



# April 2012 Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	59,413	51,871	68,592	83,384	107,324	142,571	152,330	141,902	123,349	96,507	39,830	35,980	1,103,053
2011	53,977	54,348	67,237	68,460	97,760	142,312	174,049	186,541	122,162	89,074	36,243	38,395	1,130,558
2012	56,759	55,059	65,624	79,352									256,794
2012 GOAL	55,596	55,978	69,254	70,513	100,693	146,583	179,271	192,137	125,827	91,746	37,330	39,547	1,164,475
% TO GOAL	102%	98%	95%	113%	0%	0%	0%	0%	0%	0%	0%	0%	22%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	43,825	38,114	49,780	59,862	74,624	97,768	104,395	96,307	84,470	66,437	28,794	26,652	771,028
2011	38,287	39,239	47,596	48,440	69,071	97,568	115,820	113,787	81,355	61,817	20,716	28,516	762,212
2012	40,972	40,381	46,082	55,162									182,597
2012 GOAL	39,052	40,024	48,548	49,409	70,452	99,519	118,136	116,063	82,983	63,054	21,130	29,086	777,456
% TO GOAL	105%	101%	95%	112%	0%	0%	0%	0%	0%	0%	0%	0%	23%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2010	6.70	7.10	7.50	7.80	8.80	9.30	9.80	9.40	9.29	7.69	5.59	5.47	7.87
2011	7.20	6.16	7.70	7.05	6.38	6.59	6.44	5.24	6.50	5.81	4.75	4.81	6.22
2012	5.65	5.78	6.20	6.23									5.97

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2010	6.52	7.15	7.42	7.53	8.05	8.36	8.34	8.29	7.50	6.37	4.35	4.40	7.02
2011	6.48	6.30	7.15	7.16	7.15	7.28	7.19	6.13	5.52	6.27	4.53	4.55	6.31
2012	6.11	6.31	7.01	7.10									6.63

DoorCounty.com - Mobile Web Site Usage (mobile site went live in July, 2011)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2011	n/a	n/a	n/a	n/a	n/a	n/a	16,092	16,889	11,716	9,582	3,478	4,309	62,066
2012	7,014	6,861	6,373	8,606									28,854

**DoorCounty.com - Top Ten Most Requested Pages for the Month**

1) /where-to-stay	6) /events/
2) home page	7) /where-to-dine
3) /what-to-do	8) /where-to-stay/waterfront
4) /events	9) /where-to-stay/pets-allowed
5) /plan-your-trip	10) /plan-your-trip/hotel-motel-inn

**DoorCounty.com - Top Ten Sources**

1) google/organic	6) aol/organic
2) (direct) / (none)	7) facebook.com/referral
3) bing/organic	8) dnr.wi.gov/referral
4) yahoo/organic	9) ask/organic
5) DC/email	10) midwestliving.com

**Social Media: Facebook**

Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	286,488	245,032	191,854	4,113,378	4,248,343	9,085,095
<b>2012</b>	191,394	198,686	198,684	163,672									752,436
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	199,521	193,298	178,586	114,181	163,650	219,700	168,839	172,648	45,020	40,769	1,089,150	960,516	3,545,878
<b>2012</b>	42,566	44,999	52,921	46,245									186,731
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	763	1,430	1,627	827	1,035	n/a	730	4,761	2,823	2,155	2,640	1,403	20,194
<b>2012</b>	2,485	3,072	2,377	1,735									9,669
"Talking about this"	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	n/a	n/a	n/a	n/a	n/a	n/a	111	1,370	802	481	1,121	417	4,302
<b>2012</b>	1,228	848	617	400									3,093

July 2011 Data from 7/19-7/31

**Social Media: Twitter Followers**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	n/a	136	176	210	254	291	336	412	472	520	652	733	4,192
<b>2011</b>	785	825	813	901	955	1,002	1,034	1,094	1,123	1,207	1,238	1,271	12,248
<b>2012</b>	1,352	1,392	1,430	1,427									5,601

<b>Social Media: Blog Page Views</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	n/a	n/a	n/a	n/a	n/a	n/a	n/a	361	28	214	165	189	957
2011	290	139	184	98	373	777	1,053	388	357	775	433	630	5,497
2012	831	816	584	495									2,726

