



December 2010 Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	178,573	160,761	188,788	223,337	270,300	275,813	332,707	298,739	247,470	209,754	123,734	107,298	2,617,274
2009	120,297	139,111	157,797	185,571	232,895	289,308	364,983	333,409	291,776	235,103	150,829	148,811	2,649,890
2010	191,446	174,430	216,349	247,892	265,725	314,570	284,857	248,192	215,752	196,299	149,108	131,044	2,635,664
2010 GOAL	157,271	150,836	184,265	205,766	274,195	304,671	387,154	363,371	312,225	263,034	157,791	154,301	2,914,880
% TO GOAL	122%	116%	117%	120%	97%	103%	74%	68%	69%	75%	94%	85%	90%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	39,055	38,687	47,738	51,967	66,476	88,257	115,017	95,120	75,535	60,329	30,327	31,185	739,693
2009	36,689	40,799	49,268	61,168	76,083	91,953	115,449	102,391	85,079	63,217	34,473	35,613	792,182
2010	49,186	44,959	54,960	62,236	66,939	87,454	96,285	89,845	77,019	64,432	45,053	39,963	778,331
2010 GOAL	45,055	47,280	57,699	67,292	84,790	107,181	137,069	117,470	95,408	73,483	38,547	39,735	911,000
% TO GOAL	109%	95%	95%	92%	79%	82%	70%	76%	81%	88%	117%	101%	85%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	8.90	8.94	10.28	10.87	10.73	11.68	11.86	12.22	11.59	10.34	7.42	6.86	10.14
2009	9.02	8.81	9.67	9.26	10.25	10.45	11.18	10.92	10.82	10.74	5.74	5.40	9.36
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

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	3.67	3.35	3.48	4.10	4.27	5.58	5.97	6.55	6.00	6.83	7.00	5.60	5.20
2009	6.15	5.93	6.75	5.18	6.17	6.53	6.25	6.08	5.93	4.90	6.40	5.30	5.96
2010	4.70	4.90	4.90	5.00	6.80	5.90	6.40	6.10	5.87	5.20	3.57	5.28	5.39

DoorCounty.com - Top Ten Most Requested Pages for the Month													
1) Homepage						6) Hotel/motel/inn							
2) Lodging directory						7) Contact entry form							
3) event calendar						8) Plan your trip							
4) What to do						9) Resort/condo							
5) Contest entry form						10) Contest entry Thanks							

DoorCounty.com - Top Ten Referring Sites for the Month

- | | |
|-------------------|---------------------------------|
| 1) google/organic | 6) doorcounty.com/referral |
| 2) (direct)(none) | 7) 97.107.33.179:20828/referral |
| 3) google/cpc | 8) search/organic |
| 4) yahoo/organic | 9) mail.aol/referral |
| 5) bing/organic | 10) aol/organic |

Explore The Door Video Travel Show Activity (views/downloads)

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	5,902	4,852	7,472	8,254	8,950	9,670	12,483	10,486	10,148	12,077	6,508	7,574	104,376
2009	7,834	6,752	7,466	7,324	8,515	10,647	14,250	14,051	12,452	11,104	7,096	8,392	115,883
2010	9,638	8,126	9,670	10,518	10,963	12,829	16,608	15,617	14,336	12,512	5,759	6,635	133,211
2010 GOAL	6,762	5,945	7,712	7,914	9,423	10,947	13,230	12,856	11,800	15,485	7,784	8,342	118,200
% TO GOAL	143%	137%	125%	133%	116%	117%	126%	121%	121%	81%	74%	80%	113%

Pay-Per-Click Results

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	Started March '09		3,629	7,557	6,177	5,567	6,361	5,654	6,203	3,381	2,186	3,943	50,658
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

Door County Insider Tip E-Newsletter - Number of E-Mails Sent

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	141,195	393,054	263,000	0 - FOB Post	703,048	397,470	408,306	403,777	385,086	402,850	382,390	370,018	4,250,194
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
2010 GOAL	154,282	430,118	280,512	383,367	397,392	434,794	444,144	444,144	420,768	439,469	439,468	406,742	4,675,200
% TO GOAL	240%	84%	126%	92%	199%	78%	86%	126%	254%	121%	123%	132%	132%

