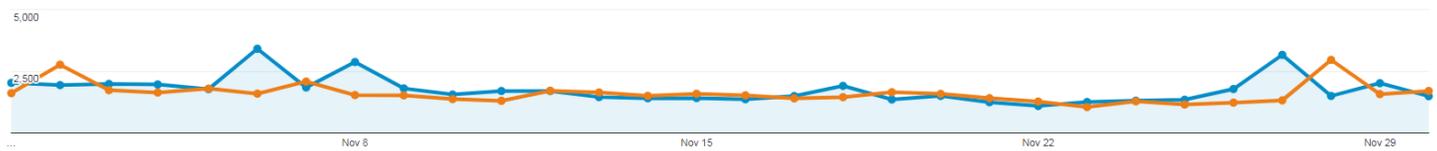




**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
NOVEMBER 2018**

MARKETING & SALES OVERVIEW

DOORCOUNTY.COM



Overall:

- In November, despite the official arrival of the off-season, we saw a continued trend throughout 2018 of increased traffic year-over-year. The 55,700 site visits was a solid 10% increase over November 2017.
- Mobile was again the primary way users accessed the site, representing 48% of visits
- Events, as usual, was the most viewed page aside from the home page, followed by the social contest page which drew almost 5,000 visits, then the Winter Seasonal page and /winter rounded out the top 5.
- It was the usual cities driving the most traffic to the site, with Chicago again leading the way. Minneapolis came in at 7th again.
- Average age of site visitors trended a little higher last month, with 55-65 being the top age group.
- We had more total page views in November than we did a year ago, as has been the case each month this year.

Organic:

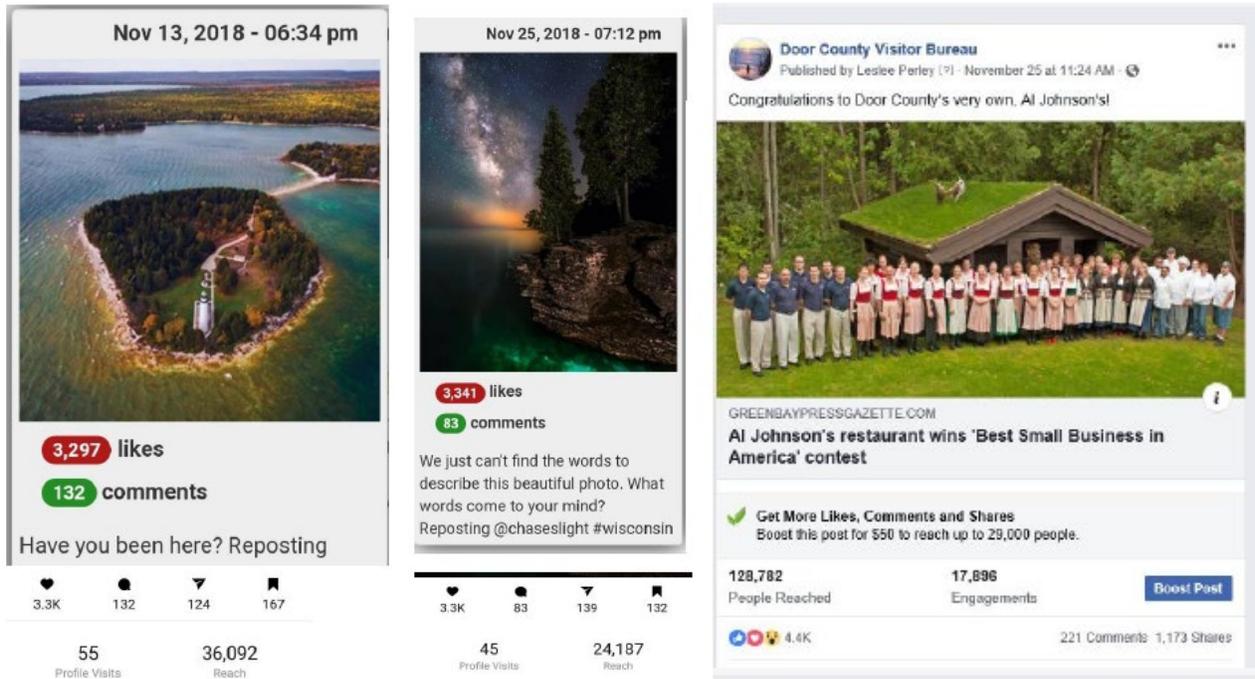
- Organic traffic to the Door County site was up 12% over November '17, continuing a great growth trend we've had all year. This time of year, that equates to 3,000 additional sessions.
- We saw some winter /holiday related searches appear among the top search queries driving those organic visits. This included 'Door County winter', "Door County Christmas" and "Door County Thanksgiving 2018".

