



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

DOORCOUNTRY.COM

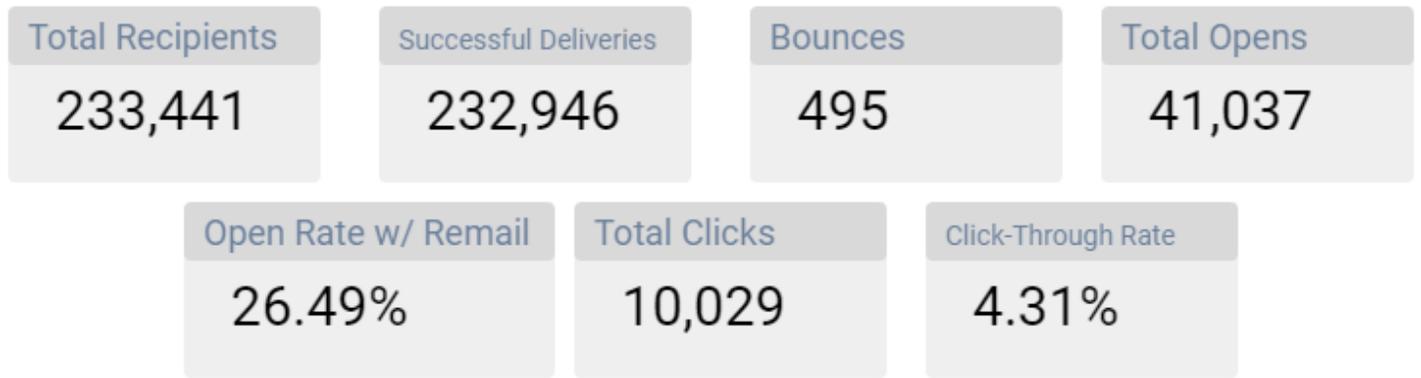
Various upgrades have been done to the site during this last sprint of development.

- **My Trips/Trip Planner:** Trip Planner has been tested and is currently being used in our welcome center by our Visitor Information Staff to assist visitors in planning their itineraries while in county. They are able to “start from scratch” while being asked questions, or they can plan by “adding to the itinerary” through searching the site listings, business directory or interactive map. This feature is also available on desktop and mobile for locals and visitors to plan. See My Trips at the top of DoorCounty.com.
- **Dine-** Landing page has been updated to a fresher look for easier navigation to different dining options. Phase 2 of this section will be to introduce the DoorCounty.com/dished-up that will feature Hankr (foodie app that let’s you dine by visuals) and videos of chef inspired dishes around the county. Due to launch Sep 1.
- **Stay –** Similar upgrades to the dine section and also includes community highlights to assist in visitor planning on where to stay.
- **Vacancy Calendar Upgrade-** We continue to have issues with our vacancy calendar that we use internally and externally when visitors plan their trip. Bay Lakes has implemented a minimum night stay field to minimize results that show availability when they have a minimum night stay. The other issue that is causing inadequate results in innkeepers not updating their vacancy calendars. It has solved some of the issues but not all. We will continue to look at other solutions to better service the visitor.
- **Community Landing Pages –** Added additional features to the community landing pages to include new video, clickable links to brochures, calendar of events and featured articles. For example <https://www.doorcounty.com/discover/washington-island/>

Overall Monthly Website Data Results:

- This year we saw slightly more than 200k visits in July, a slight 4% decrease from last year. More than 57% of all traffic came via mobile, which is one of the highest percentages we’ve seen so far. Less than one-third of site traffic came from traditional desktop/laptop computers. Events was the most popular page aside from the home page, followed by the Everything Cherry page which was promoted in the July newsletter. Experience and other lodging pages were also popular.
- The top queries driving organic traffic are mostly typical and expected. Most are branded terms around lodging and things to do in Door County. The non-branded terms are usually for Washington Island and we’re still getting a lot of searched traffic for Cave Point County Park.

Newsletter Analytics



E-NEWSLETTER

- The July newsletter delivered our best numbers yet this year. Combined open rate between the original and remail was over 26% (industry average for tourism marketing blasts is 14.7%), the highest of 2019 and the 3rd highest since the start of 2017. Open Rate was 4.3%, highest since last September.
- Our audience no doubt has and unquenchable thirst for Cherry content and that was reiterated again with the July newsletter. 4 of the 5 most clicked links were cherry-related including the top 2 which linked to summer Cherry recipes and the Everything Cherry page.

