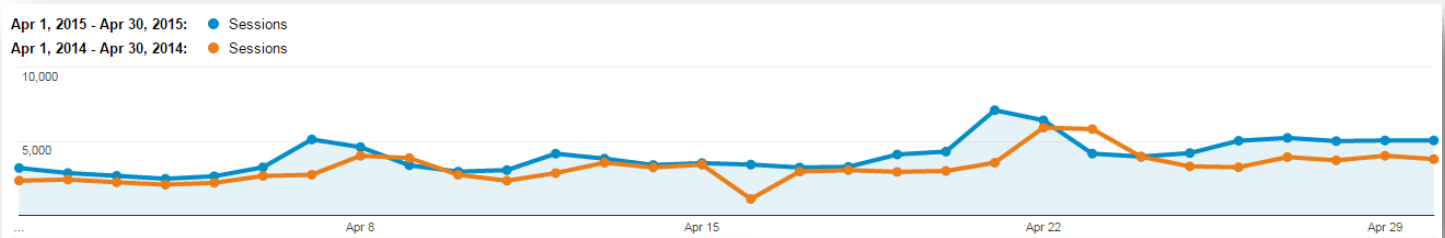




## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY April 2015

### WEB STATISTICS



- Web Traffic:** - As we move into the heavier travel season, traffic continues to grow compared to last year. Overall unique visitor count is up 18% year-over-year. Within that, there is also a 19.8% increase in new visitors coming to the site, a great indicator for building awareness.
- Organic Search:** Per usual, organic search is far and away the largest driver of traffic, making up almost 60% of total visits. Organic grew over 30% year over year, with a large share of additional traffic coming to the Events section of the website. Much of the organic effort in April went toward preparing for the launch of the new website. Through partner collaboration, we expect little to no dip in organic visibility when the new site launches.
- Geo Profile** - The following geographic cities triggered the majority of our web hits this month:
- Referring Sites:** The top referring sites for April were the Inline Booking Engine, Facebook, Travel Wisconsin, Midwest Living, Facebook, the Visitor Guide, DNR.wi.gov and EggHarborLodge.com.
- Top-Performing Pages:** The top performing pages, other than the home page, were Where to Stay, the Calendar of Events, Season of Blossoms, followed by What to Do. Plan Your Trip, interactive map and the Visitor Guide also made it into the top ten.

Visitor Geo Profile Report		
City	Visits	% of Visits
Chicago	10,416	29.06%
Madison	6,031	16.83%
Milwaukee	5,054	14.10%
Sturgeon Bay	3,339	9.32%
Green Bay	2,733	7.63%
Appleton	2,415	6.74%
Minneapolis	1,903	5.31%
De Pere	1,473	4.11%
Eau Claire	1,344	3.75%
Waukesha	1,134	3.16%

## ENEWSLETTER

The April email deployed on 4/7 with the remail on 4/11.

- Total monthly newsletters sent for the year 1,649,063 (not including any seasonal promotions)
- Sent emails for April 316,865 (not including seasonal promotions)
- 179,506 initial emails sent (without remails)
- Overall delivery rate 99.6%
- Overall open rate 28.7%
- CTR 4.3%
- CTO 15.1%

## SEASONAL PROMOTIONS – SOB

- General eCard: 324,716 emails sent. 27.4% open rate
- Partner eCard: 39,880 emails sent. 53.4% open rate

## 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*

## SOCIAL MEDIA

- **Facebook:** As of May1, Door County's Facebook page had 63,781 total fans. In April 772,633 people clicked on our posts for more information and 1,204,160 impressions were received from friend impressions referring to DCVB content. Engagement for April was 32,633. Facebook continues to be a key referrer to the website, Booking Engine and newsletter.
- **Twitter:** Our Twitter account gained 71 new followers. Total followers are 3,781. Total impressions from Twitter was 704,372.
- **Instagram:** As of May 1 our Instagram followers are 2,571 up 145.
- **Pinterest:** Has increased to 839 followers and is holding steady as a great referrer to the site.
- **Google+:** We currently maintain our Google+ account so we continue to be seen as relevant to Google search engines and page rank. The evolution of Google+ is still unclear, but will maintain until Google disbands the platform. We currently have 161 followers.

## ADVERTISING

- In April we were up and running strong up with our advertising efforts. This month we obtained over 9.9 million impressions through **Print:** WI Gazette (SE WI) **Digital:** TripAdvisor (National), WI Gazette (SE WI), Our Lives (Madison), MNI (MKE, CHI, Mad, GB), Meredith Digital Network (Mke, Chi, Mad, GB), **Out of Home:** Clear

To stop receiving these updates please [unsubscribe here](#).

Plan Your Trip (54 / 0.88%) | Where to Stay (115 / 2.09%) | **DOOR COUNTY WISCONSIN** | Calendar of Events (143 / 2.6%) | See and Do (38 / 0.69%)

**#4 | 7.0%**

[387 / 7.04%]

**THE SEASON OF BLOSSOMS HAS ARRIVED!**

In our [newsletter this month](#) (90 / 1.64%), we profile Sister Bay, interview the organizer of the Door County Half Marathon, learn about the delicious fish dishes served at local restaurants. Enjoy the sights, sounds and smells of spring in Door County. Take advantage of our annual [Season of Blossoms](#) (147 / 2.67%) promotion, running April 11 through June 1.

