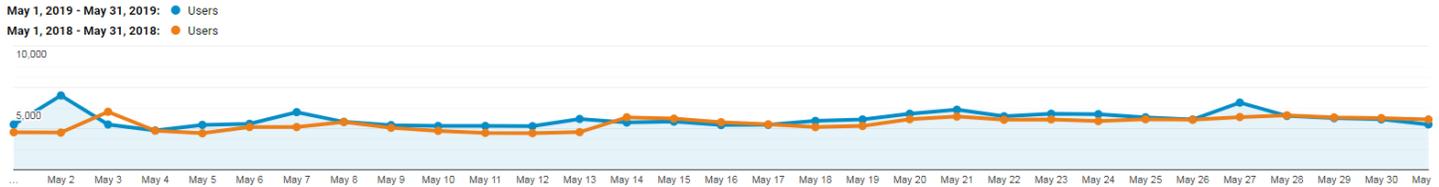




**MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
May 2019**

**MARKETING & SALES OVERVIEW**

**DOORCOUNTY.COM**



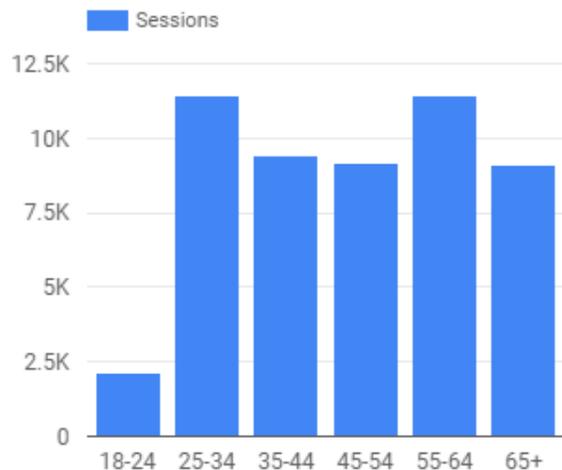
**Overall:**

- In May there were more than 130k visits to the Door County site, by far the most visits of any month yet this year. More than half of all visits were done on phones – a good reminder to always optimize the site for this audience first. Events and Stay were, as always, popular destinations on the site. Also getting a lot of visits were the /spring page as well as everything cherry.
- Chicagoland once again drove 3 times more traffic than the #2 city, Madison. Minneapolis showed up as the 5<sup>th</sup> most popular city for web traffic.
- 55-64 and 25-34 were neck in neck for the top age demographic hitting the site.
- Cherry blossoms are on everybody’s mind this time of year, with 2 variations of “Door County cherry blossoms” both included among the top 8 search queries driving organic traffic. Washington Island, Events/things to do, and hotels/lodging were also all popular search queries driving organic activity on Google in May

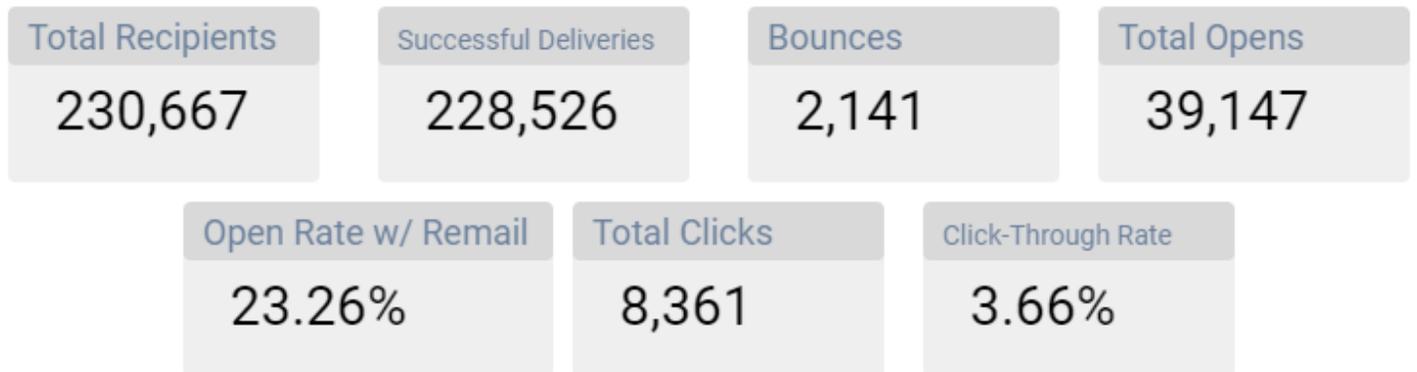
**Most Viewed Pages**

Page	Pageviews
1. /	34,252
2. /experience/events/	18,634
3. /spring/	9,968
4. /experience/everything-cherry/	9,876
5. /stay/	9,728
6. /stay/log-cabin-log-house/	5,067
7. /experience/	5,039
8. /discover/washington-island/	4,798
9. /experience/events/?page=2	4,735
10. /stay/find-lodging/	4,391

