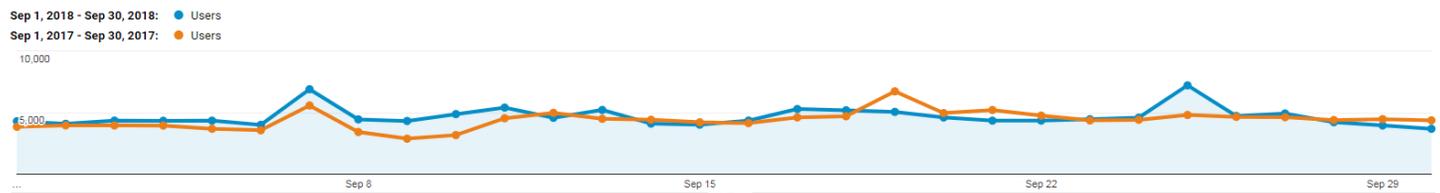




MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
SEPTEMBER 2018

MARKETING & SALES OVERVIEW

DOORCOUNTY.COM



Overall:

- For the 6th straight month we had an increase in YOY traffic, totaling 156,000 visitors to the Door County site. We're on the other side of peak season, so that's down from 170,000 in August, but it's a solid 6% increase over Sept 17'.
- Engagement numbers on-site remain strong, as we once again bested last year's metrics for average session duration (4% longer) and pages / sessions (5% more)
- More than half of visitors hit the site on their phones, with 37% coming on from desktops/laptops, and a substantial about 13% accessing the site on their tablets.
- Events/Autumn and Stay were the most view pages after the homepage.
- Chicago, as usual, was the biggest driver of traffic to the site 16%, followed by Madison, Milwaukee, Sturgeon Bay, and Minneapolis

Organic:

- Organic traffic was up 5% over September '17, the equivalent of a little over 4,000 additional sessions. It has been up YOY in every month but February.
- For the most part, top search queries that lead to impressions and clicks for the Door County site in Google are the same from month to month. Events, hotels/lodging, things to do, and fish boils are usually among the top 10 queries, and once in a while we'll see something seasonal show up, such as "Door County fall colors" last month, for which the DC site had the #1 position on Google and enjoyed a 43% click-through rate.

E-NEWSLETTER

- The September newsletter, which went out to 231,000+ subscribers, produced some of the best engagement levels we've had over the past 2 years.
- Open rate, including remail, was 26.9%, tied with June '17 as the best over the last 2 years. The 5.03% click-through rate was easily the highest of any monthly send the last 3 years, besting the previous high of 4.5% set back in July.
- The Fall Color and Top 10 Food Finds were the most popular feature, generating nearly 1,500 clicks each.

SOCIAL MEDIA

We had some great reach in social media this month garnering over 2.7 million impressions through Facebook (compared to 2m in August and 2.4m in Sept 2017. Current FB followers to date are just about 112k. 45k Instagram comments and Likes and 32,200 impressions on Twitter. Google has also just announced it is shutting down its long-neglected Facebook competitor Google+. We have been maintaining the platform for the past several years as a necessity to play nice with Google even though it never gained much traction.

MEDIA

September media buy brought in roughly 51 million impressions through Brand USA's Guide, Google Adwords, Beloit Visitor Center, WI Tourism Travel Guide, Fall Facebook/Instagram and Fall banner ads in Chicago, Milwaukee, Madison, Green Bay/Appleton and Minneapolis. We also did a lead generation campaign as well as targeted wedding and LGBT interactive campaigns.

Google Adwords Performance:

CTR increased 19% over Sept 2017. Romantic Getaways, Events, Pet Friendly & Cabins ad groups served the most impressions. Best performing ad groups: Attractions, Shopping, Events.

Fall Interactive Results:

CTR above travel industry average of .12%. Retargeting is performing best, however look a like and interest targeting are also doing well.



COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- **43** articles were reported from our media marketing program efforts in September and reached a total of **44,136,913** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Lonely Planet online, Architectural Digest online, The Food Channel online, Matador Network online, Chicago Tribune online, Where To Retire Magazine, Connect Magazine and Red Tricycle 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 **\$22,107,611** worth of earned media coverage for Door County, including **\$400,343** in September.
- The return on investment for our media marketing program to date is **1034%**. For every dollar we've spent, we've gotten back **\$10.34** worth of media coverage measured in terms of ad value equivalency.
- We have 1 press trip remaining in 2018 as part of our media marketing program with Geiger & Associates, a fall themed trip scheduled for October 16-19.
- Media assistance was provided to 17 journalists/media outlets in September by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included the WKOW ABC 27, Matador Network, Around the Corner with John McGivern, Gourmet Cheese Magazine and Chicago PBS. We also sent out 2 national press releases and 2 regional press releases in September.
- Views of DCVB produced videos across all online platforms totaled **154,293** in September. Organic views were 62% of the total for the month, with sponsored views totaling 38%. 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.
- Our Fall PR campaign kicked off in September, with media outreach taking place throughout the month to procure in-market placements in several Midwestern media markets. A radio interview in Janesville as well as in-studio TV interviews in Milwaukee, Eau Claire, Rhinelander and Madison provided opportunities for spokesperson Jon Jarosh to talk about Door County during the festive fall season. Additional appearances will take place in October, and a fall PR campaign wrap-up report will be shared upon completion of the campaign in November.



Recent Media Highlights

- The *Minneapolis Star-Tribune* published a travel story highlighting Sturgeon Bay online on October 4, 2018 and in print in the Sunday October 7, 2018 issue. Read the online version of the story on StarTribune.com [here](#).
- The *Chicago Tribune* published an online story about fall in Door County on September 12, 2018. Read the story on ChicagoTribune.com [here](#). The print version of the story was published in the Sunday September 30, 2018 issue of the newspaper's travel section.
- *Forbes.com* published an article on September 17, 2018 about Door County's Island Orchard Cider and the upcoming release of Pomona, their take on a French spirit known as Pommeau. Read the article on Forbes.com [here](#).
- The editors of *Budget Travel* named Door County the "Best Romantic Getaway" in their inaugural 2018 Budget Travel Awards. Read more about the September 14, 2018 announcement, which honored the best value brands and destinations across the U.S. and beyond, on BudgetTravel.com [here](#).
- *Lavender Magazine* featured Door County in an online story that was published September 13, 2018. View the story on LavenderMagazine.com [here](#).