

DESTINATION DOOR COUNTY

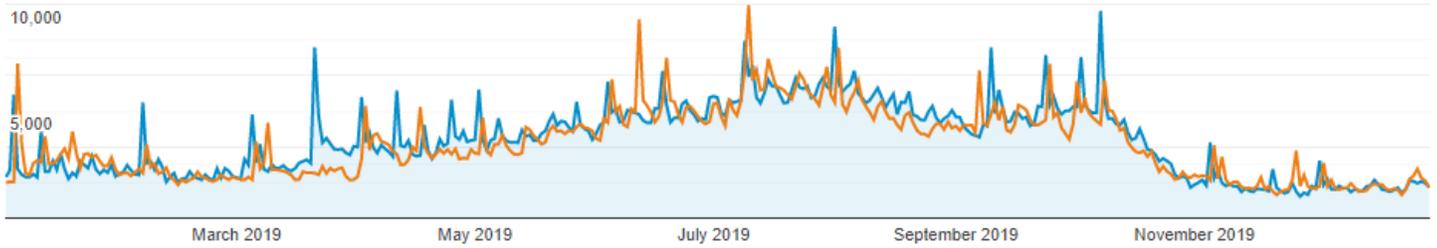
MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY

December 2019

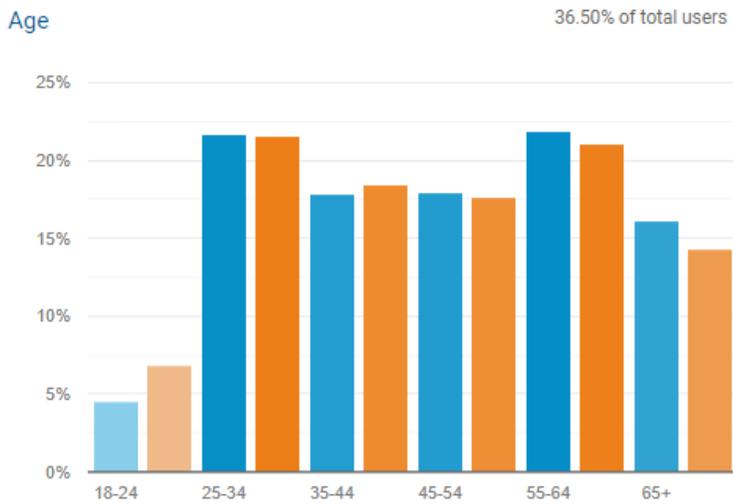
DOORCOUNTRY.COM

Jan 1, 2019 - Dec 31, 2019: ● Users

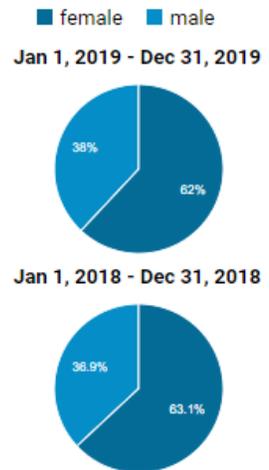
Jan 1, 2018 - Dec 31, 2018: ● Users



Although December '19 was down YOY we rounded out the year on a high note with web visits up 9% and unique users up 7% over 2018. Average page views for the year were 3.52 with an average length of session at 2.9 minutes. Mobile w/ tablet surpassed desktop in 2019 garnering roughly 60% of the visits to the site, the top device used was an Apple iPhone. Average age utilizing the site was females 25-34 followed by females 55-64.



Gender



Top Landing pages in 2019

1. Homepage	2. Events	3. Stay	4. Experience	5. Fall
6. Visitor Guide	7. Everything Cherry	8. log-cabin-log-house	9. Spring	10. Hotel-motel-inn

