

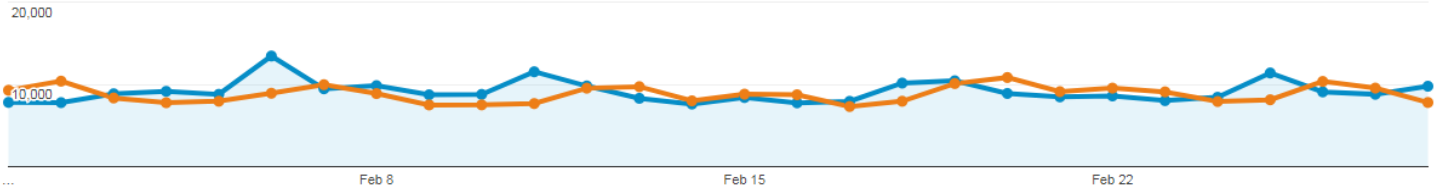


MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
February 2018

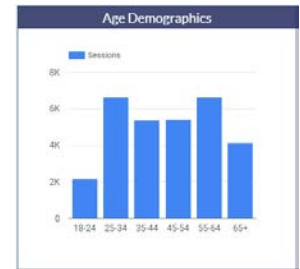
MARKETING & SALES OVERVIEW

DOORCOUNTY.COM

The site had just under 62,000 visits in February, which was 8% less than February '17. There was a big drop-off from January traffic levels, largely due to a steep decline in Email traffic (due to the Visitor Guide email going out last month), and also 9,000 fewer visits from Facebook that were created in '17 from a Valentines day promo giveaway. Mobile was once again the most common way people accessed the site, although desktop traffic was almost the same as mobile. A bright spot was engagement on the site – both pages per session and average session duration were up about 12% over last year, and up even more compared to January. After the homepage events, social contest, stay, and visitor guide were the most viewed pages in February.



**Demographic & Geography:** Chicago continues to drive much more traffic than any other city, and most of the top 10 was unchanged. 25-34 was the top age group visiting the site, narrowly edging out the 55-64 bracket. Because of the engagement numbers there were more unique page views in February '18 than Feb '17, just like we saw in January. Women again made up two-thirds of site traffic.



E-NEWSLETTER

The February newsletter went out of more than 217,000. Open rate including the re-send was 18.9%, below the spring, summer, and fall numbers we'll expect later this year, but a bit better than the 18.5% rate from February of '17. Click-through rate was 1.45%, which also narrowing edged out the CTR from last February. The 'Festivals and Events' feature was by far the most clicked, followed by the winter sunset and reasons to visit in the winter articles.

SOCIAL MEDIA

Both Facebook and Instagram saw great engagement while Twitter seems to be lagging. There have been rumors that Twitter may just fade away if it doesn't provide a better, more relevant experience, but until we see a drastic drop in use we will continue to engage. (See monthly report for details) Our top posts in February both asked our followers for their input. The first asked "here is your favorite place to eat was in Door County" and the other "What's the first thing you would tell someone who has never visited Door County". Both had over a 34k reach. The top post on Instagram was a shot of the windy road taken by one of our local photographers.

## MEDIA

February's media buy brought in 845,954 impressions through our participation in the Brand USA International Guide. Facebook and Instagram lead generation campaigns in IL/MN/WI, Facebook, Pinterest and Instagram Weddings push in CHI/MKE/GB/APP/MAD. The Beloit visitor center and the Wisconsin Tourism Travel Guide. Google Adwords in CHI/MKE/GB/MAD/APP. Google Adwords garnered 2,652 clicks and increased 30% in overall impressions (49,369) and were spread across other active ad groups.

## GROUP & MEETING SALES

Groups: In February, we assisted 2 general group tours, 2 bank groups, 2 church groups, 1 senior group and conducted 1 hotel availability search.

Meetings/Weddings: In February, we assisted 1 garden group, 1 business retreat, 2 family reunions and 5 weddings.

