

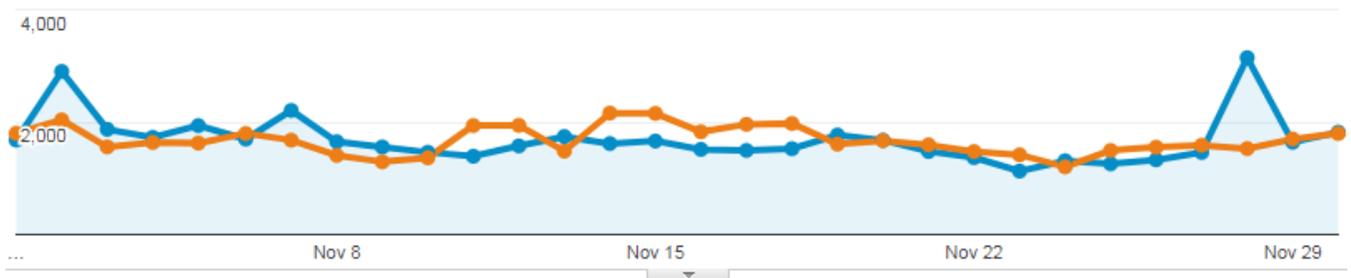


MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY November 2017

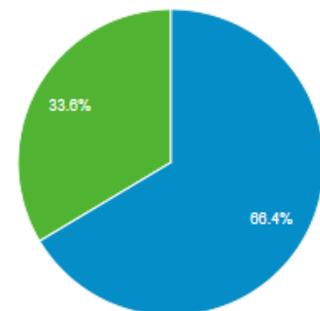
MARKETING & SALES OVERVIEW

WEB: The site had a little over 50,000 visitors in November. Year-over-year, traffic was actually up slightly for the month. The Events and Stay pages remained among the most frequently visited, but the social contest page also got a lot of views, 2nd most after the homepage last month. The Winter Seasonal blast also generated some great traffic to the site. Mobile traffic again surpassed desktop traffic, but by less of a margin than the past couple months.

Nov 1, 2017 - Nov 30, 2017: ● Sessions
Nov 1, 2016 - Nov 30, 2016: ● Sessions



■ New Visitor ■ Returning Visitor
Nov 1, 2017 - Nov 30, 2017



Geographic and demographic data remained the same percentage-wise in November. Chicago still drives more than 3 times the traffic of the next city, and Madison, Sturgeon Bay, Milwaukee, Green Bay, and Minneapolis are still in the top 7. 55-64 was again the top age group, followed by 25-34 and then 45-54, so traffic skewed a little older in November. Site visitors are still two-thirds women, one-third men.

Organic traffic was down in November about 8% compared to November '16 but pages per session from that traffic was up 28%, so the traffic we are driving organically seems more engaged and active on the site compared to last year. All the top searches driving organic impressions and clicks last month contained "Door County" at the start, with hotels, events and winter activities among the most commonly searched terms.

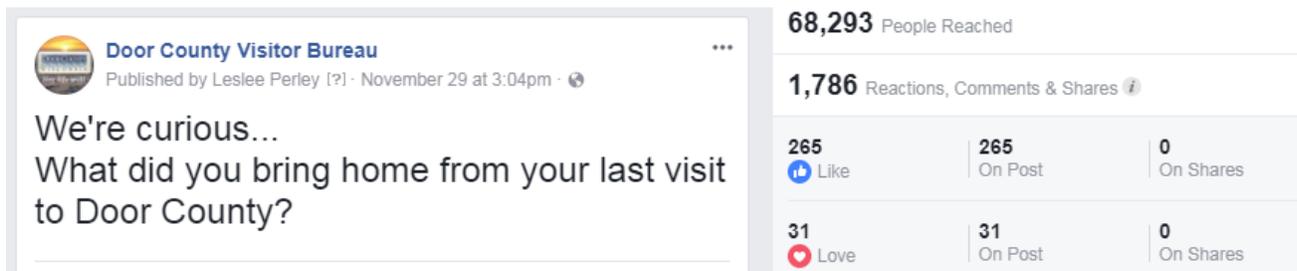
Ad Placement & Impressions

In November we had ads running in Brand USA's annual guide (International), Lead Generation campaigns running on Facebook and Instagram. Google Adwords in Chicago, Milwaukee, Green Bay/Appleton and Madison. WI Tourism Travel Guide. Display interactive and Social Holiday Campaign in Milwaukee, Green Bay/Appleton and Madison. All in all they generated roughly 2.4 million impressions.