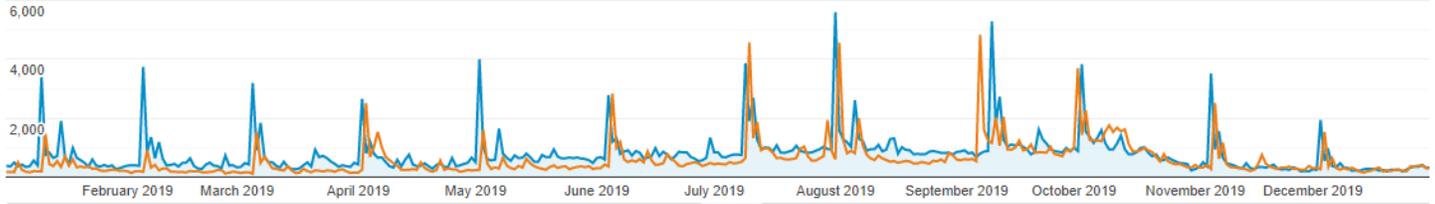
Top Sources/Mediums in 2019

1. google/organic	2. (direct)	3. Google/cpc	4. DCVB Email	5. Bing/organic
6. Facebook Ad	7. Yahoo/organic	8. M.facebook/referral	9. AdRoll/Banners	10. Instagram/Ad

E-NEWSLETTER

Jan 1, 2019 - Dec 31, 2019: ● Pageviews

Jan 1, 2018 - Dec 31, 2018: ● Pageviews



Monthly e-newsletters were deployed the first week of each month along with seasonal blasts each quarter and specialty emails like the Golden Cherry Contest at the beginning and end of the year. At the end of 2019 we had 237,757 email recipients with an average open rate of 22.25%. The paid lead generation campaign contributed over 17k email addresses to our database from our social media channels.

Top e-Newsletter Articles read in 2019

Door County Thrives in Fall with October & November Events (October 2018)
When do the cherry trees blossom? (March 2019)
Why Door County's Curvy Road Curves (October 2017)
What to Look forward to in Door County in 2019 (January 2019)
Feeling Fall in Door County (September 2018)
June & July Events (June 2019)
The supper clubs of Door County (August 2019)
Find fall colors in Door County (September 2018)
Best places to watch the sun rise and sunset (August 2018)
Summer end in the county (August 2018)
Cycling Routes in Door County (May 2019)

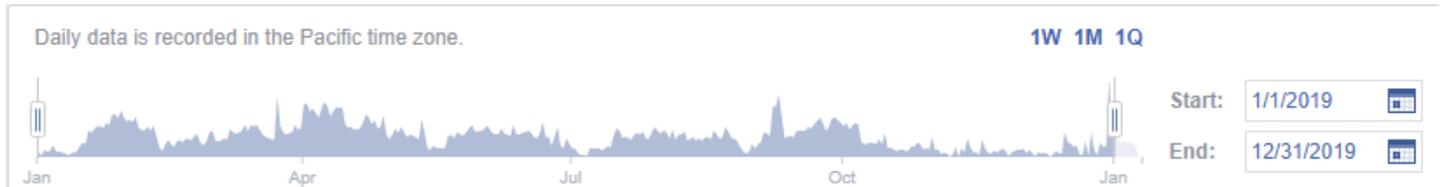
MEDIA

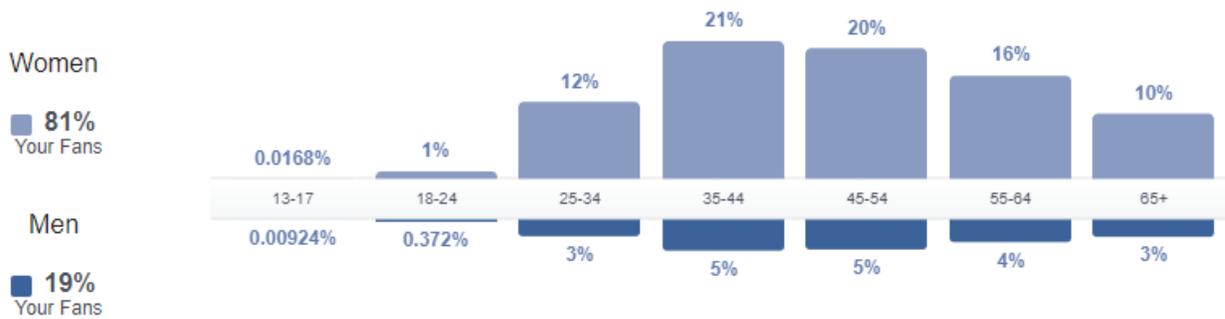
Our 2019 media buy generated 107 million impressions across multiple media channels. In addition to the media paid for through room tax dollars, \$62.5k additional dollars were added to the media spend through our co-op program. We had an outstanding year for our Pay Per Click program generating 149,254 clicks to key areas of our website.

