

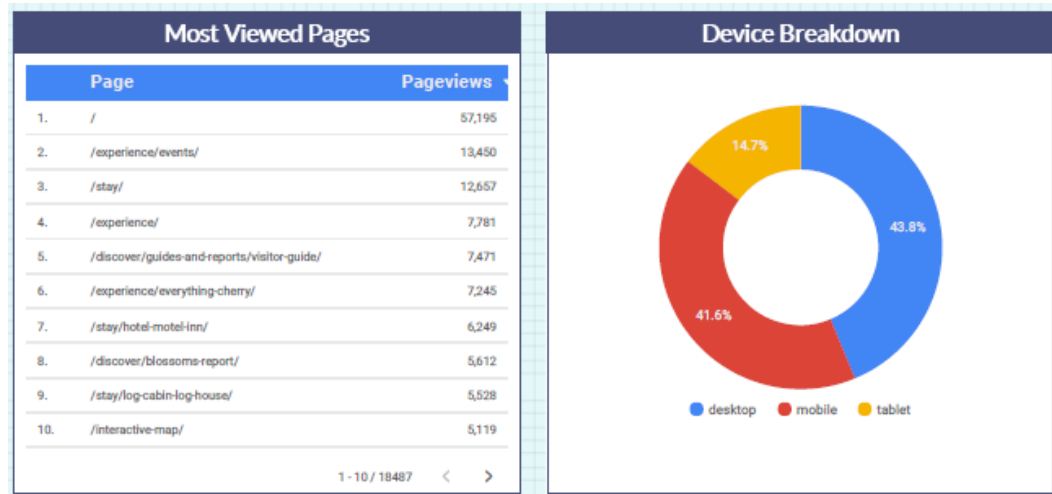


**MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
May 2017**

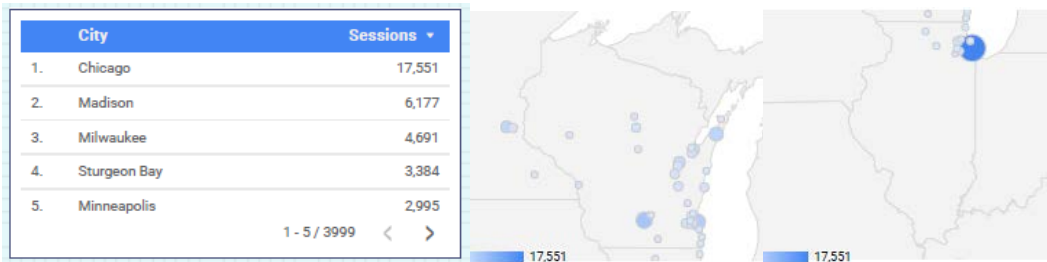
**MARKETING & SALES OVERVIEW**

**Web:**

- Site Data:** - Overall the site had 126,000+ visitors in May, a slight 4% drop over last year, but a 27% increase over April. There wasn't one particular source that was the root of the traffic decline; instead we saw small drops from Organic, PPC, and Referrals. There was a 6% increase in traffic to the home page, but a decrease in visits to other main sections of the site, notably the /Stay and /Experience pages. There was little change in the devices people are using to find DoorCounty.com - pretty even split between desktops and phones, with a solid 15% using tablets.



- Geographic & Demographic Data:** - While the top 5 cities driving traffic remained unchanged from April, Chicago had a wider lead than usual, with nearly triple the number of visits as Madison, the #2 city. The gap between Madison and Milwaukee (#3) was also a little bigger than usual. For the 2<sup>nd</sup> straight month, we saw more traffic from Minneapolis than Green Bay. For the first time this year, the 25-34 age group was #1 in traffic, followed by 55-64 which had been the top group each month this year. Women once again accounted for two-thirds of site visits.



- **Organic Search Data:** There were over 72,000 sessions originating from Organic Search in May. That's a solid 38% gain over April, but it is a 6% drop compared to May '16 Google was responsible for 86% of organic traffic, with Bing and Yahoo driving the remaining 14%. Most of the top organic search queries that led to clicks again contained "Door County", with a few exceptions: "Dorchester Sturgeon Bay", "Washington Island Chamber of Commerce", "Bailey's Harbor Marina" (which is almost always a top search), and "Sugar Creek County Park".