Door County Insider Tip E-Newsletter - Open Rates

	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	19.67%	17.34%	13.98%	0 - FOB Post	12.60%	15.63%	14.56%	15.45%	16.49%	10.71%	9.00%	9.31%	14.07%
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%
2010 GOAL	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%
% TO GOAL	97%	87%	82%	93%	97%	92%	82%	92%	85%	75%	59%	64%	84%

Door County Insider Tip E-Newsletter - Click Thru's

	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	3.00%	2.28%	7.02%	0 - FOB Post	9.21%	4.74%	4.05%	4.25%	4.70%	2.16%	2.08%	2.02%	4.14%
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%
2010 GOAL	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%
% TO GOAL	79%	84%	69%	66%	67%	78%	66%	50%	67%	60%	38%	46%	64%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2009	Image	No ads	Image	Image/FOB*	Image/FOB*	Image	Image	KSD**	Image/KSD**	HHN***	HHN***	HHN/NOR****	
2010	No ads	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/FOB*	Image	Image/KSD	Image.KSD**	Image	HHN***	HHN/NOR****	
*FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** NOR = Nature of Romance													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2009	135,000	0	2,493,141	12,177,932	15,421,237	4,938,791	905,436	1,091,428	5,082,822	1,687,580	4,552,012	230,715	48,716,094
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

Advertising - Media Placed 2010													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$0	\$7,226	\$8,882	\$62,064	\$152,162	\$60,310	\$29,909	\$16,182	\$77,738	\$9,273	\$17,793	\$694	\$442,233
Co-Op Dollars	\$0	\$0	\$0	\$0	\$0	\$1,200	\$22,588	\$0	\$9,463	\$7,003	\$0	\$0	\$40,254
Barter Dollars	\$0	\$539	\$33,953	\$0	\$1,701	\$19,258	\$506	\$6,571	\$22,469	\$0	\$4,000	\$500	\$89,497
Unpaid Dollars	\$0	\$1,000	\$1,000	\$3,745	\$124,500	\$15,471	\$0	\$0	\$0	\$0	\$0	\$0	\$145,716

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	75,051	510,116	584,893	1,482,588	1,738,188	574,344	1,067,123	621,778	1,016,900	1,811,974	320,000	1,594,816	11,397,771
2009	448,260	69,265	619,860	2,006,298	3,176,532	192,000	952,301	850,693	610,309	2,865,331	1,191,298	2,661,086	15,643,233
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
2010 GOAL	281,919	393,468	727,530	2,066,643	2,844,508	501,317	1,236,015	871,468	1,025,868	2,737,149	833,839	2,480,276	16,000,000
% TO GOAL	361%	77%	215%	64%	26%	43%	1299%	92%	83%	33%	38%	19%	153%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	\$23,585	\$128,346	\$39,078	\$47,968	\$224,631	\$41,180	\$64,108	\$58,124	\$85,003	\$63,908	\$8,567	\$120,101	\$904,599
2009	\$70,800	\$5,763	\$132,004	\$228,959	\$148,175	\$18,888	\$100,253	\$97,522	\$42,473	\$47,271	\$111,276	\$150,130	\$1,153,514
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
2010 GOAL	\$52,471	\$88,127	\$94,581	\$150,909	\$226,066	\$37,138	\$94,668	\$89,278	\$78,473	\$66,977	\$63,562	\$157,750	\$1,200,000
% TO GOAL	72%	19%	382%	45%	21%	275%	446%	26%	222%	37%	110%	36%	117%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	0	24	0	0	25	4	37	8	1	12	0	10	121
2009	0	13	0	0	0	17	0	0	0	16	0	6	52
2010	0	12	0	0	14	18	0	0	11	11	0	1	67
2010 GOAL	0	12	0	0	12	12	0	0	12	12	0	0	60
% TO GOAL		100%			117%	150%			92%	92%		200%	112%

Media Monitoring - Publicity Value (Cision)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	\$92,657	\$101,075	\$113,937	\$145,862	\$302,359	\$246,944	\$212,829	\$150,699	\$67,750	\$325,228	\$32,522	\$59,646	\$1,851,510
2010	\$267,948	\$162,592	\$123,631	\$128,682	\$717,013	\$153,716	\$338,534	\$207,042	\$232,090	\$176,386	\$166,130	\$29,849	\$2,703,614
2010 GOAL	\$59,298	\$55,804	\$145,145	\$46,235	\$274,219	\$234,517	\$231,153	\$255,442	\$181,904	\$130,324	\$122,822	\$170,137	\$1,907,000
% TO GOAL	452%	291%	85%	278%	261%	66%	146%	81%	128%	135%	135%	18%	142%

