

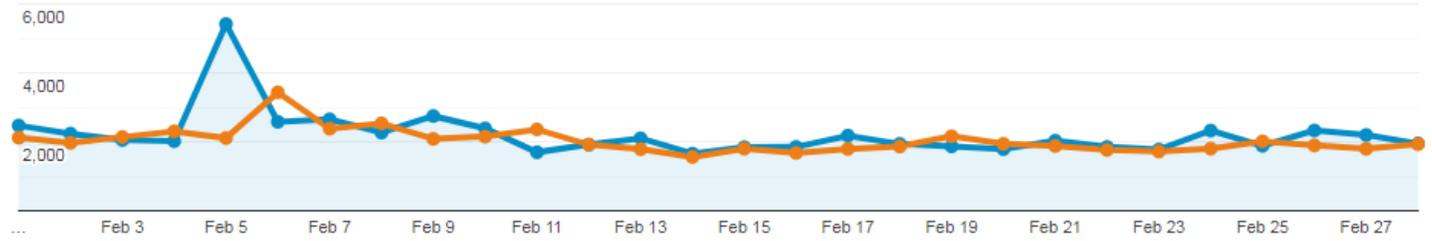


MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
February 2019

MARKETING & SALES OVERVIEW
DOORCOUNTY.COM

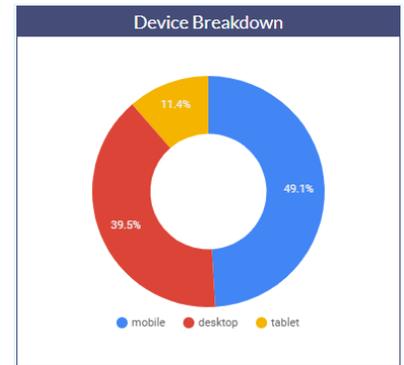
Feb 1, 2019 - Feb 28, 2019: ● Users

Feb 1, 2018 - Feb 28, 2018: ● Users



Overall:

- After seeing a year-over-year traffic drop in January, it was nice to see February rebound with 69,000+ site visitors, a solid 9% increase over 2018.
- The events page was once again the most visited after the home page, further reinforcing the decision to put that link directly in the navigation.
- Mobile was again the most popular way to access the site, accounting for just about half of site traffic.
- Cities driving site traffic continue to be the ones we have geotargeted for our marketing efforts. Chicago led the way accounting for almost 10,000 sessions, with Madison, Milwaukee, Sturgeon Bay and Green Bay rounding out the top 5. Minneapolis and New York made the top 10.
- 55-64 was the top age group visiting the site, closely followed by 25-34



Organic:

- Organic traffic was down about 5% year-over-year, equivalent to 2,000 sessions. This is the 2nd straight month of organic decline, so something we'll be keeping a close eye on.
- Still plenty of interest in winter activities/happenings as we can see in the top organic queries last month. Events and lodging were also popular searches, and a couple of Washington Island searches made the top 5 as well.

E-NEWSLETTER



- The February '19 newsletter went out to over 235,000 people and saw great engagement.
- The 22% cumulative open rate and 3.6% click-through rate were both the highest since September. The remail in particular had really good numbers – the 2,600 total clicks on the remail was more than any remail last year outside of August.
- The intro to Door County piece got the most clicks, followed by the unique cocktails and cherry history pieces.

SOCIAL MEDIA

- Website traffic from Instagram has more than doubled, from 82 to 256, which we can contribute to the use of linking through Instagram stories. In February we shared 23 Instagram stories which reached over 75K users and the snow report drove 234 visits to the landing page on the website.
- Instagram is our strongest connection to the younger millennial audience, with the most engaged fan group being women age 25-34. Twitter also has a younger audience with over 55% of our audience between 25-44.
- The Facebook audience is 50% made up of ages 35-54, but 57% of engaged users are aged 55+.
- The post with the most engagement on Facebook was the live broadcast aboard the ferry, with 366 comments, 1,308 engagement and 42k reach. The most with the most reactions on FB was a simple but stunning sunset photo, earning 3,120 reactions and a reach of 44k+. The post with the highest reach on FB was the Sister Bay community video with a reach of 53k, shared 197 times and a completion rate of 95%.

