

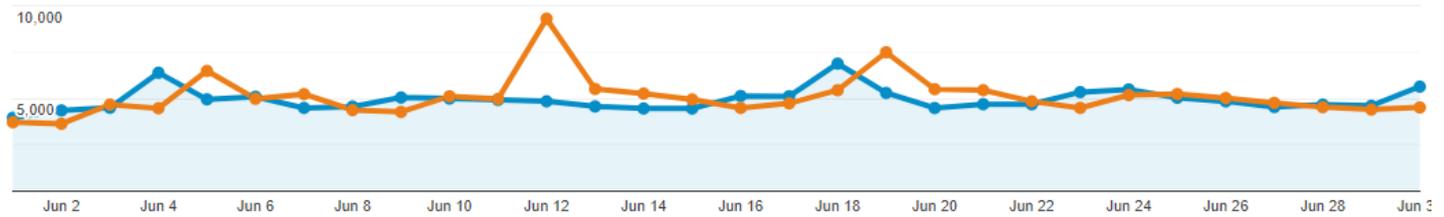


**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
JUNE 2019**

MARKETING & SALES OVERVIEW

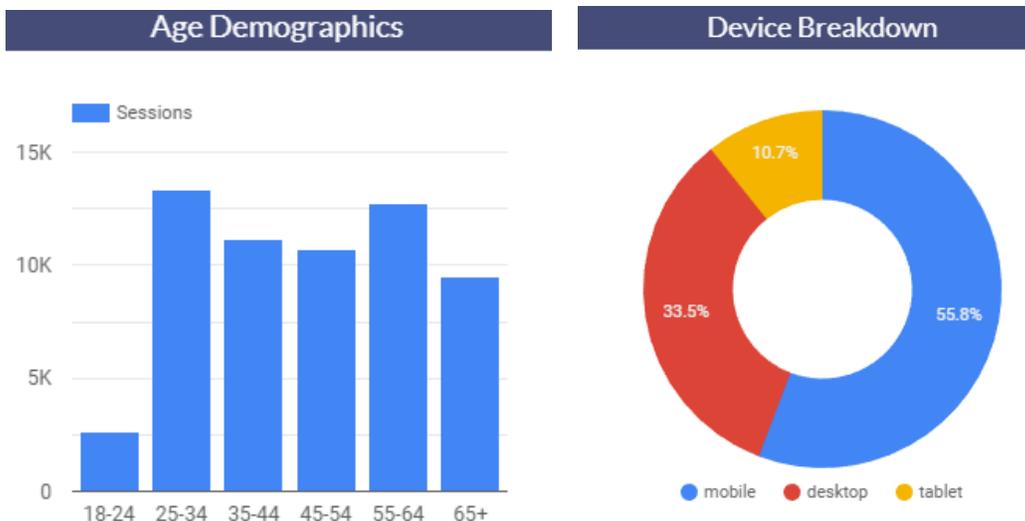
DOORCOUNTY.COM

Jun 1, 2019 - Jun 30, 2019: ● Users
Jun 1, 2018 - Jun 30, 2018: ● Users



Overall:

- In May there were more than 170k visits to the Door County site, by far the most visits of any month yet this year. There was a slight dip in web traffic that can be directly attributed to the specialty e-blast that went out last June. The Events, Stay and Everything Cherry pages were again among the most viewed in June. Two-thirds of all site visits happened on phones or tablets with just 1/3 being on desktop.
- Chicagoland once again drove 3.5 times more traffic than the #2 city Madison. Minneapolis came in #5, driving more than Wisconsin cities like Green Bay, Appleton & Waukesha. Sturgeon Bay came in at number 3 followed by Milwaukee.
- 25-34 was the top age demographic hitting the site, followed by 55-64.
- Organic traffic fell 4.8% this June compared to last year, equivalent to about 5,000 sessions. We're able to see organic traffic broken down by the page they initially landed on, which provided some more insights. Organic traffic to the home page and Event pages were down, while traffic to Washington Island, Everything Cherry and Visitor Guide pages are all up.



Newsletter Analytics

Total Recipients	Successful Deliveries	Bounces	Total Opens
231,672	231,001	671	41,493
Open Rate w/ Remail	Total Clicks	Click-Through Rate	
23.87%	6,336	2.74%	

E-NEWSLETTER

- The June newsletter went out to 230k+ subscribers and had great open rate numbers. The 24% was the best yet this year and the highest since Sept 18.
- People were interested in reading more about the islands and the beaches of Door County. The Fish Boil piece was popular, as always, and June & July events got a lot of clicks as well. The 5th most popular newsletter link was the one going off to the Northern Sky Theater calendar of shows, which was also a co-op ad.

