

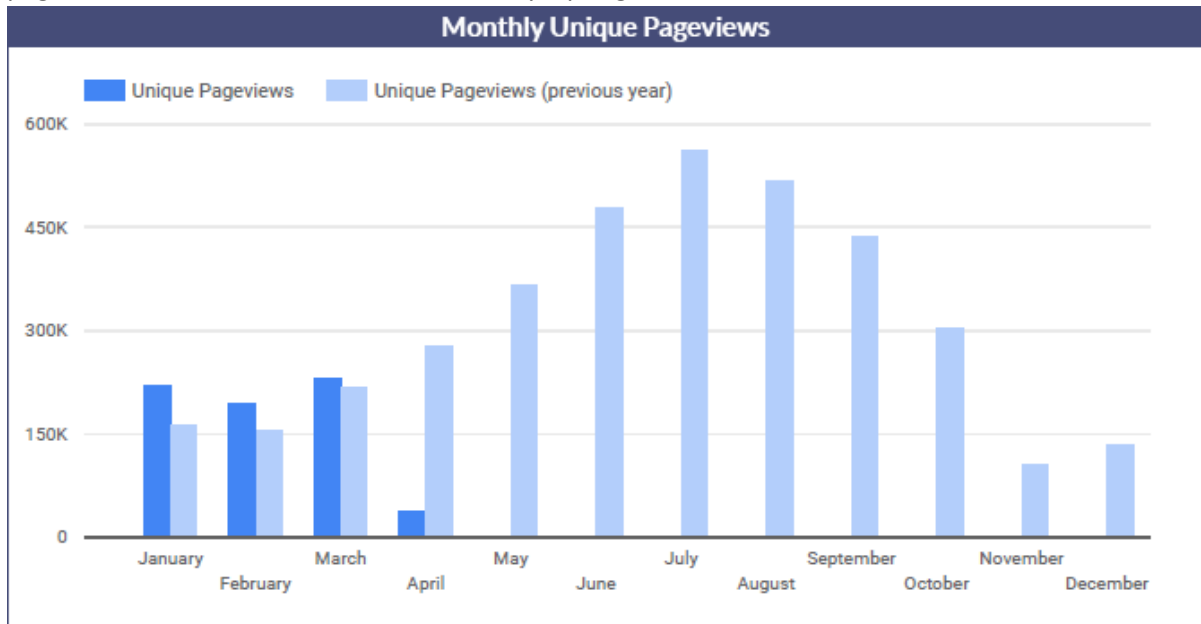


**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
March 2017**

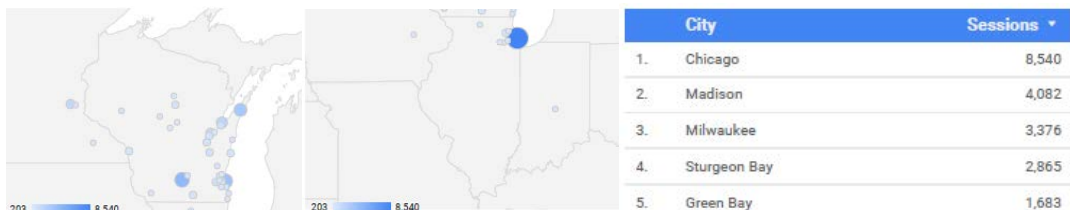
MARKETING & SALES OVERVIEW

Web:

- Site Data:** We continue to see great numbers in our site data and are 8% up year to date over Q1 2016. Although we show numbers trending downward in March YOY that can be contributed to the Fat Bike Giveaway blast we conducted in March of 2016 that garnered more than 11k clicks to the site. We will do similar lead generation initiatives in the coming months. Aside from the homepage, the most visited pages were Events, Nature of Romance, Stay, Spring and the Visitor Guide.



- Site Speed:** Maximum response time was 1.54 seconds with a minimum response time of 967 milliseconds. Average site response is 1.14 seconds.
- Geographic & Demographic Data:** Chicago dominated our top cities visiting the site but the gap between there and the next few cities was smaller than normal. Woman still make up two-thirds of the site traffic which is similar to that of years past.



- **Organic Search Data:** Organic search remains by far the biggest source of traffic, driving 59% (45k sessions) of site visits in March, up 16% over March of 2016. Google still drives the lion's share of this, accounting for more than 80% of organic traffic.

