

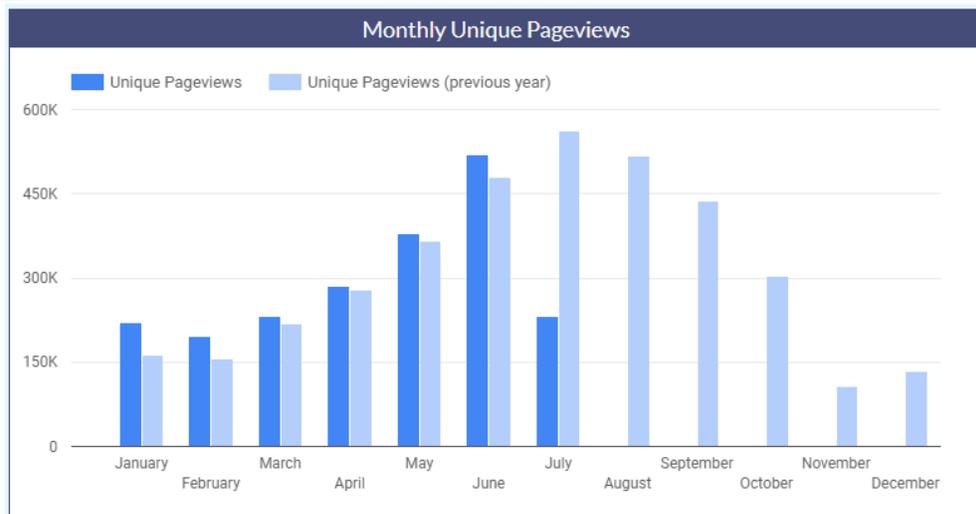
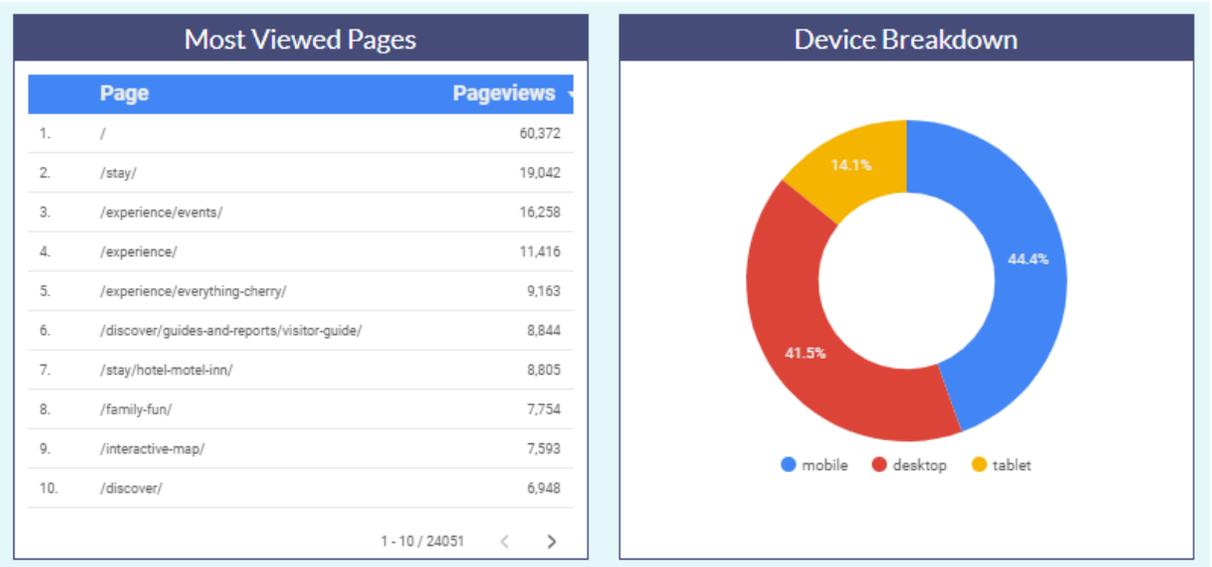


## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY June 2017

### MARKETING & SALES OVERVIEW

#### Web:

- Site Data:** We saw the same trend here as last month – a 32% increase in site traffic in June compared to May, which we’d expect since it is the early start to peak season. There was a 3.5% drop off from June ’16 but once again saw an increase in total pageviews. One of the main sources of the decline YOY was Email (-35%) but this is because there were 2 different email campaigns in June of ’16. We did see increases from PPC and Social Media.



- Geographic & Demographic Data:** - The top 5 cities driving the most traffic to DoorCounty.com were the same for the 3<sup>rd</sup> straight month. While we saw just a slight increase in traffic from Madison, Milwaukee, Sturgeon Bay and Minneapolis, the increase from Chicago was significant – about 7,000 more visits than May. For context, there was as much traffic from Chicago (just under 25k visits) as there were from the next 5 cities combined. The age of site visitors is getting a little younger with 25-34 and 35-44 being the top two age groups. Women once again accounted for two-thirds of site visits.
- Organic Search Data:** Google still accounts for 86% of organic traffic, with Bing and Yahoo driving the remaining 14%. “Washington Island” was the only top search query that didn’t contain “Door County”.