MEDIA

Our 2019 media campaign generated over 24 million impressions in June. It included Brand USA Guide and Mobile Unit (International), Google Adwords (Chicago, Mke, GB/App, Madison, MSP), Beloit Visitor Center, Wi Tourism Travel Guide, Summer Interactive and Social (Chicago, Mke, GB/App, Madison, MSP, DoCo), Instagram & Facebook lead generation (IL, MN, WI), Wedding Social (Chicago, Mke, GB/App, Madison) and the Midwest Living insert in partnership with the Wisconsin Department of Tourism (IL, MN, WI).

SOCIAL

- The most commented on along with the highest % of user engaged in Facebook posts have been simple questions with no photos. "Live" sunrise and sunset videos produce the most reactions followed closely with "caption this" posts. Facebook videos as a whole received 159.k views.
- Instagram has been performing extremely well. Instagram stories brought in over 179k impressions reaching an average of 2,744 per story post in it's 24hr lifespan.

GROUPS

Attended the IPW conference in Anaheim, CA where we had about 30 appointments with international travel buyers and tour operators, as well as a few journalists. Also attended the Travel Alliance Partners Conference held in Cheyenne, WY where we had another 30 appointments with mostly domestic buyers and a few from Canada. We are also working with the State Department, Brand USA and Great Lakes USA to host 9 international tour operators on a FAM trip visiting from Germany in August. They will spend a day in Door County where we will coordinate activities and meals. We received 4 inquiries from senior/general groups and conducted 1 Meet and Greet.

MEETINGS

We received 6 wedding inquiries, 3 Family Reunion, 1 Annual Conference, 1 Private Event, 1 Car Club and conducted 1 hotel search.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

JUNE 2019

- **12** articles were reported from our media marketing program efforts in June and reached a total of **7,063,714** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Coastal Living magazine, Experience Wisconsin magazine, the Milwaukee Journal Sentinel, About Town Magazine and World Property Journal Online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In June we crossed the \$25 million mark in earned media value with our media marketing program. Since it began in 2007, the program has generated **\$25,182,144** worth of earned media coverage for Door County, including **\$295,606** in June.
- The return on investment for our media marketing program to date is **1108%**. For every dollar we've spent, we've gotten back **\$11.08** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted two press trips in June, including a lighthouses/maritime history tour June 7-10 and a summer fun/water activities tour June 23-27. Including both trips, 22 journalists visited and explored Door County.
- We have 3 press trips remaining that are part of our 2019 media marketing program with Geiger & Associates, including:
 - 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 21 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 USA Today 10-Best, American Art Collector magazine, Spectrum News One, St. Louis Post-Dispatch, Indulge 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 **175,083** in June. Organic views were 64% of the total for the month, with sponsored views totaling 36%. Some of our most watched videos on Facebook included our Live Lake Michigan sunrise video (6/21), Live sunset over the bay video (6/26), Historic Door County – Early Tourism video (5/30) and National Donut Day Explore The Door video (6/7). On YouTube, our Explore The Door video on Peninsula State Park and aerial highlight video continue to be two of our most watched videos.

Recent Media Highlights

- **Coastal Living** magazine's Summer 2019 issue includes a fantastic 12-page feature story about Door County headlined "Land of Enchantment." Travel journalist Peter Richmond visited Door County last summer for the story. The [magazine](#) is on newsstands nationwide now through mid-August.
- **Member Connection** – AAA's Summer 2019 member magazine included Door County's Egg Harbor in a story titled the "10 Best Little Beach Towns on the Great Lakes," and also included a photo of Schoolhouse Beach on the cover of the magazine. Member Connection is distributed to AAA Members.
- **Fodor's Travel** online included Door County, with a focus on Fragrant Isle Lavender Farm on Washington Island, in a June 21, 2019 story titled "11 U.S. Lavender Farms You Can Visit." Check out the story on fodors.com [here](#).
- The **Milwaukee Journal Sentinel** ran a story in their Sunday June 23, 2019 issue featuring cheese and the work of master cheesemaker Mike Brennenstuhl and his Door Artisan Cheese company. Check out the online version of the story on JSOnline.com [here](#).
- **About Town** magazine (greater San Diego, CA area) featured Door County in their Summer 2019 issue in a story headlined "Knocking on Heaven's Door." Check out the digital magazine version of the story [here](#) or view the online version of the story on AboutTownMagazines.com [here](#).
- The **World Property Journal** named The Blacksmith Inn on the Shore in Baileys Harbor as the top spot in a story headlined "Top 5 Getaways for the July Fourth Holiday Revealed" in an online story that published on 6/28/2019. Check out the story at WorldPropertyJournal.com [here](#).