EMarketing:

- Out of 190,242 successful deliveries, we had over 38,000 total opens from the original and remail, good for an even 20% open rate. We also had nearly 4,700 total clicks - nearly 2,000 more than February, with overall click-through rate coming in at 2.46%
- In March we performed multivariate testing on the newsletter, trying out 2 different subject lines, 2 different "from" emails, and 2 different send times for a total of 8 different combinations. While the different send times and "from" emails produced nearly identical results, we got better results from one of the two subject lines. "Get inspired with a Door County springtime getaway" drew better open and click-through rates than "Recharge for spring with Yoga, Shopping, and the great outdoors"

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- Highlights

From the nature of art to the art of brewing, the Our Door County video series has told a wide variety of Door County stories since it launched in January of 2016. With another jam-packed summer season almost here, we thought we'd give you a condensed version of everything we've covered over the past 16 months. We've taken you to the lakebed to explore long lost shipwrecks, into the woods to find out why nature is so integral to the people of Door County, and out to the trails where locals run and bike in a silent sports paradise. Experience it all again at DoorCounty.com/OurDoorCounty



Groups Sales: We worked with one church group, two general tour groups two senior center groups and sent a mailer promoting spring to 124 tour operators.

Meeting/Event Sales: Worked with one small business retreat, one RV rally group, 3 weddings and reached out to 114 regional gardening groups promoting our Season of Blossoms promotion.

Social: Facebook is up to 88,839 follower's vs 74,114 followers in March of 2016. March friend impressions referring to our page was 4,759,300. Interesting that the majority of our engagement came from an older demographic of 55-65+ and our other channels are fueling the younger demographics. Facebook Video views reaching over 197,361 with the most coming from the Feeding the Chickadees sponsored ad (148.5k Views). Baileys Harbor video co-op ad, Our Door County and Explore the Door Live were also great view generators. Twitter currently has 5,368 followers that brought us 2.8 million impressions. Instagram has grown to 20,464 follower's vs 6,916 the same time last year.

Media:

- Between our digital ads, out of home, print, and social we garnered 1,013,617 impressions in March. This includes social media ads, Beloit Visitor Center recharge stations, Google Adwords, Facebook Ads, Brand USA Travel Guide and WI Tourism & Travel Guide. In April we start our full media buy across all channels.

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for March 2017 were 5,823 (4,436 hard copy & 1,387 online) vs 3,455 in March of last year.

COMMUNICATIONS & PUBLIC RELATIONS

- 20 articles were reported from our media marketing program efforts in March and reached a total of 46,255,024 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included National Public Radio, NPR Online, KCBX-FM, KCBX-FM online, Complot Online, Austin Chronicle Online, Huffington Post online, the News-Herald (OH) and American Craft 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 \$17,385,881 worth of earned media coverage for Door County, including \$249,878 in March.
- The return on investment for our media marketing program to date is 931%. For every dollar we've spent, we've gotten back \$9.31 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.
- DCVB media assistance was provided to 19 journalists/media outlets in March by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Midwest Living, Wisconsin Public Radio, Lakeland Boating, Milwaukee Journal-Sentinel, The Ann, Chicago Life Magazine and Colorado Expression Magazine. We also sent out 1 national press release.
- Views of DCVB produced videos across all online platforms totaled 230,569 in March. Organic views were around 72,000 (36.5% Of monthly total) and paid views were around 125,300 (63.5%) for the month. Totals 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.
- We ramped up work on our National Tourism Week initiatives in preparation for the 34th annual National Travel & Tourism Week, set for May 7-13, 2017. Highlights will include our annual Power of Tourism print piece as well as local messaging about the important role tourism plays for all of us in Door County across a variety of local media outlets from print to broadcast to electronic.

Recent Media Hit Highlights

- *American Craft* magazine's April/May 2017 issue includes a fabulous 8-page feature story about Door County headlined "Cape Calm - Artists make a difference in this relaxing Lake Michigan escape." The article should become available to the public [online](#) in the coming months. View a PDF clip [here](#).
- The *Chicago Tribune* included the Door County Fish Boil in a "Fork in the Road" section of their Sunday April 2, 2017 issue. Travel journalist Katherine Rodeghier included a photo & some copy of the fish boil at Rowley's Bay Resort as part of her story about must-eat Midwest dishes from 5-states. Check out the online version of the story on ChicagoTribune.com [here](#).
- The public television show *Around the Corner with John McGivern* did an episode featuring Fish Creek and Ephraim, which aired on Thursday, March 9 on both Wisconsin Public TV & Milwaukee Public TV. You can view the episode, [here](#).
- *Boomer* magazine ran a 2-page feature story on destination Door County in their April-May 2017 issue.
- Peninsula State Park Golf Course's centennial was highlighted in an online article about the course in *RV Live Magazine online* that posted on March 25. Read the story on RVLive.com [here](#).