SOCIAL

Facebook

Facebook is the number one social media channel utilized throughout the world. We ended the year with nearly 119k highly engaged followers on our Facebook page. Impressions on our posts reached 20.5 million, Post Views reached nearly 14 million and we had 628k engage with our posts. The top age group was 35-44 followed by 45-54 and predominately female, 81% vs 19% male.





Instagram

Instagram leads the way when it comes to photo and video sharing for brands like Destination Door County. We garnered 63,624 followers and generated 545,832 Likes and Comments on our posts. The average age of our Instagram follower is 25-44, 75% female.

Twitter

Twitter is mostly used as a news source by males, 66% vs 34% female, much different than our Facebook and Instagram audience. We ended the year with 6,917 followers and generated 558.6 impressions.

GIFT CERTIFICATES

GC sales have increased steadily over the past seven years and continue to be a big win to keep dollars in the county.

Gift Certificate Sales 2012-2019								
	2012	2013	2014	2015	2016	2017	2018	2019
Totals	\$197,565	\$225,650	\$247,155	\$247,610	\$267,455	\$344,795	\$357,960	\$433,510

PUBLICATIONS

In 2019 we produced the Official Destination Guide that was distributed throughout key hubs around the state as well as attractions in Minneapolis and Chicago. Just over 230k were printed with the support of 392 advertisers. A Supplemental Winter Guide was also produced and distributed, 45.5k and 56 advertisers.

GROUP & MEETING

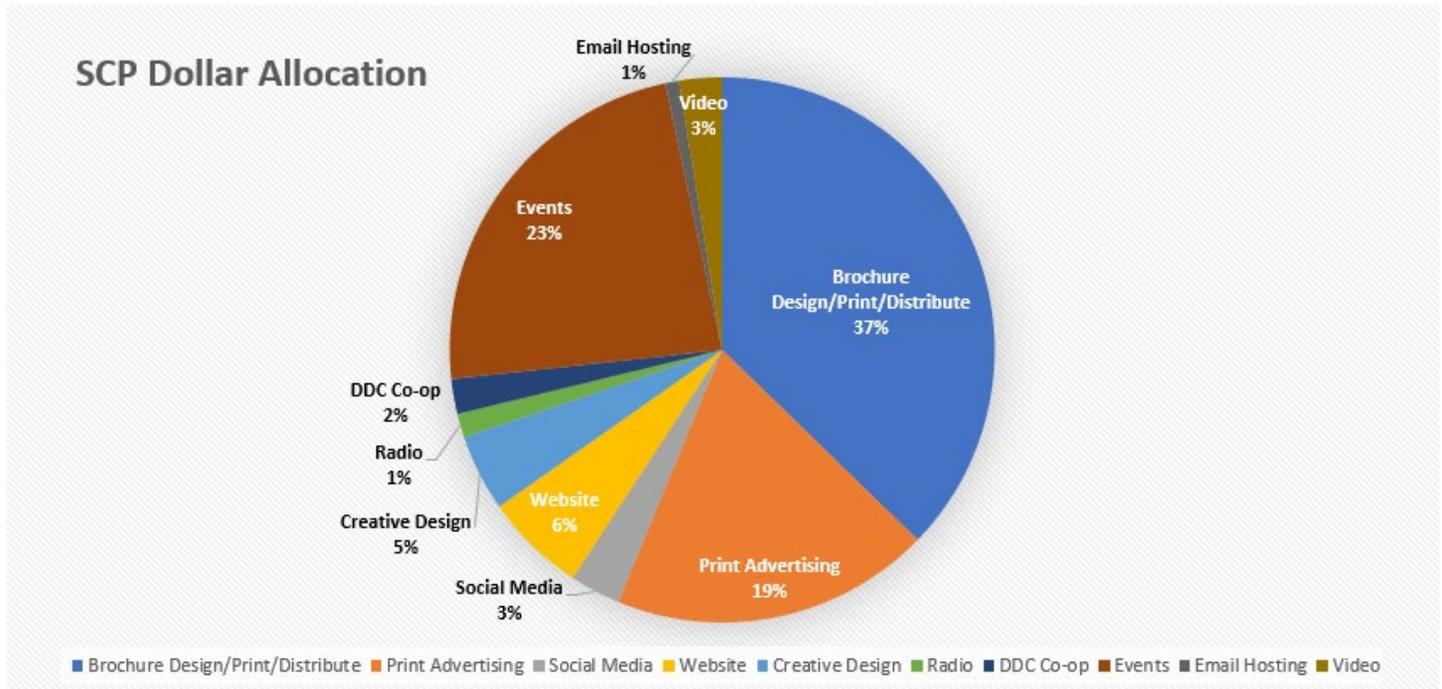
The group and meeting pages on our website saw excellent growth YOY, 7,176 ('19) vs 5,154 ('18). There was a big spike in Reunion requests and bus groups are still a big draw for Door County. Conferences attended: American Bus Association (Louisville), Travel Alliance Partner Conference (Cheyenne), IPW (Anaheim where we met with a total of 80 tour operators/planners both domestic and international throughout the year to discuss and promote Door County. Laura Bradley served her 5th year on the board of Circle WI in 2019 and became Board President at the organization's annual meeting held in November.