<b>Explore The Door Video Travel Show Activity (views/downloads)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	9,638	8,126	9,670	10,518	10,963	12,829	16,608	15,617	14,336	12,512	5,789	6,635	133,241
2011	7,042	5,958	7,755	8,587	10,468	18,005	21,511	18,525	12,014	9,532	4,558	5,460	129,415
2012	6,558	5,606	7,296	7,315									26,775

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	4,614	4,385	9,300	6,582	5,264	6,424	6,439	6,721	6,983	6,507	3,656	3,836	70,711
2011	4,504	4,443	4,606	7,998	8,431	8,513	8,139	8,194	8,254	7,125	4,954	5,423	80,584
2012	*	*	*	4,419									4,419

*\*Program started in April*

<b>Door County E-Newsletter - Number of E-Mails Sent</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	371,019	360,592	354,519	354,430	789,935	338,109	384,033	561,135	1,067,900	530,701	538,905	535,579	6,186,857
2011	515,962	595,083	510,210	504,288	583,245	493,554	485,410	477,504	463,342	461,517	0	450,877	5,540,992
2012	437,876	429,892	422,016	416,363									1,706,147

<b>Door County E-Newsletter - Open Rates</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2010	15.00%	13.46%	12.70%	14.40%	15.05%	14.31%	12.70%	14.30%	13.19%	11.55%	9.13%	9.94%	12.98%
2011	14.52%	9.00%	13.16%	12.08%	11.00%	14.35%	15.72%	17.13%	15.00%	12.68%	0.00%	12.90%	12.30%
2012	16.67%	12.70%	14.10%	17.20%									15.17%

<b>Door County E-Newsletter - Click Thru's</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2010	3.57%	3.80%	3.11%	2.96%	3.01%	3.51%	2.96%	2.25%	3.02%	2.69%	1.69%	2.05%	2.89%
2011	3.55%	15.20%	3.19%	4.31%	18.00%	2.94%	3.82%	3.73%	3.15%	2.48%	0.00%	2.16%	5.21%
2012	3.86%	2.80%	2.00%	2.10%									2.69%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2010	No ads	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/FOB*	Image	Image/KSD	Image.KSD**	Image	HHN***	HHN/NOR****	
2011	Image/NOR	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/LGBT	Image	Image/SDSDC	Image/SDSDC	Image/SDSDC	HHN*	HHN****	
2012	Image/NOR	NOR	Image	Image/FOB*									
*FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** NOR = Nature of Romance *****SDSDC = So Delicious. So Door County.													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2010	0	1,009,657	996,461	5,191,602	7,704,781	2,417,705	2,350,861	1,497,739	9,848,936	801,682	774,004	20,000	32,613,428
2011	1,266,927	1,646,702	457,746	2,599,887	2,968,615	5,147,328	3,936,575	15,763,868	4,112,438	5,509,009	4,133,881	4,422,281	51,965,257
2012	603,196	322,727	7,058	922,717									1,855,698

Advertising - Media Placed 2012													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$9,060	\$1,177	\$2,894	\$21,365									\$34,496
Co-Op Dollars	\$0	\$0	\$0	\$0									\$0
Barter Dollars	\$1,170	\$495	\$353	\$0									\$2,018
Unpaid Dollars	\$0	\$0	\$0	\$0									\$0

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	1,017,295	304,649	1,562,351	1,315,770	738,046	213,955	16,055,478	805,595	853,768	903,207	313,088	460,000	24,543,202
2011	1,187,039	647,731	531,435	1,478,634	257,400	301,217	18,973,348	9,517,655	15,249,379	1,327,037	4,659,189	606,261	54,736,325
2012	23,227,492	850,742	17,200,525	10,142,348									51,421,107
2012 GOAL	686,394	512,342	1,146,420	2,364,982	2,723,495	536,449	8,060,897	2,202,303	3,081,286	2,813,161	1,410,159	2,371,251	27,909,139
% TO GOAL	3384%	166%	1500%	429%	0%	0%	0%	0%	0%	0%	0%	0%	184%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	\$37,936	\$16,443	\$361,125	\$67,217	\$46,351	\$102,304	\$421,940	\$23,316	\$173,883	\$24,835	\$70,052	\$57,350	\$1,402,752
2011	\$74,363	\$58,692	\$77,286	\$50,035	\$8,777	\$38,525	\$31,993	\$103,217	\$231,817	\$57,846	\$94,313	\$55,145	\$882,009
2012	\$794,635	\$38,569	\$1,066,547	\$824,094									\$2,723,845

