

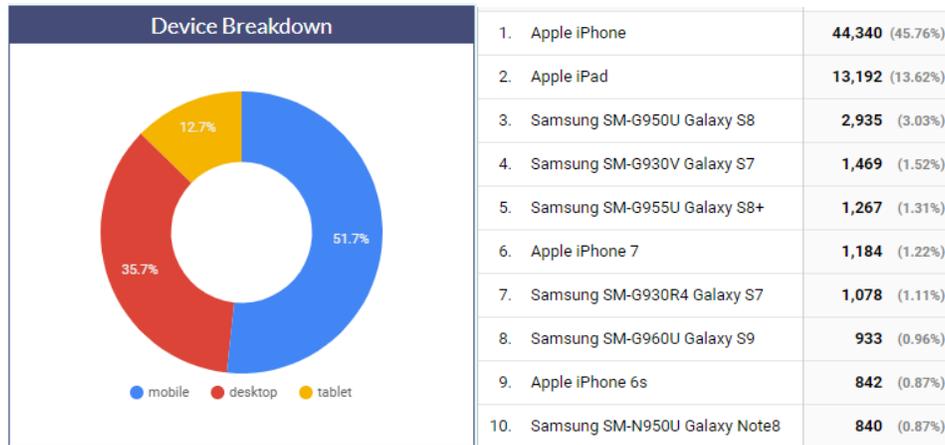


**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
JULY 2018**

MARKETING & SALES OVERVIEW

DOORCOUNTY.COM

In July there were 210,436 web sessions, 151,793 unique visitors with an average session duration of 4:13, 4.3 average page visits and a decrease in bounce rate by 2.4%. All web numbers were positive this month and continue to grow. Chicago as usual drove the most traffic to the site almost 4 times as much as #2 Madison, with 36,000 visits. New York and St Paul, MN were other noteworthy cities in the top 20, breaking up what is mostly Wisconsin cities & towns. Our 2 most popular age brackets of 25-34 and 55-64 brought in almost identical amounts of traffic. Mobile continues to grow with Apple products being the preferred device.



Organic traffic totals were just over 140,000 sessions continuing the gains we’ve seen this year. As we see site-wide from most sources, organic traffic is staying longer on the site and viewing more pages than last year. No big surprises in the top search queries driving organic clicks on Google, with most people searching lodging (be it hotels, campgrounds, etc), events/things to do , and of course fish boils We also see Door County map as a top query most months.

E-NEWSLETTER

The July 2018 newsletter went out to more than 226,000 recipients, once again setting a new high due to ongoing lead generation efforts. There was tremendous engagement with the newsletter – open rate including remail was over 25% the highest we’ve tracked since June of 2017, and click-through rate overall was over 4.5%, the highest of the past 3 years. The feature on Most Popular Itineraries drew the most clicks, once again reinforcing user’s love of that type of content. The unique lodging piece also did well.

SOCIAL MEDIA

Despite the recent changes in the social media world we were able to maintain a high level of engagement on all our

social platforms with once again the exception of Twitter (down from 20,400 impressions over July '17. Facebook engagement was 138% and Instagram 101% of our 2018 YOY goal.

Top performing Instagram Posts:

Jul 1, 2018 - 08:41 pm



2,010 likes 10 comments

Reposting @captaincollinrichter: ...
 "Always facing west." #Doorcounty #sunset
 #livelifewell #travelwi #discoverwisconsin
 #beach #exploredoor

Jul 13, 2018 - 07:25 am



1,822 likes 22 comments

Reposting @lisa.ann_: ... "It was a relaxing weekend well spent exploring Door County. #doorcounty #wisconsin #summer #naturelovers #wanderlust

Jul 23, 2018 - 04:12 pm



1,745 likes 41 comments

What do you find at the end of your favorite path in Door County? Door County moment brought to you by @rvreboot. #travelwi #hike #exploredoor

Top Facebook Post:

Door County Visitor Bureau
 Published by Leslee Perley [?] · July 20 at 7:20 AM

We are honored that one of our very own communities, Baileys Harbor was named the prettiest town in our beautiful state of WI by Architectural Digest. #travelwi #Doorcounty #beautifuldestinations



ARCHITECTURALDIGEST.COM
The Prettiest Town in Every U.S. State | Architectural Digest
 From the charms of Stonington, Maine, to Carmel-by-the-Sea, California,...

Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 2,400 people.

56,024 people reached Boost Post

1.6K 51 Comments 299 Shares

56,024 People Reached		
2,612 Reactions, Comments & Shares		
1,829 Like	1,425 On Post	404 On Shares
241 Love	200 On Post	41 On Shares
2 Haha	1 On Post	1 On Shares
23 Wow	18 On Post	5 On Shares
1 Angry	1 On Post	0 On Shares
217 Comments	83 On Post	134 On Shares
304 Shares	299 On Post	5 On Shares
5,357 Post Clicks		
2 Photo Views	3,558 Link Clicks	1,797 Other Clicks

NEGATIVE FEEDBACK

MEDIA

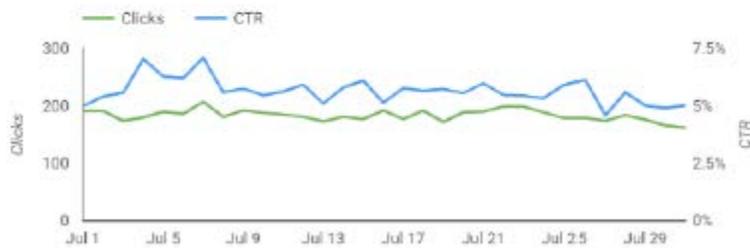
July’s media buy brought in roughly 6.6 million impressions through Brand USA’s Guide, Google Adwords, Beloit Visitor Center, WI Tourism Travel Guide, Facebook and Instagram Lead Gen, Summer Facebook/Instagram and Summer banner ads in Chicago, Milwaukee, Madison, Green Bay/Appleton and Minneapolis.