**Age Demographics**



## Newsletter Analytics



- The May newsletter went out to 230k+ subscribers and netted our best engagement numbers of 2019.
- Overall open rate was 23.3%, our highest of the year so far, and also a couple points higher than May '18.
- The 3.66% click-through rate was the highest since September 2018, with some of the most popular features being the 2019 theater schedule, the feature on pet-friendly spots in DC, as well as the May & June events.

### MEDIA

Our 2019 media campaign is now in full swing generating over 24 million impressions in May.

#### Print:

Brand USA Travel Guide- 40k impressions per month (International)  
 WI Tourism & Travel Guide – 6k impressions per month

#### Social Media:

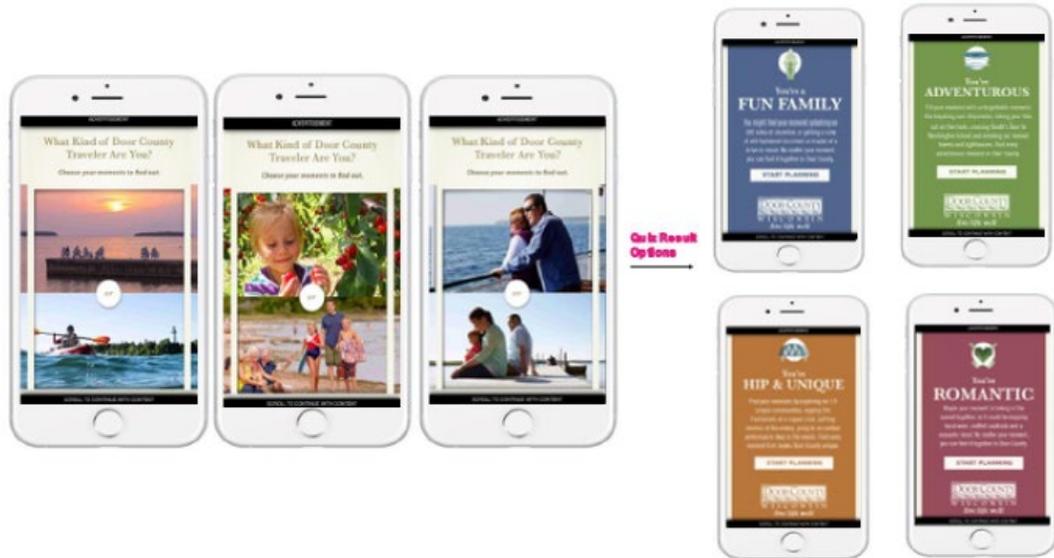
Facebook/Instagram Lead Generation- 390k impressions (IL, MN, WI)  
 Summer Social Campaign- 326k Impressions (Chicago, Milwaukee, Green Bay/Appleton, Madison, MSP, DoCo)

#### Digital Interactive:

Google Adwords- 132k impressions (Chicago, Milwaukee, Green Bay/Appleton, Madison, Minneapolis)  
 Summer Display Interactive (Milwaukee, Green Bay/Appleton)

- 40% of the itinerary builder unit resulted in the Romantic option (33% Hip & Unique, 14% Adventurous and 13% family) We will also be expanding on the itinerary interactive by including it in our social push.
- Mobile Video completion rate was 58% (above industry benchmark of 30-45%)

	Impressions	Clicks	CTR
Standard Banners	2,127,904	1,554	.07%
Itinerary Builder	934,323	503	.05%
Mobile Video	105,351	298	.28%