Gimball was the mobile partner for the fall campaign. They measure visits to Door County after seeing a mobile ad impression and is based on location data from a mobile device. The campaign tracked a total of 1,831 "walk-ins" to Door County after seeing our ad and 75% of those were from Chicago.

Social Initiative

Facebook brought in roughly 2.1 million impressions (vs 1.3m in Nov '16), 1.3 million post views (vs 900k in '16), 393k page views (vs 272k in '16) and 33,445 engaged followers in November '17 vs 30,010 in November '16. One of our most successful posts was actually without an image or video and fan engagement brought our reach to over 68k. Hands down the best engagement and reach we get are the posts that ask our fans to share their experiences.



68,293 People Reached		
1,786 Reactions, Comments & Shares		
265 Like	265 On Post	0 On Shares
31 Love	31 On Post	0 On Shares

Instagram followers have increased to 27k and generated nearly 29k likes on 39 posts. It has shown great engagement since the inception of Crowdriff and bringing social inhouse.

Group and Meeting Sales

Groups – We are gearing up for the National Tour Association (NTA) Conference in San Antonio Dec 14-17. The majority of inquiries received were for general group tours planning for spring/summer 2018. Many were confirming itineraries or looking for local guides. We also received two inquiries from senior centers planning day trips for 2018. /Meetings-and-groups - 79

Meetings/Weddings – In November, most inquiries requested more information on wedding locations and family reunion accommodations. We also had two requests for ladies groups (quilting group and general). We also partnered with WI Bride to run banner ads on their site from Oct-Dec to increase traffic to DoorCounty.com/Weddings. /Weddings – 556 pageviews

DoorCounty.com

Over the next couple months we will be rolling out and enhancing our member pages on Door County.com. This will include a revitalized mobile friendly design, unlimited photos, videos and copy with optional Trip Advisor and Crowdriff feeds. With the unlimited photos we will also allow members to use photos from our own image library. The new and improved features will be both a benefit to our visitors, our members and the content source for DoorCounty.com. Stay tuned!

COMMUNICATIONS & PUBLIC RELATIONS

- 8 articles were reported from our media marketing program efforts in November and reached a total of **25,556,173** readers/listeners/viewers. A few media outlets that ran Door County stories included Women's Running online, Curbed Chicago online, Chicago Tribune online and Skagit Valley Herald (WA). 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 **\$19,770,289** worth of earned media coverage for Door County, including **\$125,645** in November.
- The return on investment for our media marketing program to date is **994%**. For every dollar we've spent, we've gotten back **\$9.94** worth of media coverage measured in terms of ad value equivalency.
- DCVB media assistance was provided to 7 journalists/media outlets in November by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Group Tour Media, Wisconsin's Best Beer Guide and National Geographic. We also sent out 1 national press release and 1 regional press release in November.
- Views of DCVB produced videos across all online platforms totaled **30,235** in November. 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.
- The DCVB is partnering with 8 local tourism organizations to collect new and gently used coats, scarves, hats, mittens, and other warm clothing as part of the Wisconsin Department of Tourism's "[Big Bundle Up](#)" donation campaign. The campaign runs until January 2, 2018. All items collected in Door County will be donated throughout the county. A press release about the local initiative, including a list of all drop off locations, can be found on DoorCounty.com [here](#).



Recent Media Hit Highlights

- The *Milwaukee Journal Sentinel* included 3 activities from Door County in a story headlined "25 things to do in Wisconsin during the holidays" from travel journalist Chelsey Lewis that was published on 11/23/2017. Check out the story on JSOnline.com [here](#).
- Destination Door County was highlighted in *Cleveland Jewish News* online in a travel story that was published on 11/21/2017. Check out the story on ClevelandJewishNews.com [here](#).
- *Upscale Magazine* included the Chanticleer Guest House in a hotel hotlist story that's in the current Nov/Dec 2017 issue of the magazine, available on newsstands nationwide until Jan. 15, 2018.
- *Time Out New York* ran a full-page story highlighting Door County in their Nov 8-14, 2017 issue. The feature ran in the publication's Escape From New York section.
- *Country Living* included the Thorp House Inn as one of the inns featured in a story headlined "14 of the Coziest Country Inns for the Holidays" that published on 11/7/2017. See the list on CountryLiving.com [here](#).
- 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](#).

