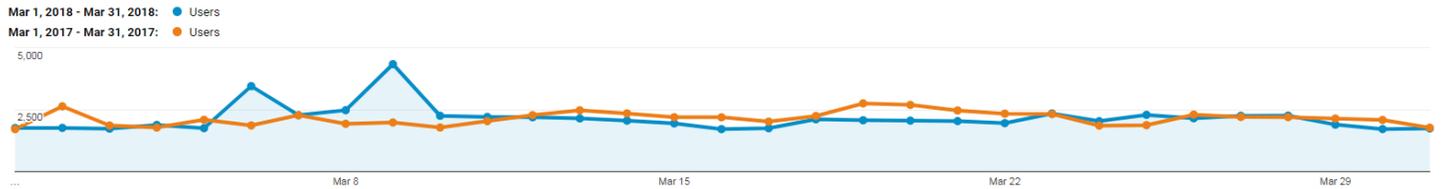




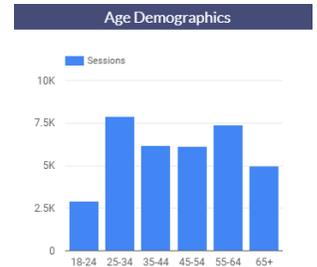
MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
March 2018

MARKETING & SALES OVERVIEW

DOORCOUNTY.COM There were more than 75,000 visits to the site in March, which was a slight decrease from March '17, but a steady increase of 22% from February, which we'd expect as we get toward (slightly) warmer weather. While total sessions declined slightly YOY we saw a 3% increase in unique site visitors. We're also encouraged by the engagement numbers which were again improved YOY in March. People are spending more time on the site and clicking through to more pages – average session duration was up 19% and pages per session was up 15%. We had more visits from desktops than phones in March which is the first case this year that has been the case. Events and Stay pages were the more viewed after the home page.



Demographic & Geography: Very little change in the top cities driving traffic to the site – Chicago so far always be the #1 here, with almost 3 times more traffic than Madison, the #2 city. Minneapolis remained a top – 10 city for site traffic. We had more unique page views in March '18 than March '17, continuing the trend we've seen each month so far this year. Once again 25-34 age group was the most common to visit the site, with 55-64 coming in second.



E-NEWSLETTER

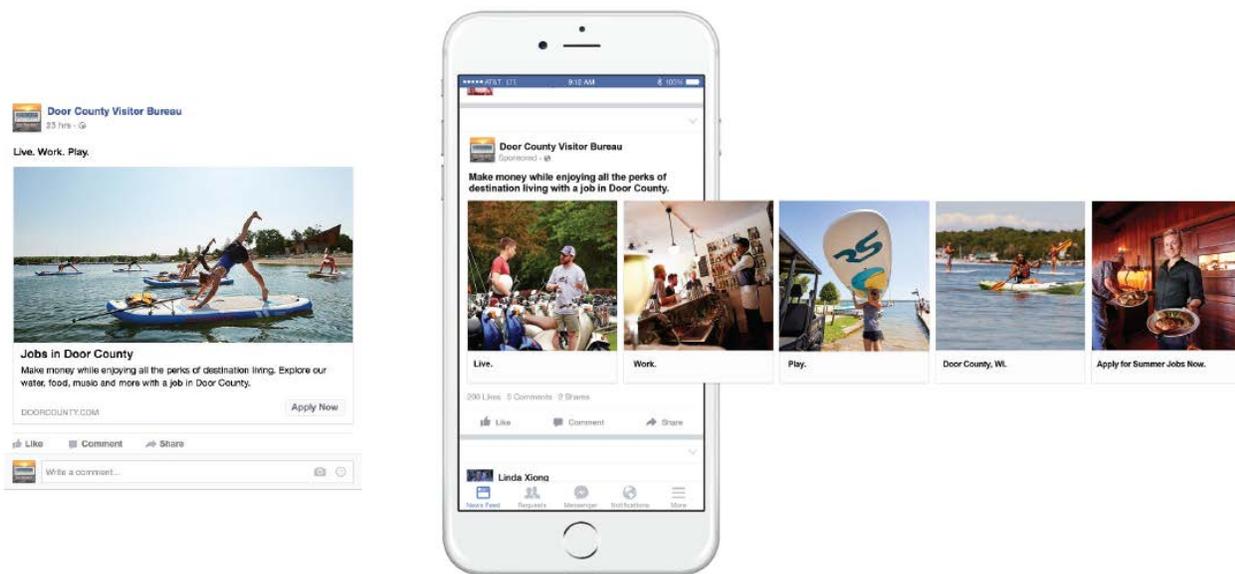
The March 2018 newsletter went out to over 219,000 recipients, about 2,000 more than February's and the most we've ever tracked. Overall open rate was an even 20%, narrowly edging the March '17 open rate and also above the 18.7% open rate for February. Once again, sample itineraries have proven to be popular features, with the "36 hours of beer, wine and spirits" article getting the most clicks. The "6 great hikes" and "Early spring events" features were also popular.

