

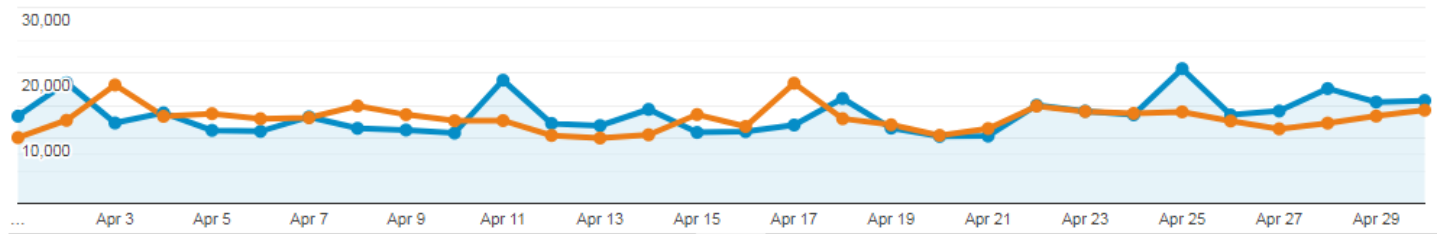


**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
April 2019**

MARKETING & SALES OVERVIEW

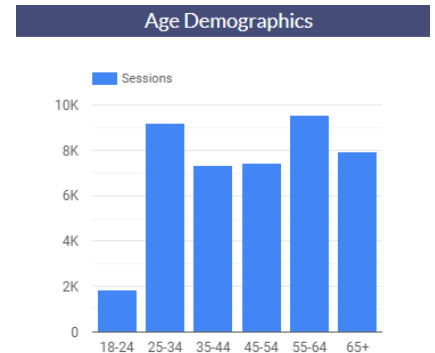
DOORCOUNTY.COM

Apr 1, 2019 - Apr 30, 2019: ● Pageviews
Apr 1, 2018 - Apr 30, 2018: ● Pageviews



Overall:

- In April the Door County site surpassed 120,000 visits. The spring page was a popular one, the 2nd most-visited after the home page and just after the Events, LGBTQ travel and Stay pages. More than half of the traffic was from mobile.
- Chicagoland traffic dominated the DC.com landscape, as it was once again far and away the #1 city driving traffic. But it's worth noting that Minneapolis was #4, which is the highest rank ever for them. St. Paul was #15, so we're seeing nice growth in awareness and interaction with the Twin Cities market.
- 55-64 was the top age demographic, closely followed by 25-34



E-NEWSLETTER

Newsletter Analytics

<p>Total Recipients</p> <p>234,602</p>	<p>Successful Deliveries</p> <p>230,359</p>	<p>Bounces</p> <p>4,243</p>	<p>Total Opens</p> <p>37,402</p>
<p>Open Rate w/ Remail</p> <p>22.52%</p>	<p>Total Clicks</p> <p>6,351</p>	<p>Click-Through Rate</p> <p>2.76%</p>	

- The April newsletter went out 234,000+ subscribers and had some great engagement numbers.
- The 22.5% open rate was the highest of the year, and in fact the highest since Sep '18.
- Popular features included the piece on “14 Trails You Haven’t Hiked” as well as the main feature on Spring in Door County

SOCIAL MEDIA

Posts that generated a lot of engagement in the month of April were questions of what people would do if money wasn't a factor, fill in the blanks about your favorite supper club and unique questions that get people excited about sharing their Door County experiences in all the different categories. We also did some very informative FB “live” videos and introduced the “on the water” video series that reached a large portion of our followers.

We are successfully increasing the drive to the website from social by introducing Door County facts, staying current on iconic attractions and adding useful links through our Instagram stories. Year over year we are seeing extremely large increases in all our Instagram analytics. Instagram proves to be the new generation of decision makers and travel enthusiasts. We are excited to be very involved and loved on Instagram and find it incredibly important that we continue to share the story of Door County. We have also noticed a large increase in communication through Social direct messaging.

Standout Facebook Posts

- The posts with the **highest reach** was the On the Water Kayaking video (30,668), Caption This! Cider and cat giveaway (27,623), and Caption This! Alpaca giveaway (25,375)
- Posts with **most engagement** included: Fill in the blank supper club post (2,494), unlimited budget question (2,132), and the On the Water Kayaking video (1,787)

Top 3 Instagram Posts



@doorcounty
2288 Engagements



@doorcounty
1961 Engagements



@doorcounty
1889 Engagements

- The top three posts were very water focused - the change of seasons may be prompting people to get excited for warm weather and getting on the water.
- April 2 we gained the most Instagram followers, **gaining 77 followers** - this was the day with the schoolhouse beach photo above, earning the most engagements and reaching over 26K impressions.