April 2015 News | [View all »](#) (312 / 5.67%)

**#5 | 5.7%**

[505 / 9.18%] [237 / 4.31%] [897 / 16.31%]

**#1 | 16.3%**

See Yourself In Sister Bay  
Enjoy fabulous dining, waterfront access, parks, shops and activities year-round in Sister Bay. [MORE »](#) (505 / 9.18%)

Pulling Off a Half-Marathon Without a Hitch  
The organizer of the Door County Half Marathon discusses details of the annual event, which many visitors have tuned into a destination weekend. [MORE »](#) (237 / 4.31%)

Top 10 Places to Visit  
Learn about Door County's best vantage points for taking in the spring blossom experience. [MORE »](#) (897 / 16.31%)

**#3 | 9.2%**

[214 / 3.89%] [196 / 3.56%] [217 / 3.95%]

Savor the Freshest Catch Locally caught fish are often featured on Door County menus. Learn about the delicious and innovative preparations you just have to try. [MORE »](#) (214 / 3.89%)

Observe Art Being Created – and Make your Own  
Learn how you can get up close and personal with an artist in the unique art classes and workshops offered in Door County. [MORE »](#) (196 / 3.56%)

Plan Ahead for Family Fun This Summer  
Summer in Door County is a blast — and you'll want to start your planning as soon as you can so you don't miss out on any of the fun. [MORE »](#) (217 / 3.95%)

[View April 2015 Newsletter »](#) (387 / 7.04%)

**#4 | 7.0%**

Start Planning your Trip with the 2015 Door County Visitor Guide!  
This amazing resource is filled with useful information on where to stay, where to dine, the arts, history and activities in Door County. Order your copy now! Call 1 (800) 52-RELAX (73529), or [click here](#) to view or order online.

**#2 | 10.3%**

[566 / 10.3%]

Featured Partners:

[149 / 2.71%] [104 / 1.89%] [238 / 4.33%]

Country House Resort [149 / 2.71%] Parkwood Lodge [104 / 1.89%] Ephraim Door County [238 / 4.33%]

Channel Digital Boards (Chicago, MKE) and **TV:** Time Warner Cable (GB, MKE), Comcast Cable (Chicago), Charter Cable (MKE), Broadcast (MKE & Madison).

- **PPC:** For the month of April, there were a total of 2,253 clicks to the site with 25,334 impressions served. As seen steadily over the past few months, the average CTR increased again to 8.89%. The top performing Ad Groups were Targeted Feeder Markets for Door County Brand, Things to Do and Restaurants as well as National targeting for Door County Brand terms. The Door County Brand Ad Groups accounted for a total of 1,044 clicks this month. The Door County Things to Do Ad Group had an incredible CTR over 21%.

#### **GROUP/MEETING SALES**

- **Group:** 1 Church Group, 9 General Tours, 1 Senior Day-Tour, Group Video Mailer (137); Midwest Marketplace Follow-Up (54)
- **Meeting:** 3 Reunions, 1 Bike Club, 1 client business event, 1 corporate retreat, 1 business training meeting, 2 RV Rallies, 2 Motorcycle Rallies, 31 Weddings, Motorcycle Mailer (130), 5 Welcome Bag Requests

#### **COMMUNICATIONS & PUBLIC RELATIONS**

- 36 articles were reported in April as a result of our media marketing program and reached a total of 22,527,085 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included LA Travel Magazine, Chicago Tribune, The London Free Press, Trekaroo online, Ottawa Sun online, Toronto Sun online, USA Today online and HOG (*Harley Owners Group*) 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 \$12,274,888 worth of earned media coverage for Door County, including \$330,607 in April.
- The return on investment for our media marketing program to date is 806%. For every dollar we've spent, we've gotten back \$8.06 worth of media coverage measured in terms of ad value equivalency.
- We have seven group editorial press trips with Geiger & Associates remaining in 2015 including a spring themed trip May 14-17, fishing themed trip June 15-19, summer themed trip June 22-26, cherry themed trip July 27-30, outdoor recreation themed trip August 24-27, photography themed trip September 14-17 and a fall themed trip October 19-23.
- DCVB media assistance was provided to 23 journalists/media outlets in April by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. Some highlights included the Milwaukee Journal Sentinel, FoxNews.com, TravelWisconsin.com, BRAVA Magazine, Chicago Tribune and Wisconsin Public Television. View media coverage highlights on our *In The Press* page at <http://doorcounty.com/category/in-the-press>.
- Prepared and produced a number of assets for the 2015 National Travel and Tourism Week celebration, including a printed *Power of Tourism* piece, radio ads and web site ads that ran in Door County during the annual celebration of our industry from May 2-10, 2015.
- Capture Door County Photo Contest - our popular photo contest continues to grow! To date, more than 20,000 photos have been entered/uploaded by 3,200 users. Those users have cast 107,000 votes and our monthly challenges have garnered 607,000 votes. Our May 2015 photo challenge is "Must-See Door County."

#### **OTHER MEASUREMENTS**

- There were 1,922 visitors to the welcome center in April. (Up from 1,424 in April 2014)
- Hard copy visitor guide requests and online visitor guide visits (combined total) for April 2015 was 6,298 vs. 7,360 in April 2014.