E-NEWSLETTER

- The November email went out to over 234,000 subscribers, once again an all-time high.
- Open and click-thru rates were more modest, which we should expect. They did however top the numbers from Nov '17 – open rate improved from 16.8% to 18.8%, and CTR went from 1.8% last year to 2.4% this year.
- Recipes are always popular – and the 5 Savory Recipes feature was the most clicked, getting almost twice as many clicks as the 2nd most popular article, on Swedish heritage in Door County.

SOCIAL MEDIA

Instagram continues to boom with engagement and followers. Engagement with posts was 60,469 likes and comments vs 28,211 in Nov '17, putting us at 208% of Novembers goal and 157% of our year end goal. Facebook also saw great engagement from 44,890 vs 33,445 (130% of Novembers goal and marking 105% of our year end goal. Twitter gained a handful of followers, but engagement keeps dropping year over year. In November Twitter impressions were 15,900 which is nothing compared to the 161,619 we saw in 2016. This trend downward seems to be a continuous one for this platform while Instagram keeps gaining traction.



MEDIA

November media buy brought in roughly 1 million impressions through Brand USA's Guide, Google Adwords, Beloit Visitor Center, WI Tourism Travel Guide, Lead Generation Campaign in Illinois, Minnesota and Wisconsin.

Google Adwords Performance:

CTR increased 32% over November 2017. Romantic Getaways, Pet Friendly, Wineries & Cabins ad groups served the most impressions. Best performing ad groups: Attractions, Events, Parks, Breweries and Shopping.

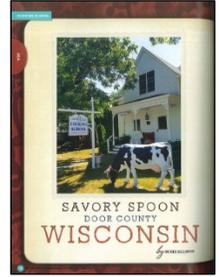
PUBLICATIONS

The 2019 Visitor Guide has been sent to print and will be available the first week of January. We will continue to utilize CTM media to distribute in key locations around Chicago and Milwaukee as well as Paper Boy inside the county.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

November 2018

Taste & Travel Magazine,
Autumn 2018



- **24** articles were reported from our media marketing program efforts in November and reached a total of **83,323,220** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Essence Magazine online, MSN online, Taste & Travel, the Chicago Tribune newspaper, Triathlon Magazine Canada and Group Tour Magazine 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 **\$23,418,288** worth of earned media coverage for Door County, including **\$658,310** in November.
- The return on investment for our media marketing program to date is **1080%**. For every dollar we've spent, we've gotten back **\$10.80** worth of Door County media coverage measured in terms of ad value equivalency.
- All scheduled press trips as part of our media marketing program with Geiger & Associates for 2018 have been completed. We hosted 7 group trips this year in the months of January, May, June (2), July, August and October.
- Media assistance was provided to 8 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 Lakeland Boating magazine, ExploreAmerica.com, OnMilwaukee.com and the Frankfurter (Germany) Allgemeine Zeitung newspaper. 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 **42,085** in November. Organic views were 100% of the total for the month, with sponsored views totaling 0%. 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.
- The DCVB is partnering with 10 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 Nov. 15 until January 2, 2019. 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 Highlights

- *WLUK FOX 11* aired a story on December 9, 2018 about things to see and do in Door County in the winter. Check out the story on Fox11Online.com [here](#).
- *Canadian World Traveler* magazine ran a winter themed story in their Fall 2018 issue. Check out the online version of the story on CanadianWorldTraveler.com [here](#).
- *Taste & Travel* magazine included a story about Door County in their October-December 2018 issue that highlighted the area's cherry industry and featured the Savory Spoon Cooking School. Read an excerpt from the full article online at TasteAndTravelMagazine.com [here](#).
- *MSN.com* in collaboration with [The Food Channel](#) has posted several articles about Door County over the past few months, including stories about [Renard's Cheese](#), [Savory Spoon Cooking School](#), [Orchard Country Winery & Market](#), [Rowley's Bay Restaurant](#), [Fred & Fuzzy's](#), [White Cottage Red Door](#), [Sequist Orchards](#) and the [White Gull Inn](#).
- The book *America's 100 Best Places to Retire* included Door County in the 6th edition of the book, which was released in November of 2018. The book is available nationwide now.
- As a result of an International press trip in October of 2018, Door County was included in a story in the Frankfurter (Germany) Allgemeine Zeitung newspaper's November 8, 2018 issue.