MEDIA

Our 2019 media campaign is now in full swing generating almost 20 million impressions in April. Here is what is currently running:

Print:

- Brand USA Travel Guide (International)
- WI Tourism & Travel Guide

Social Media:

Facebook/Instagram Lead Generation (IL, MN, WI)

LGBT Spring Social Campaign (Chicago, Milwaukee, Green Bay/Appleton, Madison, Minneapolis)

Recruitment (Radius around UW Campus's, Cedar Rapids, Colorado Springs, Davenport/Rock Island/Moline, Des Moines, Northern IL, Ft Lauderdale, Key West, Minneapolis, Vail (CO)

Summer 2019 Social Campaign (Chicago, Milwaukee, Green Bay/Appleton, Madison, MSP, Door County)

Digital Interactive:

Google Adwords (Chicago, Milwaukee, Green Bay/Appleton, Madison, Minneapolis)

Spring Display Interactive (Milwaukee, Green Bay/Appleton)

LGBT Spring Interactive (Chicago, Milwaukee, Green Bay/Appleton, Madison, Minneapolis)

Recruitment Interactive (Radius around UW Campus's, Cedar Rapids, Colorado Springs, Davenport/Rock Island/Moline, Des Moines, Northern IL, Ft Lauderdale, Key West, Minneapolis, Vail (CO)

Summer Interactive (Chicago, Milwaukee, Green Bay/Appleton, Madison, Minneapolis)

Out-of-Home (OOH)

Beloit Visitor Center – Rest & Recharge Station

Digital Outdoor (Green Bay/Appleton, Chicago)

TV/Streaming

Summer 2019 Video (Chicago, Milwaukee, Green Bay/Appleton, Madison, Minneapolis)

Summer 2019 Spot TV (Milwaukee)

Radio

Summer 2019 Spot Radio (Green Bay/Appleton)



COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

Board Report – May 2019

- **12** articles were reported from our media marketing program efforts in April and reached a total of **13,209,923** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Midwest Living's Best of the Midwest Travel 2019, Living the Country Life, Canadian Traveller online, MSN online and Midwest Living magazine and Midwest Living 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 **\$24,757,867** worth of earned media coverage for Door County, including **\$711,055** in April.
- The return on investment for our media marketing program to date is **1104%**. For every dollar we've spent, we've gotten back **\$11.04** worth of Door County media coverage measured in terms of ad value equivalency.
- 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 **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. A few highlights included Coastal Living, Fodor's Travel, Lakeland Boating magazine, Milwaukee Journal Sentinel and Experience Wisconsin magazine. Locally, we assisted WDOR, Peninsula Pulse, Key To The Door Weekly and Door County Daily News.
- Views of DCVB produced videos across all online platforms totaled **156,856** in April. Organic views were 74% of the total for the month, with sponsored views totaling 26%. Some of our most watched videos on Facebook included our On The Water: Kayaking video (4/2), Live at Seaquist Orchards Farm Market (4/1), Live Earth Day video with Door County Land Trust (4/22) and Live national beer day video from Shipwrecked (4/7). On YouTube, our On The Water: Kayaking video and Explore The Door video on Peninsula State Park were two of our most watched videos.
- We finalized our National Travel and Tourism Week initiatives and spearheaded the production of some publications to distribute that share the importance of tourism in Door County.

Midwest Living's *Best of the Midwest Travel 2019* issue



Recent Media Highlights

- Door County was named by *TripAdvisor* to a list of "16 Incredibly Romantic Getaways in the Midwest" in a story published April 22, 2019. Check out the complete list on TripAdvisor [here](#).
- *Trivago Magazine* included Door County in a story titled "8 Weekend Getaways from Chicago for a Quintessential Midwestern Vacation" in a story published on April 23, 2019. Check out the online story on Trivago.com [here](#).
- The remaining 2 episodes of "Island Life" on *HGTV* featuring Washington Island premiered on [Sunday, April 28th at 9 pm](#) and [Sunday, May 5th at 9:30 pm](#). There were 2 previous episodes of the show that featured Washington Island that aired in January and March of 2019.
- Door County potter Chad Luberger was featured in a story published April 6, 2019 in the *Art Times Journal*. Check out the story by journalist Norman Kolpas on ArtTimesJournal.com [here](#).
- Midwest Living's May/June 2019 issue included a full-page story about Ephraim's Fyr Bal, their summer solstice celebration. The issue is available on newsstands through late June.

- The Chicago Tribune ran a story titled “Summer Camp for Adults: Learn a skill, make friends at these 5 Midwest creative destinations” that included The Clearing Folk School. Check out the story at ChicagoTribune.com [here](#).