## OUT-OF-HOME

We were among 250+ destinations from around the globe at this year's Travel and Adventure show in Chicago. Our 10x20 booth offer a mixed reality experience with VR Google's that placed people "on top" of Potowatomi State Park lookout tower; they could put their hands on the wooden handrails and feel the "breeze" from fans blowing in their direction.

The center of the booth had two i-pads that allowed people to sign-up to win a Door County getaway which also signed them up for our newsletter. Once signed up their names were automatically (yay no manual entry) uploaded to our email database where they received a personalized email thanking them for stopping at our booth and then driving them to DoorCounty.com. We garnered just about 500 sign-ups and now the i-pads will be set up in our lobby to capture visitor emails. After the visitor signs up we will then send them a "thank you for stopping at the welcome center" and here are some tools you can use while you're here. I.e. Itinerary Builder, events calendar.

The right side of our booth had a mock camping scene with a fire ring made from Visitor Guides, a place for attendees to sit and take a break or grab a. The TV was kept on a loop with some of our best videos of the year and our co-op partners that opted in.



## COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW



- **7** articles were reported from our media marketing program efforts in February and reached a total of **1,167,205** readers/listeners/viewers. A few media outlets that ran Door County stories during the reported time included Midwest Living online, Working Mother online, Tyler County Booster, Emerald Coast Magazine online (*shown at right*) and Mosa online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$20,508,615** worth of earned media coverage for Door County, including **\$22,137** in February.
- The return on investment for our media marketing program to date is **1009%**. For every dollar we've spent, we've gotten back **\$10.09** worth of media coverage measured in terms of ad value equivalency.
- We have 6 press trips remaining in 2018 as part of our media marketing program with Geiger & Associates, including a spring themed trip in May, a family activities themed trip in June, a summer themed trip in June, a cherry themed trip in July, an outdoor recreation themed trip in August and a fall themed trip in October.
- DCVB media assistance was provided to 9 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 Great Lakes Scuttlebutt magazine, West Suburban Living magazine, Where to Retire magazine & AtlasObscura.com. We also sent out 1 national press release in February.
- We worked to put together a press trip April 15-17 as part of the Midwest Travel Journalists Association (MTJA) spring meeting, which is being held in Milwaukee April 11-15. We have 7 journalists signed up for our post-trip to Door County, where they'll experience some destination highlights that are available for visitors in mid-April.
- Continued production on our latest video series, #AskDoCo, which is a fun, short form video series that aims to answer a variety of visitor questions we get on a regular basis. The show premiered in January and is available to watch on our YouTube channel, via Facebook and at [DoorCounty.com/AskDoCo](http://DoorCounty.com/AskDoCo).
- Views of DCVB produced videos across all online platforms totaled **64,757** in February. Organic views were 100% of the total for the month. These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door series, AskDoCo series (which premiered in January 2018), 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 our own site, [DoorCounty.com](http://DoorCounty.com).

### Recent Media Highlights

The February/March 2018 issue of ***Emerald Coast*** magazine included a feature story on Door County. Check out the digital magazine version of the story through Issuu [here](#), or read the online version of the article on [EmeraldCoastMagazine.com](http://EmeraldCoastMagazine.com) [here](#).

***Travel Industry Today*** online featured a story about Door County that launched on 2/5/2018 by travel journalist Steve Gillick. Read his take on Door County on [TravelIndustryToday.com](http://TravelIndustryToday.com) [here](#).



***Bass Angler Magazine's*** winter 2018 issue (*shown, left*) featured a 3-page destination story about Door County, written by travel journalist Mike Pehanich. The winter 2018 issue of the magazine is available at select newsstands.

Lowell Thomas award winning journalist Tom Wilmer interviewed Washington Island resident Richard Purinton for his radio program ***Journeys of Discovery*** that aired February 16, 2018 on NPR station KCBX. Listen to the story on [KCBX.org](http://KCBX.org) [here](#).