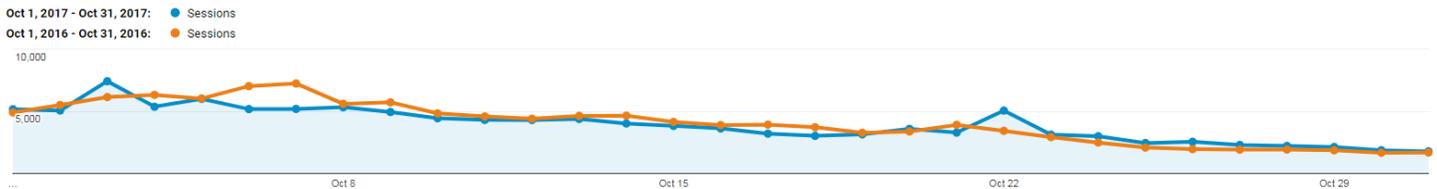




**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
October 2017**

MARKETING & SALES OVERVIEW

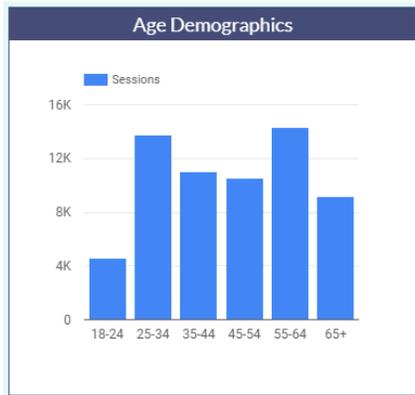
WEB: The site had over 121,000 visitors in October – while that was less than Oct '16, the decrease is much less pronounced than the last two months which were heavily impacted by Google's entrance into the travel planning process. Stay, Experience and Events are still skewing down due to Google prioritizing itself with online travel agents (OTA's) but we did see great traffic increases due to content and that content being tied to Facebook posts. Our Fall page, October Newsletter, social contest for lead generation and interactive map lessened the gap and also increased pageviews and sessions.



Google search remains at the top for traffic referral sources followed by those going directly to DoorCounty.com. Our digital ad by (Adroll, Amobee and Gimbal) were great drivers to the site along with our newsletter (Door County Visitor Bureau) and Facebook.

Top Traffic Sources	
Source	Sessions
1. google	64,617
2. (direct)	12,499
3. Gimbal	7,189
4. bing	4,840
5. facebook.com	4,743
6. Door County Visitor Bureau	4,702
7. yahoo	4,016
8. Facebook	3,757
9. AdRoll	2,779
10. Amobee	1,570

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There was very little change from September in regards to geographic and demographic data of our site visitors. Chicago is still driving far and away the most traffic, followed by the usual Madison, Milwaukee and Sturgeon Bay. We're seeing a little bit less traffic from Minneapolis, but they are still a top-10 city. 55-64 was again the top age group, followed by 25-32 and then 35-44. We've seen a slight uptick in the percentage of site visitors that are men, but it's still 64% women.

Ad Placement & Impressions

In September we had ads running in Brand USA's annual guide (International), Social LGBT targeted ads (Chicago, Mke, GB/App, Madison), Social lead generation ads (IL, WI, MN), Google Adwords, Beloit Visitor Center, WI Tourism Travel Guide, Fall Display Interactive, Digital Outdoor and LGBT print which garnered 5.9 million impressions.

SUMMER INTERACTIVE

WALK-IN RESULTS

- SITO Mobile was a partner on the summer campaign
- Measure visits to Door County after seeing a mobile ad impression
- Based on location data from a mobile device
- Total "walk-in's" = 28,065
- Unique "walk-in's" = 2,644
- Total "walk-in's" from Green Bay/Appleton were higher – likely day trippers
- Higher percentage of uniques from markets that are further away

Social Initiative

Social continues to be the main driver of impressions with video being our best performer. Facebook brought in roughly 2.5million impressions and has now surpassed 100k in followers. Instagram followers have increased to 26.5k and has shown great engagement since the inception of Crowdriff and bringing social inhouse.

Group and Meeting Sales

This past month we sat down with Lakeshore Excursions based out of Canada to discuss details of bringing two Great Lakes cruise ship groups into Sturgeon Bay in July 2018 for a full day of tours and activities. Each group will be comprised of roughly 150 passengers. We also connected with a quilting group, senior group and three general group tours. Family reunions and weddings continue to top the list of inquiries for the meetings market.