SOCIAL MEDIA

Recently there have been some major shake-ups in the world of social media that have caused us to have to rethink our social strategy so we can engage with our followers as successfully as we have prior to the recent changes. April 4, 2018 Facebook fast tracked a series of security measures that affected our ability to use our third-party apps in our day to day operations. As this rolls out, we will have more of an understanding how this affects, us but until then we can only monitor the situation and react accordingly.

MEDIA

March's media buy garnered 309,135 impressions through Brand USA's Visitor Guide (International), Facebook-Instagram-Pinterest Wedding ads, Google Adwords, Beloit Visitor Center and WI Travel & Tourism Guide. Our big media push with start in mid-April with our job recruitment campaign which includes social ads, digital banner ads and billboards in target areas.



GROUP & MEETING SALES

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

Meetings/Weddings: In March we assisted 10 family reunions, 2 events, 2 RV rallies, 1 corporate retreat, 3 wedding inquiries and conducted 2 hotel searches.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- **8** articles were reported from our media marketing program efforts in March and reached a total of **11,962,094** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Group Tour Magazine (*shown at right*), Tallahassee Magazine, Motorcoach Living and the Atlanta Journal Constitution 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 **\$20,601,590** worth of earned media coverage for Door County, including **\$92,975** in March.
- The return on investment for our media marketing program to date is **1006%**. For every dollar we've spent, we've gotten back **\$10.06** 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 17 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 TrailBlazer magazine, Milwaukee Journal Sentinel, Madison Magazine, Natural Awakenings Chicago and American Way (American Airlines in-flight magazine). We also sent out 1 national press release in March.
- We finalized details for 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 6 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 latest episode was about the big ships and where and when visitors can see them in Door County. The show premiered in January and is available to watch on our YouTube channel, via Facebook and at DoorCounty.com/AskDoCo.
- Views of DCVB produced videos across all online platforms totaled **115,746** in March. Organic views were 91% of the total for the month, with paid views totaling 9%. 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.



Recent Media Highlights

- **Great Lakes Scuttlebutt** magazine ran a 2-page feature story (*shown, right*) on Washington Island in their March/April 2018 issue. Check out the story in the digital version of the magazine [here](#).
- **Tallahassee Magazine's** March/April 2018 issue included a 4-page feature story on destination Door County. Read the story by travel journalist Kirsten Redfield on TallahasseeMagazine.com [here](#) or view the digital edition of the magazine [here](#).
- **Upscale Magazine** included a Door County property, the Chanticleer Guest House, in an online story headlined "Select These Six Elegant Hotels and Resorts for Your Upcoming Vacay" that published on 3/7/2018. View the article on UpscaleMagazine.com [here](#).
- The **Atlanta Journal Constitution online** included Door County in an article headlined "Traveling in Summer: 8 ideas for where to go" as part of a story that posted on February 20, 2018. Check out the story on myajc.com [here](#).