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	38	0	25	296	60	100	310	9	74	24	58	994
2010	67	151	191	21	19	36	26	376	169	104	102	82	1,344
2010 GOAL	91	91	91	91	91	91	91	92	91	91	91	91	1,093
% TO GOAL	74%	166%	210%	23%	21%	40%	29%	409%	186%	114%	112%	90%	123%

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	7	4	1	14	1	6	7	2	3	8	6	3	62
2010	14	13	3	8	10	4	10	9	17	6	8	7	109
2010 GOAL	7	6	5	7	5	6	6	5	5	6	6	5	68
% TO GOAL	200%	217%	60%	114%	200%	67%	167%	180%	340%	100%	133%	140%	160%

Meeting/Event Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	89	8	167	27	266	3	9	17	64	651
2010	438	507	10	19	36	20	36	305	42	122	30	23	1,588
2010 GOAL	300	22	22	42	32	32	32	117	32	32	32	55	750
% TO GOAL	146%	2305%	45%	45%	113%	63%	113%	261%	131%	381%	94%	42%	212%

Meeting/Event Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	1	1	0	2	2	2	11	5	1	6	8	6	45
2010	16	12	7	13	27	19	32	33	27	17	17	15	235
2010 GOAL	5	4	4	4	4	4	5	4	4	5	5	4	52
% TO GOAL	320%	300%	175%	325%	675%	475%	640%	825%	675%	340%	340%	375%	452%

Trade Show Participation													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	0	0	2	0	0	1	1	0	1	6
2010	1	1	1	0	0	1	0	0	0	2	0	1	7

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	n/a	658	929	1,180	3,387	4,525	6,978	7,244	4,581	5,519	892	663	36,556
2009	651	677	836	1,105	3,847	6,181	9,717	8,604	6,428	5,116	1,053	678	44,893
2010	604	687	1,087	1,312	5,058	8,221	14,693	12,954	8,447	7,861	1,174	1,020	63,118

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	2,739	7,084	3,898	4,262	5,781	5,616	7,804	5,903	3,942	2,946	1,125	584	51,684
2010	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
2010 GOAL	3,011	7,787	4,262	4,660	6,365	6,195	8,664	6,479	4,318	3,238	1,248	625	56,852
% TO GOAL	198%	29%	73%	103%	35%	129%	72%	74%	68%	55%	88%	17%	76%

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009					1,379	2,452	1,916	1,977	1,655	1,655	406	499	11,939
2010	586	616	877	1,009	1,415	1,752	2,357	2,041	1,732	1,490	405	632	14,912

New telephone system began tracking incoming calls in May, 2009.

ADDITIONAL NOTES**MARKETING & SALES**

- Web site visits reflect a 12% decrease over Nov. 2010 and a 0.005% decrease compared to 2009 YOY
- Unique visits were down 11% over Nov. 2010 and down 0.0165 compared to 2009 YOY
- Tracked 50 motorcoach room nights in December inc. EM Hawaii Tours!
- Attended Holiday Showcase in Chicago
- Worked with one meeting planner, two reunion planners and 12 wedding planners in December
- The break down of the 235 meeting/event inquiries for 2010 is: 155 wedding planners/brides, 38 meeting planners, 29 reunion planners, 10 bike, car and motorcycle clubs and 3 retreat planners

COMMUNICATIONS & PR**Media Marketing Program**

- 10 articles were generated as a result of our media marketing program and reached a total of 460,000 readers/listeners/viewers in December
- Hosted a total of 67 journalists on five seasonally themed press trips in 2010
- The return on investment (ROI) for our media marketing program to date is 386%
- Worked on 2011 trip dates and schedule with Geiger & Associates staff

Media Monitoring

- Worked with 12 journalists/media outlets in December to provide images, information and/or support for Door County based articles and stories. A few highlights included Time Out Chicago Kids, www.GreenWala.com, Grand Rapids Press, Lakeland Boating and the Wisconsin State Journal