16 articles were reported from our media marketing program efforts in February and reached a total of 23,245,548 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included Travel+Leisure online, Houston Chronicle online, Evansville (IN) Courier & Press, Lakeland Boating Magazine, Country Living online, House Beautiful Online, Woman's Day online and USA Today 10 Best online. View all articles from the program via our Google Drive folder at <http://tinyurl.com/l6ym2mc>.
- We broke the \$17 million mark in AVE! Since our media marketing program began, the program has generated \$17,136,003 worth of earned media coverage for Door County, including \$358,050 in February.
- The return on investment for our media marketing program to date is 925%. For every dollar we've spent, we've gotten back \$9.25 worth of media coverage measured in terms of ad value equivalency.
- 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.
- We are working with the WI Department of Tourism on a state sponsored press trip to Door County/Green Bay that is scheduled for May 21-25. We'll have the group in Door County from May 21-23. More to come.
- DCVB media assistance was provided to 19 journalists/media outlets in February by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Architectural Digest, AAA Living, Chicago Tribune, Omaha World-Herald newspaper, USA Today 10 Best, TripAdvisor and Midwest Living. We also sent out 2 national press releases via PR Web.
- Views of DCVB produced videos across all online platforms totaled 58,593 in February. 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 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's broadcast premier is set for Thursday March 9 at 7 PM on both Milwaukee Public Television and Wisconsin Public Television, and will be available to watch online [here](#) once the episode airs. We worked behind the scenes with the production crew setting up the episode in the spring and summer of 2016, and the episode was filmed in of fall 2016.

Recent Media Hit Highlights

- *USA Today's 10 Best* series included Door County in a story headlined "10 Places to Experience Hygge Outside of Denmark" that was posted on February 20, 2017. *Hygge* (pronounced "hooga") encompasses the Danish philosophy of coziness and has become a huge trend. Check out the story on 10Best.com [here](#).
- *TripAdvisor* included Egg Harbor in a story headlined "Underrated Midwest Vacations That Deserve Four-Season Love" that posted on February 14, 2017. Check out the story on TripAdvisor.com [here](#).
- *Complot Magazine* online (a Spanish language media outlet) ran a feature story about Door County that first posted on January 25, 2017. Read the story on ComplotMagazine.com [here](#). (Note-some web browsers offer an English translation feature if you don't know Spanish)
- *The Omaha World-Herald* newspaper included Door County in a travel section cover story that ran on Sunday February 19, 2017. We were in good company in the story, with other destinations mentioned including Clearwater/St. Petersburg FL, the continent of Australia, Cancun, Mexico and Washington DC.
- Door County was included in an online story in *Country Living* (magazine) headlined "25 Under-The-Radar Midwestern Towns for Girlfriend Getaways" which posted on Feb 10, 2017. Check out travel journalist Perri Blumberg's story on CountryLiving.com [here](#).