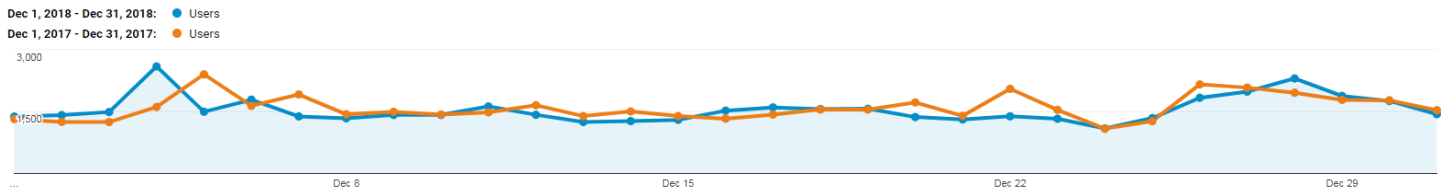




**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
December 2018**

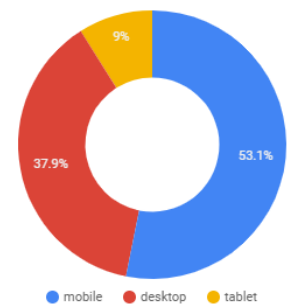
**MARKETING & SALES OVERVIEW
DOORCOUNTY.COM**



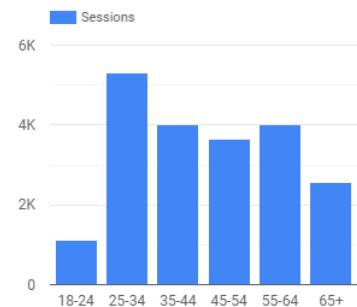
Overall:

- We had a rare instance of year-over-year traffic decline in 2018, although it was minimal – the 52k visitors were 1.6% below Dec '17. Overall sit traffic topped 1.4 million sessions – an increase of 6% / 80,000 sessions over 2018. Engagement metrics were also up for the year– pages per session and session duration were both up 8%, so users stayed longer and digested more content
- Mobile was again the primary way users accessed the site, accounting for more than half of all visits, with desktops at just 38% and tablets covering the rest.
- Events, as usual, was the most viewed page aside from the homepage, followed by the log cabin page, then /winter and /romance. The gift certificate page was in the top 10, not surprising for December.
- It was the usual cities driving the most traffic to the site, with Chicago again leading the way, Madison holding steady at #2, followed by Sturgeon Bay, Milwaukee, and Green Bay. Even in winter, Minneapolis was in the top 10, suggesting folks do look to travel out of state even in the off season.
- It was a younger crowd visiting the site in December, with 25-34 being the top group, and 35-44 matching 55-64 for next most common.
- In December we made 12 straight months with more unique pageviews on the site than the year prior.

Device Breakdown



Age Demographics



Organic:

- Organic traffic to the Door County site was up 6% over December '17, continuing a great growth trend we've had all year. For the 2018 as a whole, organic traffic was up 9.5%, equivalent to 75,000 more sessions.
- Lots of winter-related organic searches drove traffic last month – “Door County Winter” and “things to do in Door County in the winter” were among the top searches, and we also saw people looking for gift certificates right in their search query, before even arriving on the site.

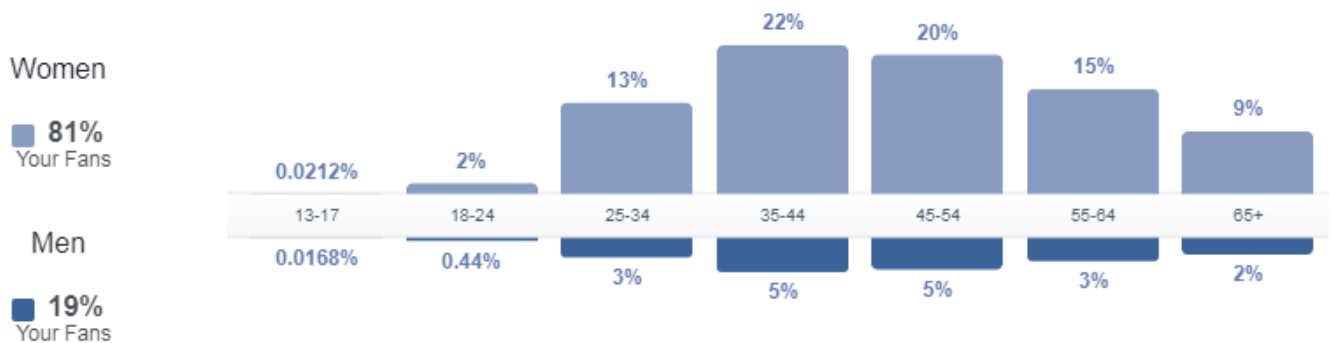
- Year-end organic traffic, the life blood of the site accounting for 62% of all visits, was up 9.5%, and engagement was even better among this group – pages per session were up 22% and session duration was up 9%

