

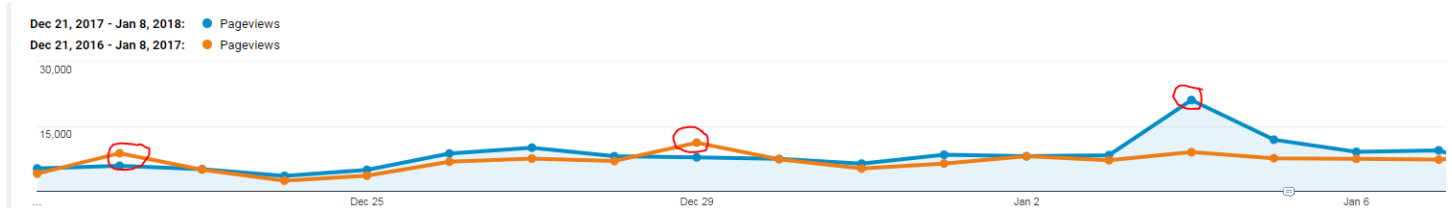


**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
December 2017**

MARKETING & SALES OVERVIEW

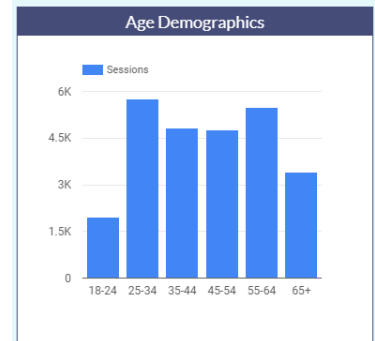
DOORCOUNTY.COM

The site had just under 53,000 visitors in December, which is typically one of the slower months of the year. That was up a little bit from November but down 10% year over year. This can be directly attributed to the new Visitor Guide blast that went out in January of 2018 rather than December of 2017. This was done to see if deploying after the holidays rather than during would increase traffic and orders which it did. You will see below the two spikes in December of 2016 vs December 2017 and then the first blast without remail in January 2018. As of today (1/8/2018) we have had 6,212 orders for the 2018 guide and over 10,000 visits to the Visitor Guide landing page on the site.



Other noteworthy items: The winter page was the 2nd most-viewed for the month, ahead of the usual top pages like Events and Stay. Lots of people checked out the winter snow report, and being December, the Gift Certificates page was frequently visited. Google continues to be the dominate driver to the site but direct traffic, our enewsletter, Adwords and social were the other main drivers to the site.

Demographics & Geography: The top cities driving site traffic were largely unchanged. Chicago leads the way, followed by Madison, Sturgeon Bay, Milwaukee, and Green Bay. Out-of-State traffic has consistently skewed lower in the winter months which also matches our heat maps. For the 4th straight month, there were more total pageviews than the same month in 2016. So while traffic has dropped slightly, the visitors we’re getting this year are seeing more pages on the site than in 2016. December also saw slightly younger average site visitor than previous months, with 25-34 the top age demographic, followed by 55-64.



Performance for Your Post		
104,941 People Reached		
51,404 Video Views		
3,748 Reactions, Comments & Shares		
2,335 Like	547 On Post	1,788 On Shares
155 Love	37 On Post	118 On Shares
2 Haha	0 On Post	2 On Shares
32 Wow	10 On Post	22 On Shares
372 Comments	73 On Post	299 On Shares
854 Shares	854 On Post	0 On Shares

SOCIAL MEDIA

Our social media initiatives ended with a banner year with the 12 days of Christmas campaign boosting our engagement numbers and the “How Shipbuilding Came to Define Sturgeon Bay” topping our video initiative with people reached. Social also resulted in four out of the top ten referrers to the site in December. (See monthly report for details)

MEDIA

December's media buy brought us just under two million impressions that spanned around the world. We participated in the following ad buys: Brand USA International Guide, Facebook & Instagram lead generation and holiday campaign, Google Adwords, Beloit Welcome Center, WI Tourism Travel Guide and Display Holiday Interactive. Brand USA also chose a picture of Door County for their main image to represent the state of Wisconsin.

MIDWEST | WISCONSIN

Photos from top: Silverwood Point Lighthouse; cyclists in Door County; the Green Bay Packers football team; kayaking in Milwaukee

WISCONSIN WELCOME

Wisconsin is a Midwestern gem, with fertile farmland, vast forests and charming cities. Along its Lake Michigan coast, go sailing, surfing or parasailing or explore shallow-water shipwrecks on a clear-bottom kayak tour. Discover pristine beaches and dunes or climb a lighthouse for stunning views.