### **EMarketing:**

In May we once again set new highs for the year in terms of opens, open rate, and click-through rate .Out of 190,445 successful deliveries, we had just under 42,000 total opens from the original and remail, which equated to a 22.1% open rate. We also had over 5,600 total clicks, with overall click-through rate coming in at 2.97%. We tested 2 different subject lines on the May newsletter and we saw better open and click-through rates with "Explore the Perilous History of Death's Door" than the alternative, "See the Stories that have Shaped Door County and Make Your Own". Later this month we will have our summer seasonal blast go out highlighting cherries and travel green. It will flow similar to the revamped spring blast that went out in April.

#### **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: Island to Island**

In the latest episode of Our Door County we highlight the Icelandic heritage on Washington Island. Next month will feature everything that is family fun. [www.doorcounty.com/ourdoorcounty](http://www.doorcounty.com/ourdoorcounty)

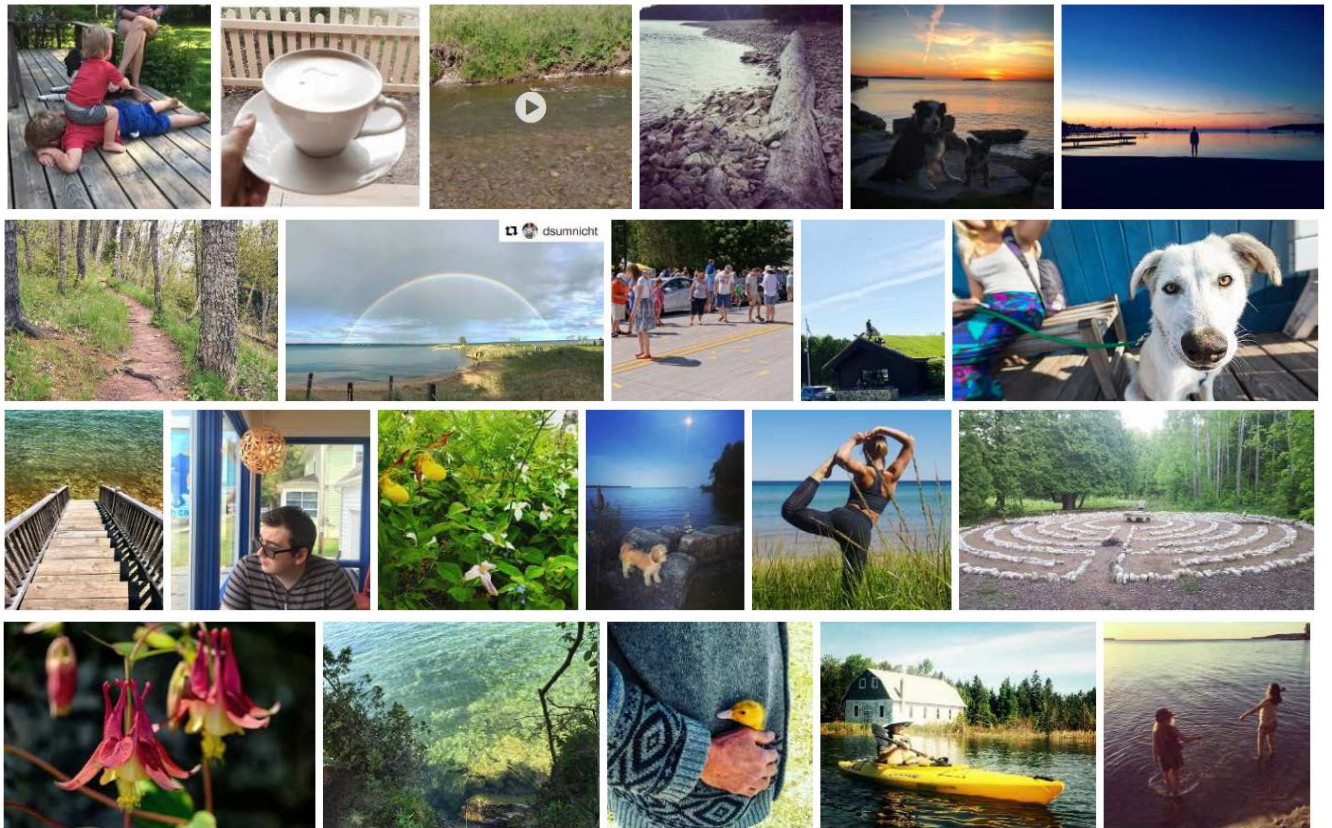
Our Door County - Island to Island



**Groups Sales:** Worked with 3 senior group tours, 1 art group, 2 general group tours, conducted 1 hotel search and sent our spring seasonal eBlast to 118 qualified tour operators. Attended the Circle WI Board Meeting to develop strategic plan to promote group tours for WI.