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	0	12	0	0	14	18	0	0	11	11	0	1	67
<b>2011</b>	0	13	0	0	13	14	1	0	16	18	1	0	76
<b>2012</b>	0	16	0	0									16
<b>2012 GOAL</b>	0	14	0	0	14	14	0	0	14	14	0	0	70
<b>% TO GOAL</b>		114%			0%	0%			0%	0%			23%

<b>Media Monitoring - Publicity Value (Cision)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	\$267,948	\$162,592	\$123,631	\$128,682	\$717,013	\$153,716	\$338,534	\$207,042	\$232,090	\$176,386	\$166,130	\$34,037	\$2,707,803
<b>2011</b>	\$359,058	\$94,993	\$71,452	\$188,681	\$1,034,872	\$428,164	\$539,777	\$322,635	\$421,804	\$663,977	\$137,523	\$242,033	\$4,504,969
<b>2012</b>	\$117,144	\$106,820	\$204,457	\$769,968									\$1,198,390

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	67	151	191	21	19	36	26	376	169	104	102	82	1,344
<b>2011</b>	47	181	130	198	20	39	32	27	343	202	69	132	1,420
<b>2012</b>	122	106	78	4									310
<b>2012 GOAL</b>	48	186	134	204	22	40	33	28	353	208	71	136	1,463
<b>% TO GOAL</b>	254%	57%	58%	2%	0%	0%	0%	0%	0%	0%	0%	0%	21%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	14	13	3	8	10	4	10	9	17	6	8	7	109
<b>2011</b>	16	13	14	18	20	15	8	30	23	21	14	14	206
<b>2012</b>	26	19	10	5									60
<b>2012 GOAL</b>	17	14	15	19	21	15	8	31	24	22	15	15	216
<b>% TO GOAL</b>	153%	136%	67%	26%	0%	0%	0%	0%	0%	0%	0%	0%	28%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	438	507	10	19	36	20	36	305	42	122	30	23	1,588
<b>2011</b>	59	71	71	56	280	429	29	235	126	106	130	231	1,823
<b>2012</b>	115	45	52	30									242
<b>2012 GOAL</b>	60	72	72	57	286	438	30	240	129	108	132	236	1,859
<b>% TO GOAL</b>	192%	63%	72%	53%	0%	0%	0%	0%	0%	0%	0%	0%	13%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	16	12	7	13	27	19	32	33	27	17	17	15	235
<b>2011</b>	43	39	47	33	69	51	43	82	48	48	43	38	584
<b>2012</b>	73	46	55	32									206
<b>2012 GOAL</b>	44	40	48	34	71	53	45	85	49	49	45	39	602
<b>% TO GOAL</b>	166%	115%	115%	94%	0%	0%	0%	0%	0%	0%	0%	0%	34%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	1	1	1	0	0	1	0	0	0	2	0	1	7
<b>2011</b>	0	1	2	0	0	1	0	0	0	2	1	0	7
<b>2012</b>	1	2	0	0									3

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	604	687	1,087	1,312	5,058	8,221	14,693	12,954	8,447	7,861	1,174	1,020	63,118
<b>2011</b>	772	850	1,053	1,220	5,415	7,704	13,323	12,849	8,813	8,091	1,219	1,160	62,469
<b>2012</b>	778	1,140	1,694	1,992									5,604

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	5,961	2,258	3,102	4,817	2,202	7,985	6,240	4,808	2,939	1,794	1,094	104	43,304
<b>2011</b>	6,137	2,086	2,509	2,953	3,133	4,591	3,974	3,145	2,243	1,005	797	538	33,111
<b>2012</b>	3,185	1,540	2,402	5,261									12,388
<b>2012 GOAL</b>	6,198	2,107	2,534	2,983	3,164	4,637	4,014	3,176	2,265	1,015	805	544	33,442
<b>% TO GOAL</b>	51%	73%	95%	176%	0%	0%	0%	0%	0%	0%	0%	0%	37%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	586	616	877	1,009	1,415	1,752	2,357	2,041	1,732	1,490	405	632	14,912
<b>2011</b>	N/A	626	729	765	1,182	1,710	2,597	2,361	1,907	1,787	645	675	14,984
<b>2012</b>	1,002	1,095	954	1,218									4,269