E-NEWSLETTER

- The December email went out to over 236,000 subscribers, once again an all-time high and about 2,000 more than the November's.
- December is always a tough month to get much engagement from users, as it is the month folks are most bombarded from retailers with holiday shopping and ecommerce emails. That said, the 17% open rate was right in line with Dec '17, although the 1.4% click-through-rate was one of the lowest we've had.
- The Music Events article got the most clicks, followed by the New Years featured event, then the main article of top winter activities.

SOCIAL MEDIA

- Once again this year ended off with a bang. The twelve days of giveaways on Facebook was successful in reaching over 425,000 people with just 12 posts! The engagement on those 12 posts was incredible receiving 12,614 comments, 14,400 likes and 8,992 shares.
- Facebook engagement ended the year 18% up over '17 and Instagram ended the year 76% up over 2017. Interesting trend to see was Milwaukee lead Chicago in where our fans are located vs what we see through the website.



MEDIA

December media buy brought in roughly 300,000 impressions through Brand USA's Guide, Google Adwords, Beloit Visitor Center, and WI Tourism Travel Guide.

Google Adwords Performance:

CTR increased 94% over December 2017. Romantic Getaways, Cabins, Events & Wineries ad groups served the most impressions. Best performing ad groups: Attractions, Events, Things to Do, Parks, Hotels and wineries.

PUBLICATIONS

The 2019 Visitor Guide is now available. We will continue to utilize CTM media to distribute in key locations around Chicago, Minneapolis and Milwaukee as well as Paper Boy inside the county.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

December 2018

American World Traveler,
Fall 2018 issue



- 6 articles were reported from our media marketing program efforts in December and reached a total of **136,947** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included American World Traveler, The Mirror (newspaper), Meetings Today online, Competitor Running online and 360 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 **\$23,439,738** worth of earned media coverage for Door County, including **\$21,450** in December.
- The return on investment for our media marketing program to date is **1074%**. For every dollar we've spent, we've gotten back **\$10.74** 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 in 2018 in the months of January, May, June (2), July, August and October.
- In 2018, we exceeded our goal of a 5% increase in impressions over the previous 5-year average with a total of **369,505,267** for the year. We welcomed **70** journalists to the county through the program on both group editorial and individual research trips and reported earned media coverage in 2018 was valued at **\$3,504,314**.
- Media assistance was provided to **6** 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 WLUK FOX 11, Fox Cities Magazine and locally Eddy Allen from WDOR. We also sent out 1 national press release.
- Views of DCVB produced videos across all online platforms totaled **109,328** in December. 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 partnered 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 ran from Nov. 15 until January 2, 2019. All items collected in Door County were 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](#). Total collection numbers will be provided next month.



Recent Media Highlights

- 360 Magazine ran a winter themed story about Door County that published on December 22, 2018. Check out the story by travel journalist Tom Wilmer on The360Mag.com [here](#). Part of the story included a video interview with former Washington Island Ferry Captain Richard Purinton (filmed with a 360-degree camera set up on the ferry dock) talking about what it's like to operate a winter ice boat through Death's Door. Watch that interview on YouTube [here](#).
- The Milwaukee Journal-Sentinel included some Door County activities in various travel stories in December, including the Cherry Drop in Sister Bay ([story here](#)) and the Egg Harbor New Year's Day parade ([story here](#)).
- The New Year's Eve Cherry Drop in Sister Bay was featured in several different news stories on Green Bay television including [WLUK FOX 11](#) and WFRV CBS 5's [Local Five Live](#).
- 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](#).