MEDIA

Our 2019 media campaign generated roughly 3.3 million impressions through Brand USA's International and Mobile Unit guide. Google Adwords (Chicago/Mke/GB/Appleton/Madison/MSP. Beloit Visitor Center. WI Tourism & Travel Guide. Summer Interactive (Chicago/Mke/Gb/App/Madison/MSP). Summer 2019 Snapchat (Chicago/Mke/GB/Appleton/Madison/Msp/Door County). Newsletter email lead generation on Facebook & Instagram (IL, MN, WI).

SOCIAL

Video	Date Added	Minutes Viewed	1-Minute Video Views	3-Second Video Views	Engagement
We are live toda... Door County...	07/29/2019 3:51 PM Door County Visitor...	2K	356	5.7K	594
Jumping into... Door County...	07/30/2019 10:08 AM Door County Visitor...	1.8K	333	7.3K	584

- Top videos were nearly tied with live at the Tall Ships and our summer preview. (See above)
- In 2018 there were 3 big earned media hits that increased impressions for the month that we didn't have this year. Baileys named prettiest town in Wisconsin (Architectural Digest), 9 Lavender Farms to visit (Travel Channel) and Sam Decker/Olivia Harlan Wedding (Lifestyles).
 - Facebook Engagement:** 43,791('19) vs 41,116 ('18)
 - Facebook Likes:** 117,064 ('19) vs 110,052 ('18)
 - Facebook Impressions:** 1,482,104 ('19) vs 2,529,601 ('18)

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 inquires, 3 Family Reunion, 1 Annual Conference, 1 Private Event, 1 Car Club and conducted 1 hotel search.

PUBLICATIONS

The Winter Guide has been sent to press and will be available the first week in September.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

JULY 2019

- **19** articles were reported from our media marketing program efforts in July and reached a total of **97,886,602** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Pathfinders Travel Magazine, Houston Chronicle online, Reader's Digest online, Evansville (IN) Living magazine, NPR Podcast, Forbes online, The Tennessean online, Planetware online, the Courier Journal online and the Milwaukee Journal Sentinel online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$25,414,686** worth of earned media coverage for Door County, including **\$232,542** in July.
- The return on investment for our media marketing program to date is **1,111%**. For every dollar we've spent, we've gotten back **\$11.11** worth of Door County media coverage measured in terms of ad value equivalency.
- 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 30 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 USA Today 10Best, the L.A. Times, Trivago Magazine, WGBA NBC-26, Travel Wisconsin and the Michigan Golf Journal. Locally, we assisted WDOR, Peninsula Pulse, Key To The Door Weekly and Door County Daily News.
- We sent out a press release and began a campaign to promote Door County's nomination in USA Today's 10Best readers' choice contest for the *Best Destination for Fall Foliage in America*. Fan voting is July 29-August 26, with the contest winner announced on September 6, 2019.
- As part of our social media influencer program, we welcomed two social media influencers to Door County in July. Social media influencers are a contemporary form of testimonial marketing that focuses on using key individuals to drive a destination's brand message to the larger market. Our first influencer was [Lauren Monitz](#) who focused on millennial solo travel, and our second was [Jill Emmer](#) who focused on family travel. Between the two, they have a combined Instagram following of 218,000. Both influencers will also write a blog about their trips to Door County and provide images for future use in our marketing. **At right:** an example of one of the Instagram posts influencer [Jill Emmer](#) shared during her visit.
- Views of DCVB produced videos across all online platforms totaled **90,004** in July. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Some of our most watched videos on Facebook included a live aerial video of the tall ships (7/29), live sunrise over the lake video (7/25), live video about the blooming lavender on Washington Island (7/16), and an aerial time lapse of a lake freighter going through the downtown Sturgeon Bay bridges (7/13). 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

- The **Los Angeles Times** newspaper featured a travel story that highlighted Door County's theater scene in their Sunday August 4, 2019 issue. Check out the online version of the story at LATimes.com [here](#).
- Door County was featured on NPR's **Journeys of Discovery** podcast by correspondent Tom Wilmer in an episode that premiered on July 16, 2019. Listen to the episode online [here](#), then scroll down to the July 16, 2019 episode titled "Journeys of Discovery: Wisconsin's haunted lighthouses, cherries and family resorts."
- **Evansville (IN) Living** magazine featured Door County in a fall themed travel article in their July/August 2019 issue. Check out the online version of the story on EvansvilleLiving.com [here](#).
- The **Houston Chronical online** featured a travel story highlighting the arts and cultural scene in Door County in a story that published on July 14, 2019. Check out the story on Chron.com [here](#).