



**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
August 2017**

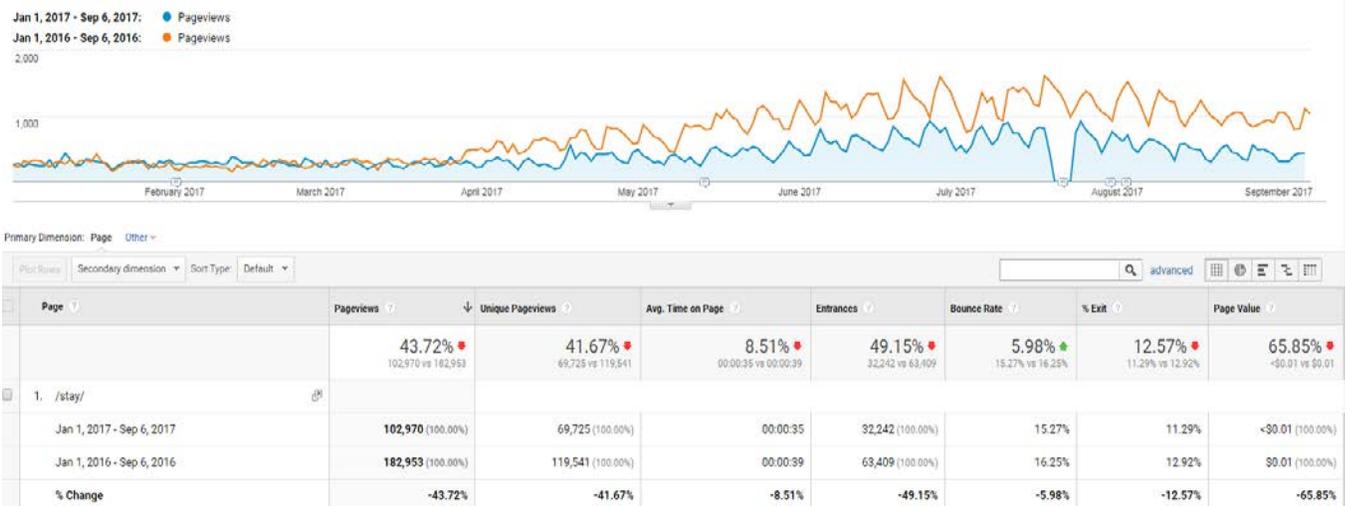
MARKETING & SALES OVERVIEW

Latest Industry Trends

I recently attended the ESTO conference in Minneapolis and was able to bring back a plethora of information, that I'm still sorting through, but one of the biggest take-aways was how we determine key metrics to ensure our efforts are getting the results we want.

For example:

- **Telephone calls:** What was once the key way to track visitor's intent to travel has now been diluted by 3rd party sites, social media, email and search engines. Ie. In the past brides would have to call to get planning assistance and now it is all online. We track number of inquiries via email and phone but neglect to include web visits to the wedding site we have built up over the past few years.
- **Social:** Likes, Fans, Followers are all great but the big picture metric we should be watching for and building is engagement across all our platforms to get people talking about us. Word of Mouth from friends and family weigh more in the social world than any ad we could place
- **Web Statistics:** This is the biggest shift we've seen over the past few years. Google has now become a key player in travel and tourism. Since the beginning of 2017 they have begun to roll out and dominate the trip planning process and DMO's can no longer compete with them on the same level. Ie. Google Door County hotels. Instead of leading with the sites that have the most relevant information based on SEO, Google has inserted themselves in the booking process by gathering all OTA's (Online travel agents) and serving up their own results first. The result is DMO websites are now secondary in the booking process and are more heavily leaned on for content and destination research. The same goes for experiences and dining. Below you will see the dip in stay YOY. Nearly an 80,000 visit hit.



After following some of these trends, and knowing what we know now, we would like to propose some updated statistics going forward to better represent the big picture of the DCVB role in attracting visitors to the county to grow our economic impact in the region. This would include current numbers of economic growth (room tax) while sifting through the generic statistics like click-through-rate and 800# calls. If the new proposed metrics are approved, we will roll the new performance metrics into our 2018 strategic plan.

AUGUST SNAPSHOT

SUMMER INTERACTIVE

Interactive Results
Summer Campaign Final: May 8th - September 3rd



- Total campaign results
- CTR well above travel industry average of .08%


 Impressions
13,906,271


 Clicks
32,830


 CTR
0.24%

Facebook Video Views

96.9K
Minutes Viewed
▲ 39.6% from previous 31 days

251.5K
Video Views
▲ 93.5% from previous 31 days

Facebook Total Impressions

36,635,514

INSTAGRAM

Summary

Total posts 100	Total likes 47,183	Total comments 461
Average likes per post 472	Average comments per post 5	

Door County.com Engagement

Sessions

168,426

% of Total: 100.00% (168,426)

Pageviews

587,530

% of Total: 100.00% (587,530)

