



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

MARKETING & SALES OVERVIEW

Web:

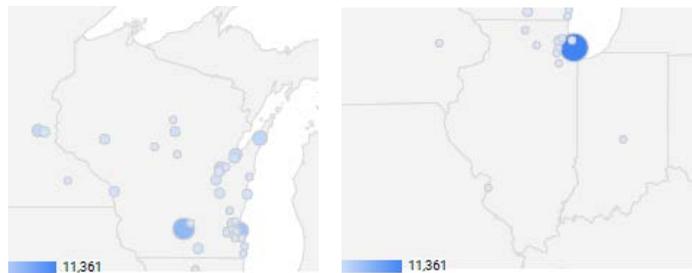
- Site Data:** Monthly traffic surged to just under 100,000 visits in April, easily the high month year to date. While that was 1.5% less than April '16, year-to-date traffic to DoorCounty.com is up 5%. Despite the drop in site visits in April, there was a 3% increase in total page views.



- Site Speed:** Site speed has gotten slightly better over last month. Maximum response time was 1.52 seconds with a minimum response time of 976 milliseconds. Average site response is 1.13 seconds.
- Geographic & Demographic Data:** Chicago again delivered more than twice as many site visits as the next most common city (Madison). The top 5 cities were mostly the same as we've had all year, except Minneapolis overtook Green Bay, which is a notable development.

City	Sessions
1. Chicago	11,361
2. Madison	5,486
3. Milwaukee	4,002
4. Sturgeon Bay	2,081
5. Minneapolis	1,929

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- Organic Search Data:** There were over 50,000 sessions originating from Organic Search in April. Google was responsible for 83% of this, while Bing drove 10% and Yahoo had 7%. Most of the top organic search queries that led to clicks again contained 'Door County', with the exception of Baileys Harbor Marina, True North real estate, Whitetails Unlimited and Peg Egan 2017.

EMarketing:

Out of 189,921 successful deliveries, we had 38,581 total opens from the original and remail, good for a 20.3% open rate. We also had 4,825 total clicks. We once again did multivariate testing on the April newsletter, trying out 4 different subject lines and 2 variations of pre-header copy. We saw better open rates from the 2 subject lines with emoji's in them.

In April we also conducted a revamped seasonal blast that included the Season of Blossoms campaign, video and animation. For example when a person opens the email on desktop spring video highlights start playing, when they scroll down the imagery shifts and changes like the cherry blossoms blooming. We will also be doing one for Summer, Fall and Winter. www.doorcounty.com/spring-seasonal



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

I Am Tourism

In honor of National Tourism Week, we produced an I am Tourism video that goes beyond the hostess station and reflects how tourism impacts local businesses and the amenities we all enjoy. The video will be show at the annual Tourism Week Breakfast and highlighted in the NTW program that will be mailed to every household and permit holder in Door County.

Groups Sales: Worked with 3 senior groups, 1 military group, 1 girl scout group, 1 cruise ship group and mailed Visitor Guides to 36 tour operators.

Meeting/Event Sales: Received 1 meeting RFP, received 6 wedding inquiries, worked with Mad City Bridal to have our Wedding Guide included in each attendee's bag (600 guides provided) at shows in Rockford and Madison and emailed wedding info to 661 leads provided by Mad City Bridal. We were also one of the featured destination giveaways at each show (gave away a 1-night stay and Door County gift certificates).

Social:

- **Facebook:** Visible Intelligence picked up comments referring to Door County on several Facebook pages including Country Living Magazine, The Knot, WLUK-TV and NPR. Facebook video had 65,571 with the Lighthouse Video reaching nearly 80,000 impressions. Explore the Door Live at Cana Island Lighthouse garnered roughly 50,000 impressions and nearly 18,000 views. Facebook Friend impressions in April was 15.4 million, and Likes just crested 90,000.
- **Twitter:** Over 3.8 million impressions came in on Twitter. We currently have 5,439 followers.
- **Instagram:** Our audience continues to grow. As of May 1 we have 21,202 followers vs the 7,403 in 2016.

Media:

- Our media buy brought us 7.6 million impressions. In April we had media running in Brand USA's 2017 guide, Facebook/Instagram/Twitter targeting Lead Generation, Google Adwords, Display Interactive, Beloit Visitor Center and WI Tourism Travel Guide. In May we will be running across all channels including online video, broadcast, cable and outdoor display interactive. Below is an example of our 2017 creative.



Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for April 2017 were 4,912. 2,489 Hard Copy/2,423 Online. We will be expecting a bigger bump in numbers once our RFI buy starts on Comcast in Chicago. (This is the program that allows a viewer to order a guide directly from their remote when the commercial is playing)

COMMUNICATIONS & PUBLIC RELATIONS

- 13 articles were reported from our media marketing program efforts in April and reached a total of 59,347,949 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included Essence Magazine, Boomer Magazine, Chicago Tribune and Chicago Tribune online, Orlando Sentinel online and the Oklahoman online. 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 \$17,709,731 worth of earned media coverage for Door County, including \$323,850 in April.
- The return on investment for our media marketing program to date is 941%. For every dollar we've spent, we've gotten back \$9.41 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 26 journalists/media outlets in April by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included WFRV CBS 5, WLUK FOX 11, Travel + Leisure, Chicago Tribune, Growing Wisconsin magazine, Minneapolis Star-Tribune, Madison Magazine and Roads Traveled syndicated travel column. We also sent out 2 national press releases.
- Views of DCVB produced videos across all online platforms totaled 93,567 in April. Organic views were 89,261 (95% of monthly total) and paid views were around 4,306 (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 finalized 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

- Door County was voted one of "[America's Top 10 Towns for Craft Lovers](#)" in a recently completed online contest sponsored by American Craft Week. More than 17,000 votes were cast as craft lovers voted for their favorite craft towns in America. The Top 10 list was announced on April 20, 2017. For more information, click [here](#).
- Door County islands were highlighted in a *Chicago Tribune* online travel story headlined "Door County's islands awash in adventure, surprises" that posted on April 18, 2017. The print version ran as a full-page story in the Chicago Tribune newspaper on Sunday May 7, 2017. Read the online version of travel journalist Jay Jones' story on ChicagoTribune.com [here](#).
- Midwest Living's *Best of the Midwest Travel* magazine featured a 2-page spread on Door County in the 2017 issue, on newsstands now.
- The Milwaukee Journal Sentinel ran a story headlined "Chasing Cherry Blossoms in Door County" in their travel section on Sunday April 30, 2017. Read the online version of journalist Chelsey Lewis' story on JSoOnline.com [here](#).
- The Green Bay Press Gazette ran a travel section cover story in their Sunday April 30, 2017 issue headlined "Chasing Cherry Blossoms in Door County." View the story's online version on GreenBayPressGazette.com [here](#).
- The March/April 2017 issue of Lighthouse Digest magazine included a 3 ½ page Door County story titled "A Lighthouse Voyage through Wisconsin's Death's Door." View a PDF clip of the story online [here](#).