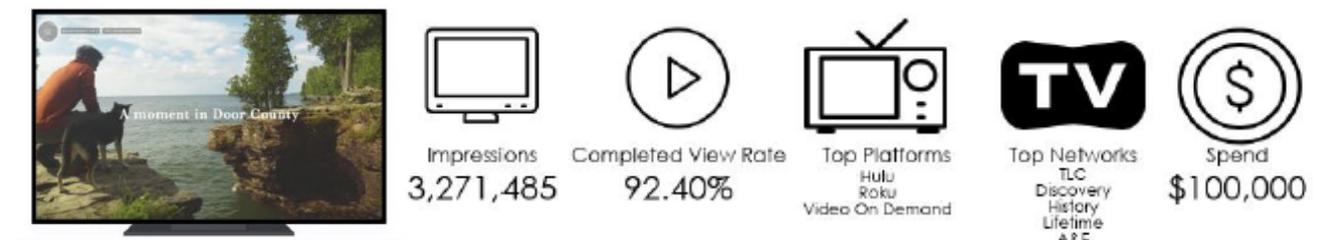
**Out-of-Home (OOH)**

Beloit Visitor Center -Rest & Recharge Station – 125k Impressions  
 Digital Outdoor – 13.4 million impressions (Green Bay/Appleton, Chicago)



**TV/Streaming**

Summer 2019 Spot TV – 241k Impressions (Milwaukee)  
 Summer 2019 Video (Chicago, Milwaukee, Green Bay/Appleton, Madison, MSP)Radio



**RADIO**

Summer 2019 Spot Radio (Green Bay/Appleton)  
 Summer 2019 Streaming Audio (Chicago, Milwaukee, Madison, Minneapolis)  
 - Flight 5/6 – 5/26. 4, 590, 443 impression served  
 - Mobile audio on Pandora and Spotify targeting women 25-34 and adults 21-34. Also included connected home devices via Pandora.

## COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- **3** articles were reported from our media marketing program efforts in May and reached a total of **6,647,728** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Fodor's Travel online, Red Tricycle online and Creator's Syndicate 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 **\$24,886,538** worth of earned media coverage for Door County, including **\$128,671** in May.
- The return on investment for our media marketing program to date is **1102%**. For every dollar we've spent, we've gotten back **\$11.02** 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 44 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, Trailblazer Magazine, WBAY ABC 2, Wisconsin State Journal, St. Louis Post-Dispatch, Lakeland Boating, Outdoor Wisconsin TV show, Spectrum News One and more. 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 **145,688** in May. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Some of our most watched videos on Facebook included our On The Water: Fishing video (5/2), Live Lake Michigan sunrise video (5/4), Live cherry blossom update video (5/15), Historic Door County – First Resorts video (5/24) and #AskDoCo – Are We There Yet video (5/26). On YouTube, our Explore The Door video on Peninsula State Park and aerial highlight video were two of our more watched videos.
- Our *National Travel and Tourism Week* (NTTW) PR push took place leading up to NTTW (May 5-11), and we shared tourism related information in a press release [here](#) as well as through a downloadable [Tourism Fact Sheet](#) and our annual [Power of Tourism piece](#), which was inserted into the Peninsula Pulse, Door County Advocate and Washington Island Observer newspapers as well as mailed to all DCTZC permit holders and residents of Door County.

### Recent Media Highlights

- **Fodor's Travel** online included Door County, with a focus on Sister Bay, in a June 5, 2019 story titled "15 Amazing Lakeside Towns Where You Should Spend the Summer." Check out the story on fodors.com [here](#).
- **The New York Times** included Door County's Sister Bay in a Sunday June 2, 2019 story about the 25 best beach vacations. Check out the online version of the story on NYTimes.com [here](#).
- **Lakeland Boating** magazine is in the middle of a 3-issue (May 2019/June 2019/July 2019) waypoint series about destination Door County. Check out the first two stories on LakelandBoating.com in the digital version of the magazine's May issue [here](#) and June issue [here](#).
- The spring/summer 2019 issue of **Experience Wisconsin** magazine included a number of Door County locations scattered throughout the issue, from the Door County Lighthouse Festival to the Ridges Sanctuary to a farm B&B, bitters and Fragrant Isle Lavender Farm on Washington Island. Check out a digital version of the magazine on ExperienceWisconsinMag.com [here](#).
- **Fodor's Travel** online included Door County in a May 27, 2019 story titled "These Small Towns are Totally Obsessed with Fruit" about places across the USA that are blessed with the bounty of a singular bodacious fruit. Check out the story on fodors.com [here](#).