DOOR COUNTY
Defined by its 480 km (300 miles) of Lake Michigan shoreline, charming Door County is sprinkled with quaint towns and villages as well as 11 lighthouses. DoorCounty.com

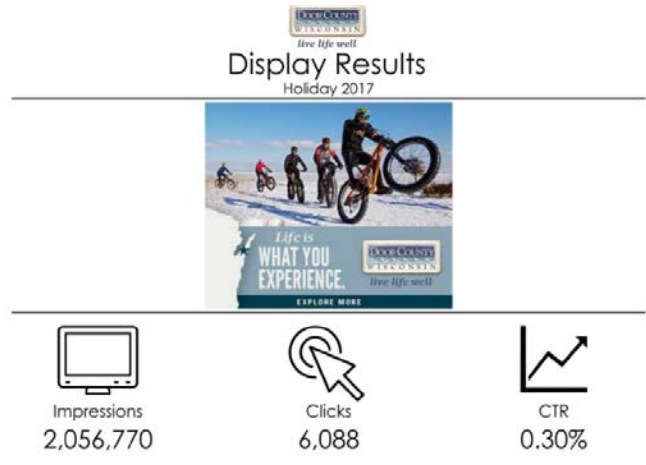
GREEN BAY
Visit Lambeau Field, home to American football's Green Bay Packers. See the National Railroad Museum and Oneida Nation cultural attractions. Taste local wine and craft beer. greenbay.com

MILWAUKEE
The North Point Lighthouse overlooks Lake Michigan beaches in a city known for kayaking, cycling, festivals and breweries, as well as the world's only Harley-Davidson Museum. VISITMilwaukee.org

WISCONSIN
Door County
Green Bay
Milwaukee

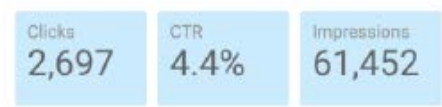
TRAVEL WISCONSIN .COM

VisitTheUSA.com/wisconsin | TravelWisconsin.com



Door County AdWords Results

Click Through Rate & Impressions
by Clicks, CTR, and Impressions



GROUP & MEETING SALES

Groups: In December, we attended the National Tour Association's annual Travel Exchange where we met with 20 qualified tour operators. Many already have tours booked for 2018/2019 and Door County continues to be a must-visit for those traveling to Wisconsin. We also received inquiries from 5 general tour group operators and one garden group - all planning a visit for 2018.

Meetings/Weddings: We received inquiries from 1 car club, 1 family reunion, 1 state association and 6 weddings. We also continued to push weddings through WI Bride, receiving at least 10,000 impressions via digital leaderboard ads throughout the month of December.

COMMUNICATIONS & PUBLIC RELATIONS

- 8 articles were reported from our media marketing program efforts in December and reached a total of **20,199,694** readers/listeners/viewers. A few media outlets that ran Door County stories included The Baltimore Sun online, Time Out New York, Mother Earth News online and Experience Wisconsin magazine. 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 **\$19,935,424** worth of earned media coverage for Door County, including **\$165,135** in December.
- The return on investment for our media marketing program to date is **995%**. For every dollar we've spent, we've gotten back **\$9.95** worth of media coverage measured in terms of ad value equivalency.
- DCVB media assistance was provided to 12 journalists/media outlets in December by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Reunions Magazine, Group Tour Media, Family Motor Coaching Magazine, WKOW and Discover Wisconsin radio. We also sent out 1 national press release and 1 regional press release in December.
- Views of DCVB produced videos across all online platforms totaled **118,576** in December. 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.
- We're working on putting together a "What's New in Door County 2018" pitch sheet to share with journalists and media outlets on what's new in Door County this year.
- The DCVB partnered with 8 local tourism organizations to collect new and gently used coats, scarves, hats, mittens, and other winter clothing as part of the Wisconsin Department of Tourism's "[Big Bundle Up](#)" donation campaign. Through the campaign, a total of 1,055 items were collected in Door County this year and all items were donated back to local community organizations to serve individuals in need of warm clothing items.



Recent Media Highlights

The January/February 2018 issue of Midwest Living had a 2-page story that featured a recipe from chef Janice Thomas at the Savory Spoon Cooking School. The current issue is on newsstands until late February, 2018.