**Meeting/Event Sales:** Received 3 wedding inquiries, 5 family reunions, 2 business retreats, 2 RFPs from WI Associations for an annual meeting and included 500 of our Wedding Guides in the Brides' bags at the MKE Luxury Bridal Expo over Memorial Day Weekend.

**Social:** New steps have been put in place to ensure we are not only putting out valuable information on our social channels but that we are engaging with the people talking about us. To do that we partnered with a company called Crowdriff that pulls in all our social API's into one place allowing us to see real time who's talking about us. We can then engage with those individuals creating that social bond. The program also allows us to mass request permission to use those photos which are then downloaded to a folder we can use for whatever we'd like. Since implementation it has changed our game in the social world.



- **Facebook:** Facebook video had 278,600 views, this included our social media buy on Hulu and YouTube.. Facebook Friend impressions in May was 21 million, and Likes reached 91,133.
- **Twitter:** Over 5.23 million impressions came in on Twitter. We currently have 5,534 followers.
- **Instagram:** Our audience continues to grow. As of June 1 we have 21,993 followers vs the 9,387 in 2016.

**Media:**

- Our media buy brought us 21.7 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. We are now running across all channels including online video, broadcast, cable and outdoor display interactive. VG requests from our Chicago TV buy have been flooding in.

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for May 2017 were 6,319 with almost an equal 50/50 split.

## COMMUNICATIONS & PUBLIC RELATIONS

- 9 articles were reported from our media marketing program efforts in May and reached a total of 63,113,257 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included the Chicago Tribune and Chicago Tribune online, Country Woman, Country Gardens and the Minneapolis Star-Tribune 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 **\$19,132,242** worth of earned media coverage for Door County, including **\$1,422,511** in May.
- The return on investment for our media marketing program to date is **1008%**. For every dollar we've spent, we've gotten back **\$10.08** worth of media coverage measured in terms of ad value equivalency.
- We hosted two press trips in May, including a spring trip May 18-21 which welcomed 9 journalists to Door County as well as a state sponsored press trip which welcomed 16 journalists to Door County May 21-23.
- We have five group editorial press trips remaining with Geiger & Associates this year including 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.
- DCVB media assistance was provided to 30 journalists/media outlets in May by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included WLUK FOX 11, AAA Home & Away, Chicago Life magazine, WMTV NBC 15, WKOW ABC 27, Men's Journal and the Joy Cardin Show on Wisconsin Public Radio. We also sent out 1 national press release and 2 regional press releases in May.
- Views of DCVB produced videos across all online platforms totaled 310,189 in May. Organic views were 78,480 (25% of monthly total) and paid views were 231,709 (75%) for the month. Totals include 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 which deployed in early and mid-May.

### Recent Media Hit Highlights

- Our spring PR campaign took us to Madison for appearances including an in-studio interview on [WMTV NBC 15](#) on May 12, and to the [WKOW ABC 27](#) studio on May 13. We also visited [WTMJ NBC 4](#) in Milwaukee on Saturday June 3.
- We had a nice hour-long chat with Wisconsin Public Radio's Joy Cardin during her Friday morning May 19 show to talk about all things Door County. Listen to the interview on WPR [here](#).
- FOX 11 WLUK's Good Day Wisconsin morning show visited Door County on May 17, with on-location reporter Justin Steinbrinck exploring area cherry blossoms during four different live-segments during the morning. Click [here](#) to watch online.
- The Minneapolis Star-Tribune included Door County in a special Summer Fun 2017 section that talked about favorite Midwestern destinations to visit this summer. Check out the online version of the story on [startribune.com here](#).
- Men's Journal included Orchard Country Winery in an online story headlined "7 Really Out-There Wines Not Made from Grapes" in a story that posted on June 1, 2017. Read the story on [MesnJournal.com here](#).
- Country Gardens magazine ran a 10-page feature story about Door County in their Summer 2017 issue. Pick up a copy of the magazine, on newsstands now. View a PDF copy of the story [here](#).
- Country Woman magazine ran a story about Fragrant Isle, one of Door County's lavender farms, in their June-July 2017 issue, available on newsstands now. View a PDF clip of the story [here](#).