COMMUNICATIONS & PUBLIC RELATIONS

- 9 articles were reported from our media marketing program efforts in October and reached a total of **43,134,997** readers/listeners/viewers. A few media outlets that ran Door County stories included the South Jersey Times, Style Blueprint online, Traveling Mom online, Milwaukee Magazine online, the Daily Herald online and Mother Earth News online. View all articles from the program via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$19,644,644** worth of earned media coverage for Door County, including **\$133,193** in October.
- The return on investment for our media marketing program to date is **996%**. For every dollar we've spent, we've gotten back **\$9.96** worth of media coverage measured in terms of ad value equivalency.
- We hosted 9 journalists on our fall themed press trip October 9-12. This was our final scheduled group trip of 2017.
- We hosted travel journalist Jay Jones, on assignment for the *Chicago Tribune*, for an individual press trip in October.
- We hosted travel journalists Greg & Susan Sims from *Fido Friendly Magazine* on an individual press trip October 3-6.
- We hosted social influencer Jill Emmer on an individual trip October 16-18.
- DCVB media assistance was provided to 33 journalists/media outlets in October 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, WCCO CBS 4 and KARE NBC 11 in Minneapolis, WCIU TV in Chicago, the Chicago Tribune, Meetings Today, TravelWisconsin.com and Midwest Features Syndicate. We also sent out 1 national press release and 2 regional press releases in October.
- Views of DCVB produced videos across all online platforms totaled **67,766** in October. Organic views were 100% of the total for the month. 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.
- Our fall PR campaign wrapped up in October. The campaign included appearances by Door County spokesperson Jon Jarosh on broadcast TV outlets including [FOX 6 WITI](#) in Milwaukee (9/27), [NBC 15 WMTV](#) in Madison (9/30), [ABC 27 WKOW](#) in Madison (10/1), [NBC 11 KARE](#) in Minneapolis (10/2), [CBS 4 WCCO](#) in Minneapolis (10/5) and [WCIU "The U"](#) in Chicago (10/9). We had the chance to talk about the fall flavors of Door County along with fall colors and other activities and things to experience during the fall season.



Recent Media Hit Highlights

- The *Minneapolis Star Tribune* ran a feature story on Door County headlined "Door County Shines in Autumn" in their Sunday 11/5/2017 travel section. Read the online version of the story on StarTribune.com [here](#).
- Travel journalist Lisa Kivist wrote about Door County in two separate stories based on her recent travels to Door County that ran on *Mother Earth News* online. Read part 1 of her story from 10/19 [here](#) and part 2 of her story from 11/6 [here](#).
- *OnMilwaukee.com* ran a story that published on 10/25/2017 about a family trip to Door County by publisher Andy Tarnoff. Read the story [here](#).
- *Forbes.com* listed Door County number one in the world in a travel story published on 10/21/2017 titled "5 Beautiful Foliage Destinations to Photograph This Fall." Read the article on Forbes.com [here](#). The other locations were in Italy, Japan, Canada and Cape Cod.
- *USA Today online* included Door County in a story titled Four Fall and Winter Getaways in Wisconsin in a story that published on 10/19/2017. Check out the story from Chelsea Lewis on USAToday.com [here](#).

- *Trip Advisor* included Door County in a story about top fall weekend getaways in a story that published on 10/16/2017. Check out the story on Trip Advisor [here](#).
- *USA Today online* published a story headlined “Nine Classic Weekend Getaways That Are Better in Fall” on 10/12/2017. Check out the story on USAToday.com [here](#).
- The *Daily Herald*, a suburban Chicago newspaper, ran a fall feature story on Door County on 10/12/2017 headlined “Fall Foliage Lights Up Wisconsin’s Door County.” Check out the online version at DailyHerald.com [here](#).
- *Milwaukee* magazine published an online story on 10/12/2017 headlined “Take A Weekend Getaway to Baileys Harbor, Door County” by journalist Kristine Hansen. Read the story on MilwaukeeMag.com [here](#).
- Door County was included in a story on *TripsToDiscover.com* headlined “9 Best Fall Foliage Getaways in the Midwest” that was published on 10/11/2017. Read the story [here](#).
- *JetSetter.com* included Door County at #1 in a story headlined “8 Best Chicago Weekend Getaways” that published on 10/11/2017. Read the story and see pictures on JetSetter.com [here](#).
- *The Washington Post* named Peninsula State Park in Door County one of the “Top Leaf-Peeping Destinations in the U.S.” in a story that posted on 10/6/2017. Read the story on washingtonpost.com [here](#).
- Door County was featured in a recent article in *Women’s Running online* that posted on October 4, 2017. Check out the story on WomensRunning.com [here](#).

