

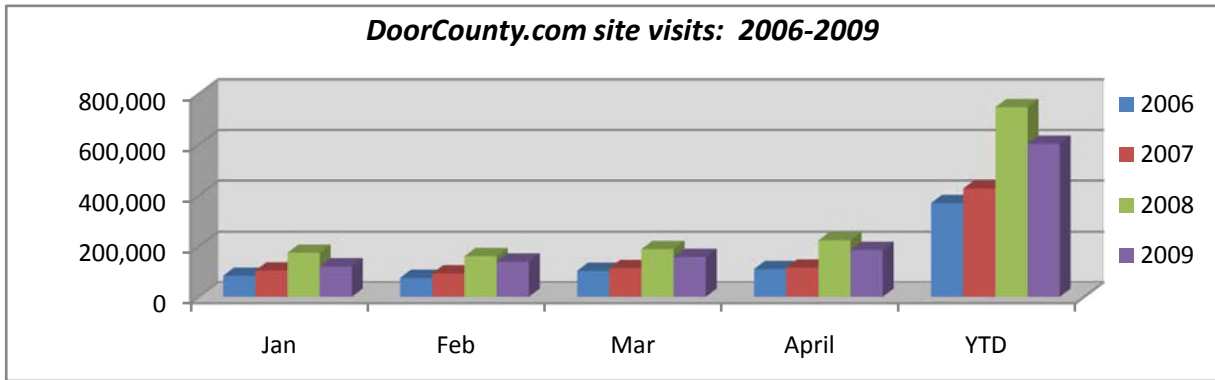


April 2009 Door County Visitor Bureau Update

MARKETING & SALES

Monthly Web Activity *(Goal 1, Marketing/Sales Strategy 1, Pg 13; Goal 1, Communications/PR Strategy 4, Pg 21)*

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
DoorCounty.com Site Visits	185,571	602,776	1,050,333	3,151,000	19%
Insider Tip emails	433,700	1,230,949	1,397,000	4,191,000	29%
Pay-Per-Clicks	7,577	11,186	16,667	50,000	22%
Per Inquiry "PI" Leads	14,884	14,884	26,667	80,000	19%
Explore The Door views/downloads	7,324	29,376	35,787	107,360	27%



- Website stats are still down YOY from the record breaking 2008 numbers but we're closing the gap from 31% to 19%. Last year we began the PPC campaign in Jan/Feb while this year the PPC campaign started in March.
- An Insider Tip E-newsletter did not go out in April. Instead, the DCVB database (134,077) and a special Festival of Blossoms lodging database (37,873) were sent an opt-in e-mail request on 4/9 and in late April a Festival of Blossoms eCard was sent to the 4,593 opt-ins (a 2.67% opt-in rate). A total of 433,700 emails were deployed in April.

Group Sales *(Goal 1, Marketing/Sales Strategy 6, Pg 16; Goal 1, Marketing/Sales Strategy 7, Pg 17)*

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
Group Tour Contacts	25	63	70	210	30%
Group Tour Inquiries	14	26	16	48	54%
Meeting Planner Contacts	89	90	200	600	15%
Meeting Planner Inquiries	2	4	15	44	9%

- Several large mailings went out in April including: Follow-up to meeting planners who we met at Destination Showcase and a letter to our former Client Advisory Council and follow up to group tour operators we met at Bank Travel and from Circle Wisconsin leads.

Advertising Snapshot

- Festival of Blossoms newspaper ads were placed in: Chicago Tribune, Milwaukee Journal Sentinel, Minneapolis Star Tribune, St. Paul Pioneer Press, Wisconsin State Journal.
- Festival of Blossoms TV ads were placed on Time Warner Cable in Milwaukee and the Fox Valley.
- Ads were placed in Midwest Living "Best of the Midwest" and Journal & Topics Newspaper.
- Radio spots were placed in Chicago on WXRT and Chicago Public Radio and in Green Bay on WIXX along with a promotional contest.
- ePostcard campaign to DCVB and lodging database. See web report on page one for information.
- PowerPoint of Spring campaign available on www.DoorCountyVisitorBureau.org/Campaign.htm (this URL will be live on 5/11/09).

COMMUNICATIONS / PUBLIC RELATIONS

Media Marketing Program *(Goal 1, Communications/PR Strategy 1, Pg 19)*

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$228,959	\$437,526	\$275,000	\$825,000	53%
Impressions	2,006,298	3,143,683	2,860,000	8,580,000	37%
Visiting Journalists	0	13	17	50	26%

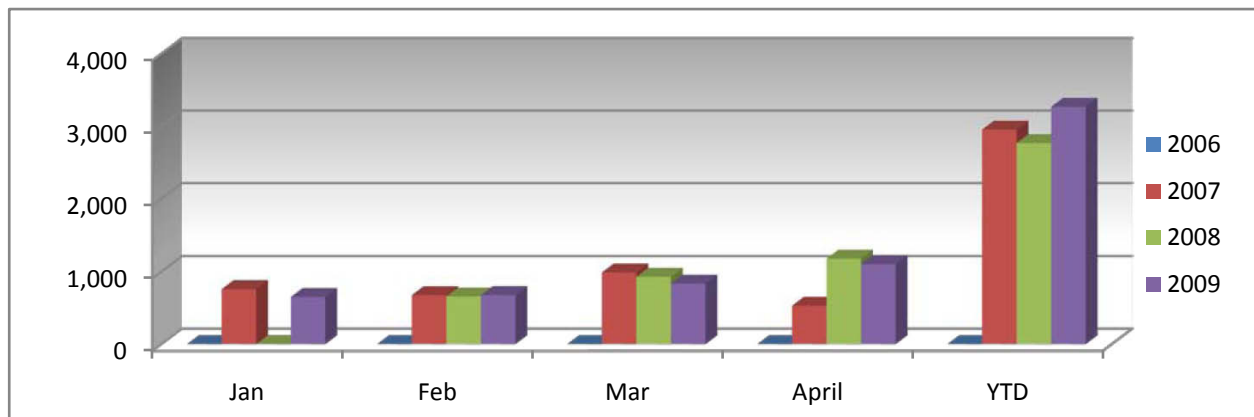
- 27 articles were placed in April and reached a total of 2,006,298 readers/listeners/viewers.
- 32 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include: USA Today, Wisconsin Trails, American Fitness Magazine, Tampa Bay Magazine, Mature Living, Backroads and Byways of Wisconsin, Mature Life Features Syndicate, AAA Home & Away.
- Remaining 2009 press tour dates: June 21-26; October 18-22; December 10-13.
- The return on investment (ROI) for our media marketing program to date is 237%.

Media Monitoring *(Goal 1, Communications/PR Strategy 2, Pg 19)*

<i>Due to 3-4 week lag time, the monthly total number is an estimate.</i>	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$121,766	\$575,318	\$1,333,333	\$4,000,000	14%

- Worked with 32 media outlets to provide images, information and support for Door County based articles and stories. Highlights include Today's Chicago Woman, O Magazine, WISC-TV, CBS Channel 3 in Madison WI, AAA Home & Away, Windy City Sports magazine, Lakeland Boating and USA Today.

Door County Welcome Center - Visitor Traffic



Visitor counter was installed in late April, 2006. There is no data for January 2008 due to an equipment malfunction.