GROUP & MEETING SALES

Groups: February was spent following up appointments from the American Bus Association Conference in Louisville. Additionally, we assisted 5 general tour groups, 2 bank groups and conducted 3 hotel searches for planners.

Meetings/Weddings: Our 1st of three social ad campaigns promoting weddings in Door County ran for two weeks beginning the week of February 17th. We also assisted with 3 family reunions, 2 bachelorette parties, 1 event, 1 annual meeting and 3 corporate retreats.

MEDIA

February's media buy brought in roughly 805,000 impressions through Wedding Facebook, Pinterest & Instagram targeted ads, Lead Generation in IL/MN/WI on Facebook and Instagram, Brand USA's Guide, Google Adwords, Beloit Visitor Center, and WI Tourism Travel Guide.

Google Adwords Performance:

CTR increased 61% over February 2018 (impressions and clicks also increased). Romantic Getaways, Cabins & Events ad groups served the most impressions. Best performing ad groups: Attractions, Events, Things To Do, Wineries and Hotels.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

February 2019

- **8** articles were reported from our media marketing program efforts in January and reached a total of **62,423,890** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included MSN Online, INSIDER Online, Food and Wine Online, USA Today Travel Tips Online and Red Tricycle Online (right). View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$23,984,845** worth of earned media coverage for Door County, including **\$172,097** in February.
- The return on investment for our media marketing program to date is **1084%**. For every dollar we've spent, we've gotten back **\$10.84** worth of Door County media coverage measured in terms of ad value equivalency.
- We welcomed 8 journalists to Door County on our first press trip of the year, a winter themed press trip, which ran from February 7-10. While a bit cold, winter trail conditions were fantastic, and the trip went well.
- We have 5 press trips remaining that are part of our media marketing program with Geiger & Associates, including:
 - 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 **21** 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 Tampa Bay Metro magazine, Midwest Living, AAA Western & Central New York, Wisconsin Fun Times, Minnesota Monthly and Coastal Living.
- Views of DCVB produced videos across all online platforms totaled **154,620** in February. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Some of our most watched videos included our Facebook Live video aboard the Washington Island Ferry on 2/28, our video on Facebook about Ephraim Beach and our Facebook Live video from the White Gull Inn on National Cherry Pie Day (2/20). On YouTube, our aerial highlight video and Explore The Door video about the Door County Ice Cream Factory were two of the most viewed videos.



Recent Media Highlights

- The *Milwaukee Journal Sentinel* ran a feature story headlined “3 Summer Resort Towns in Wisconsin Worth Visiting in Winter” that included Door County. Check out the online version that published 2/21/19 on JSOnline.com [here](#).
- Door County was named one of "North America's 18 Best Lake Towns" by *TripAdvisor* in an online story that published on February 20, 2019. Check out the story on TripAdvisor.com [here](#).
- **Expedia.com** named Door County one of the “Most Dog-Friendly Vacation Destinations in the US” in a story published on February 27, 2019.
Check out the complete story on Expedia.com [here](#).



Recent Media Highlights continued...

- **HGTV's** show "*Island Life*" recently ran two different episodes about Washington Island. The show consists of families looking for island property. In each episode, island realtor Amy Jorgenson takes clients to 3-potential properties and they choose the home that best fits their needs. HGTV shot a total of 4 episodes for *Island Life* last summer. The first show premiered January 13, second one aired March 3, and the other two episodes are scheduled to air sometime later this year. They will all be rebroadcast on HGTV as well at various times in the future.
- On Tuesday March 5, 2019, Door County was featured as part of a 90-minute documentary called *Chicago on Vacation with Geoffrey Baer* on **WTTW** channel 11, the PBS member station in Chicago. The show premiered at 7:30 PM on WTTW11 and online at wttw.com/vacation. The crew was in Door County in June 2018 filming for the show. A lengthy story as well as the Door County clip from the show (about 7 minutes long) is available to watch online, [here](#).