Wedding impressions reached almost 33k pageviews slightly under last year but still a great market for us to target.

COMMUNITY OUTREACH & SUPPORT

The 2020-2023 plan was presented to the Door County Tourism Zone and the community coordinators in December and received great feedback. We are now in the process of presenting the abbreviated version of the plan to each of the community associations.

Out of the 66% of our room tax collection revenue 11%, \$338,363, was distributed back to the communities that collected it through our Strategic Community Partnership program.



COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

DECEMBER 2019

- 5 articles were reported from our media marketing program efforts in December and reached a total of **775,434** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included AAA Midwest Traveler (*see sample, right*), Journal & Topics, The Norwegian American, Indulge Magazine and My Itchy Travel Feet online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpj>.
- Since it began in 2007, this program has generated **\$26,122,581** worth of earned media coverage for Door County, including **\$86,097** in December.
- The return on investment for our media marketing program to date is **1,105%**. For every dollar we've spent, we've gotten back **\$11.05** worth of Door County media coverage measured in terms of ad value equivalency.
- Our final group editorial press trip of the year with Geiger & Associates took place from Dec. 5-8. We welcomed 11 journalists to Door County for a holiday themed research trip.
- For the year, our media marketing program welcomed 72 journalists, generated 126 articles, 381,702,171 impressions and had an earned media value of \$2,682,843, measured in terms of ad value equivalency.
- Media assistance was provided to 10 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 Spectrum News One, Mankato Magazine, USA Today, Norwegian American Weekly and KFIZ AM 1450. Locally we assisted the Peninsula Pulse, Key to the Door, DoorCountyDailyNews.com and WJOR radio.
- Views of DCVB produced videos across all online platforms totaled **34,622** in December. Organic views were 100% of the total for the month, with sponsored views totaling 0%. our two most watched videos on Facebook included a live sunrise video (12/22) and a live sunset video (12/18). On YouTube, the Our Door County Winter video and the aerial highlight video were two of our most watched videos.



Recent Media Highlights

- Travel journalist Lisa Meyers McClintick wrote a Door County winter themed travel story for the *Minneapolis StarTribune* that ran in the Sunday January 5, 2020 issue. Read the online version on StarTribune.com [here](#).
- Northern Sky Theater's "Home for the Holidays" show was included in a Midwest events round-up story by Phil Marty in the *Chicago Tribune* on December 3, 2019. Check out the mention on ChicagoTribune.com [here](#).
- *Spectrum News One* reporter Ashley Lobo produced a story about Door County's participation in the Big Bundle Up campaign in a piece that first aired on December 17, 2019. Watch the story on SpectrumNews1.com [here](#).
- The *Kankakee (IL) Daily Journal* ran a story about fall in Door County that published on December 14, 2019. Check out the online version of the story by Frank Hosek on Daily-Journal.com [here](#).
- Travel journalist Jody Halsted published a story on *FamilyRambling.com* about the tastes and food in Door County headlined "Bring Your Appetite to Door County, Wisconsin." Read her story online [here](#).
- *Midwest Living* magazine's January/February 2020 issue (shown, right) includes a full-page story about winter in Door County. Read the online version of travel journalist Lauren Sieben's article on MidwestLiving.com [here](#).