Google Adwords Performance:

CTR increased over July 2017. Romantic Getaways, Cabins and Pet Friendly ad groups served the most impressions. Best performing ad groups were Attractions, Events and Dining. Ad groups with the lowest CTR were Hotels, Resorts and Arts & Culture.

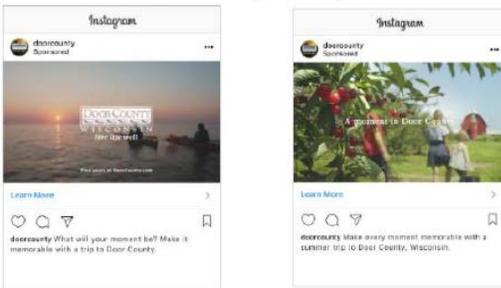
Click Through Rate & Impressions

by Clicks, CTR, and Impressions



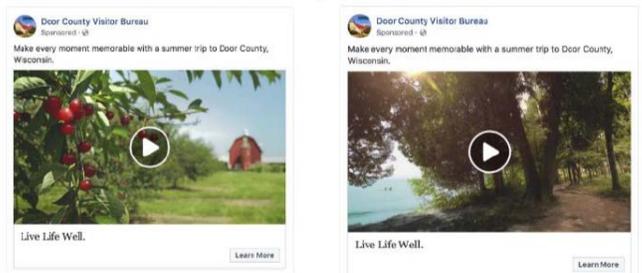
Instagram Results

Summer Video: July 9th - July 31st, 2018



Facebook Results

Summer Video: July 9th - July 31st, 2018



Impressions
148,447



Clicks
261



CTR
0.18%



Full Video Views
5,467



Video Completion Rate
3.7%



Impressions
80,050



Clicks
59



CTR
0.07%



Full Video Views
48,430



Video Completion Rate
60.50%

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- **24** articles were reported from our media marketing program efforts in July and reached a total of **58,217,837** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Experience Wisconsin magazine, Architectural Digest online, Spaces Magazine, AARP Online, Yahoo! Online and Coastal 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 **\$21,254,336** worth of earned media coverage for Door County, including **\$278,766** in July.
- 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 welcomed 8 journalists to Door County on a cherry themed press trip July 23-26.
- We have 2 press trips remaining in 2018 as part of our media marketing program with Geiger & Associates including an outdoor recreation themed trip August 26-29 and a fall themed trip October 16-19.
- Media assistance was provided to 32 journalists/media outlets in July by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included the Champion Newspaper (DeKalb County, GA), Wisconsin Public Radio, BMW Motorcycle magazine, Coastal Living magazine, Chicago Tribune, Amerika Journal, Architectural Digest online, and HGTV's Island Life TV show. We also sent out 1 national press release and 1 regional press release in July.
- We welcomed travel journalist Wendy Altschuler on an individual press trip July 12-16.
- We welcomed travel journalist Jeanette Hurt on an individual press trip July 19-22.
- We welcomed travel journalist Peter Richmond on an individual press trip July 24-28.
- We welcomed social media influencer Kirstin Maxwell on an individual trip July 25-28.
- We welcomed travel journalist Elle Hardy on an individual trip July 29-31.
- Views of DCVB produced videos across all online platforms totaled **213,921** in July. Organic views were 46% of the total for the month, with sponsored views totaling 54%. These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door series, AskDoCo series, Savor Door County series, Historic 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 DoorCounty.com.

Recent Media Highlights

- *Lakeland Boating* magazine included a 2-page spread that highlighted Sister Bay in their August 2018 issue. Check out story in the digital version of the magazine [here](#).
- *TwinCities.com* included a story headlined "Door County Must-Dos: 5 Things to Do in Wisconsin" in a story that published on July 12, 2018. Check out travel journalist Amy Nelson's story on TwinCities.com [here](#).
- *Real Food Traveler* published a story titled "Falling for Door County" on July 16, 2018 that covered activities, attractions and of course food in Door County. Read that story on RealFoodTraveler.com [here](#). They also published a story about Al Johnson's Swedish Restaurant on August 1, 2018, read that story [here](#).
- *Where to Retire* magazine selected Door County as a top retirement destination. Door County is profiled in the September/October 2018 issue, available on newsstands nationwide beginning August 7.
- *The Champion Newspaper*, based in DeKalb County GA (northern/eastern suburbs of Atlanta, GA) ran a story about Door County in their July 19-25, 2018 issue as well as online. Read the online version of the story at TheChampionNewspaper.com [here](#).
- *Spaces* magazine (Twin Cities, MN) included a story about Door County in their August/September 2018 issue. Check out the story via PDF on our Google Drive [here](#).