Top Organic Queries, Click, and Avg. Position Data			
Queries	Clicks	Impressions	CTR
1. door county	9,163	59,144	15.49%
2. door county wisconsin	3,379	20,234	16.7%
3. door county hotels	1,647	15,226	10.82%
4. door county wi	1,352	7,452	18.14%
5. door county map	851	4,824	17.64%
6. things to do in door county	773	5,124	15.09%
7. door county lodging	741	5,534	13.39%
8. washington island	731	11,281	6.48%
9. door county camping	675	3,639	18.55%
10. door county events	439	1,721	25.51%
11. map of door county	362	2,278	15.89%
12. door county cherries	348	890	39.1%

### EMarketing:

In June we continued the trend of month-to-month increases in total opens, open rate, clicks, and click through rate. This follows 2016’s trend where our best newsletter results came between April and October, while the engagement between November and March is generally lower. Out of 195,662 successful deliveries, we had more than 52,000 total opens from the original and remail, which equated to a 27% open rate. Note that we had more recipients on the June newsletter than prior months, due to the lead generation campaigns delivering about 5,000 new subscribers. The top clicked newsletter links were the Our Door County Video Washington Islands Icelandic Heritage, Door County Sweet Treats, Event Highlights, Marinas and Family Fun Weekend.



**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: Kindred Customs**

In the latest episode of Our Door County we follow a family where Door County means more than a vacation— it's the home of memories and traditions. For the Bryan family, that tradition spans nearly 50 years. Watch now at <http://bit.ly/2uVRTcv>



**Groups Sales:** Attended the Travel Alliance Partners conference in Tucson, AZ and met with 35 qualified operators from across the country and Canada. Worked with 1 church group, 4 general groups, 1 senior group, 1 retiree group (farmers) and conducted 1 hotel request.

**Meeting/Event Sales:** Worked with 1 WI association, 4 family reunions, 1 board meeting, 2 wedding inquiries and conducted 1 hotel request.

**Social:** Our new social strategy is in full swing and showing some great results with our new social team member and the addition of Crowdriff.

- **Facebook:** June garnered 1.44 million impressions, had 1.43 million post views, the Visitor Bureau page was visited over 230,000 times and engagement was 41,407. As of July 13<sup>th</sup> we currently have 93,169 Likes.
- **Twitter:** Over 5 million impressions came in on Twitter in June. We currently have 5,674 followers.
- **Instagram:** Our audience continues to grow. As of June 1 we have over 22k followers. June brought with it 14,484 likes on 41 posts.

### **Media:**

- Our media buy brought us 8.7 million impressions. In June we had media running in Brand USA's 2017 guide, Facebook/Instagram/Twitter targeting Lead Generation, Google Adwords, Display Interactive, Beloit Visitor Center, PPC, WI Tourism Travel Guide, Display Interactive, Hulu, Pandora, Spot Cable and Spot TV along with our Digital Outdoor boards. The area covered mainly focused on Chicago, Milwaukee, Green Bay/Appleton, Madison and Minneapolis but were able to get some International reach through the brand USA guide.

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for June '17 was 7,418 vs 8,571 in June of '16.

## COMMUNICATIONS & PUBLIC RELATIONS

- 4 articles were reported from our media marketing program efforts in June and reached a total of **471,473** readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included the Chicago Tribune, Bristol Herald Courier (VA), Colorado Expression Magazine and Lakeland Boating 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 **\$19,230,635** worth of earned media coverage for Door County, including **\$98,393** in June.
- The return on investment for our media marketing program to date is **1005%**. For every dollar we've spent, we've gotten back **\$10.05** worth of media coverage measured in terms of ad value equivalency.
- We hosted two press trips in June, including an Islands of Door County trip June 5-8 which welcomed 5 journalists to Door County as well as a summer themed trip June 19-23 which welcomed 11 journalists.
- We have three group editorial press trips remaining with Geiger & Associates this year including 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 31 journalists/media outlets in June by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included National Geographic Traveler, WTMJ AM 620, USA Today, AAA Living, Delicious Destinations (Travel Channel) and the Chicago Tribune. We also sent out 1 national press release in June.
- Views of DCVB produced videos across all online platforms totaled **108,716** in June. Organic views were 56,642 (52% of monthly total) and paid views were around 52,074 (48%) for the month. Totals include videos from all of our video initiatives including the Our Door County series, Historic 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.

### Recent Media Hit Highlights

- Our spring/early summer PR campaign took us to 6 broadcast outlets in June including in-studio interviews on stations in Milwaukee twice, Rhinelander, La Crosse and Eau Claire.
- *National Geographic Traveler* magazine featured a 2-page Door County "road trip" story in their June/July 2017 issue, available on newsstands nationwide now.
- *Country Gardens* magazine ran a 10-page feature story highlighting Door County's cherry industry titled "A Cherry Life" in their Summer 2017 issue. Check out the story in the magazine, available on newsstands nationwide now.
- *Lakeland Boating* magazine's July 2017 issue includes an 8-page feature story about Sturgeon Bay. Check out the story in the digital version of the magazine [here](#).
- *Country Woman* magazine included a 4-page story headlined "Dreaming in Lavender" in their June/July 2017 issue, available on newsstands nationwide, now.
- *Wisconsin Bride* magazine included a feature story headlined "Door County: Your Dream Wedding Destination" in their Fall/Winter 2017 issue, available on newsstands now.