Session Duration <small>?</small>	Sessions <small>?</small>	Pageviews <small>?</small>
0-10 seconds	87,714 <div style="width: 50%; height: 10px; background-color: #3498db;"></div>	91,396 <div style="width: 50%; height: 10px; background-color: #3498db;"></div>
11-30 seconds	8,515 <div style="width: 10%; height: 10px; background-color: #3498db;"></div>	20,081 <div style="width: 15%; height: 10px; background-color: #3498db;"></div>
31-60 seconds	9,980 <div style="width: 12%; height: 10px; background-color: #3498db;"></div>	28,312 <div style="width: 18%; height: 10px; background-color: #3498db;"></div>
61-180 seconds	21,400 <div style="width: 25%; height: 10px; background-color: #3498db;"></div>	84,247 <div style="width: 35%; height: 10px; background-color: #3498db;"></div>
181-600 seconds	21,837 <div style="width: 26%; height: 10px; background-color: #3498db;"></div>	140,303 <div style="width: 45%; height: 10px; background-color: #3498db;"></div>
601-1800 seconds	14,914 <div style="width: 18%; height: 10px; background-color: #3498db;"></div>	144,406 <div style="width: 45%; height: 10px; background-color: #3498db;"></div>
1801+ seconds	4,066 <div style="width: 5%; height: 10px; background-color: #3498db;"></div>	78,785 <div style="width: 25%; height: 10px; background-color: #3498db;"></div>

GROUP & MEETING SALES

Groups Sales

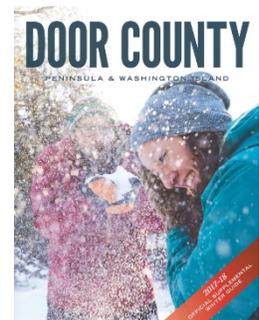
In August we worked with 1 church group, 1 Bank Group and 5 general groups and 1 student group. Sent an eBlast to 116 qualified tour operators throughout the country. The meetings and group site ad 81 visits in August with the bulk of the searches going to group lodging.

Meeting/Event Sales

Last month we worked with 1 car club, 4 family reunions, 1 association (annual event), 1 event, 4 weddings and conducted 1 hotel search. There were 2,657 visits to the wedding site in August. Past web traffic has shown Jan-Mar and Aug-October to be the peak months for wedding planning to our area.

PUBLICATIONS

You all should have received a copy of the 2017-2018 Winter Guide. They have been distributed to welcome centers and at the end of the month they will be put out across the county. Also, there are still spots open in the 2018 Visitor Guide if you are interested. Contracts have already been sent out and are available on a first come first served basis.



USER GENERATED CONTENT

If you haven't been to DoorCounty.com lately you will start to see some great updates with User Generated Content. The homepage is complete and the next step will be to add galleries to our newsletter content articles and key pages on the site. This will be an ever-changing concept that will continue to put visitor experiences front and center to enhance the brand message through word of mouth recommendations.



COMMUNICATIONS & PUBLIC RELATIONS

- 4 articles were reported from our media marketing program efforts in August and reached a total of **12,243,864** readers/listeners/viewers. Media outlets that ran Door County stories included Southern Boating magazine, Southern Living online, St. Louis Post-Dispatch online and Pathfinders Travel 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 **\$19,449,433** worth of earned media coverage for Door County, including **\$176,288** in August.
- The return on investment for our media marketing program to date is **1001%**. For every dollar we've spent, we've gotten back **\$10.01** worth of media coverage measured in terms of ad value equivalency.
- We hosted 14 journalists on our Silent Sports/Health & Wellness themed trip August 22-25.
- We hosted Coastal Living magazine photographer Steve Millburg on an individual press trip August 3-5.
- We hosted OnMilwaukee.com publisher Andy Tarnoff on an individual press trip August 11-13.
- We have two group editorial press trips remaining with Geiger & Associates this year including a Food/Wine themed trip September 14-17 and a Fall themed trip October 9-12.
- DCVB media assistance was provided to 19 journalists/media outlets in August by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Wisconsin Public Television, Discover Wisconsin Radio, Milwaukee Journal Sentinel, FoodAndWine.com, the Travel Channel and TravelWisconsin.com. We also sent out 1 national press release in July.
- Views of DCVB produced videos across all online platforms totaled **273,789** in August. Organic views were 78% of the total for the month (213,963) while sponsored views were 22% (59,826). These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door 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 our own site, DoorCounty.com.

USA Today 10 Best Contest Update

Door County won USA Today's **10 Best Reader's Choice Travel Award Contest for Best Wisconsin Attraction!** The award was announced on Friday September 1, 2017 on USA Today's 10Best.com. The good news was shared with regional media outlets in a DCVB media release that same day. View that release on DoorCounty.com [here](#).

Recent Media Hit Highlights

- *USA Today* published an online story headlined "Taste the Cape Cod of the Midwest" on September 6, 2017. Check out the flavors of Wisconsin's Door County themed story on USA Today.com [here](#).
- Time Inc's *FoodAndWine.com* highlighted Door County in a September 6, 2017 story that focused on the culinary tastes of Door County during the fall season. Check out the story on *FoodAndWine.com* [here](#).
- The *St. Louis Post-Dispatch* ran a feature story about Door County in their Sunday September 3, 2017 issue. View the online version of the story on STLToday.com [here](#).
- Door County was included in a story that ran in *Southern Living* headlined "Midwestern Getaways Your Southern Girlfriends Will Love." Check out the online version of the story on SouthernLiving.com [here](#).
- *StyleBlueprint* published a story on August 30, 2017 titled "Art & Culture Unite in Breathtaking Beauty: That's Door County, WI." Read the story on *StyleBlueprint.com* [here](#).
- The *Milwaukee Journal Sentinel* ran a front-page travel section story about Door County in their Sunday August 27, 2017 issue. Check out the online version of the story on JSOnline.com [here](#). The *Green Bay Press-Gazette* ran the same story in the travel section on Sunday August 27, 2017 as well.
- *OnMilwaukee.com* ran a feature travel story about Door County that was published on August 25, 2017. Check out the story on *OnMilwaukee.com* [here](#).