



# December 2013

## Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	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
<b>2012</b>	56,759	55,059	65,624	79,352	121,806	147,737	179,423	170,508	124,107	92,311	40,577	41,304	1,174,567
<b>2013</b>	63,770	55,941	69,321	82,431	107,059	147,454	204,053	176,396	138,792	110,061	42,477	38,972	1,236,727
<b>2013 GOAL</b>	57,894	56,160	66,936	80,939	124,242	150,692	183,011	173,918	126,589	94,157	41,389	42,131	1,198,058
<b>% TO GOAL</b>	110%	100%	104%	102%	86%	98%	111%	101%	110%	117%	103%	93%	103%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	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
<b>2012</b>	40,972	40,381	46,082	55,162	84,072	99,244	119,251	115,157	83,247	65,224	29,834	29,901	808,527
<b>2013</b>	44,969	39,543	47,802	56,542	74,280	99,842	136,100	118,267	94,554	76,239	31,854	29,606	849,598
<b>2013 GOAL</b>	41,791	41,188	47,004	56,262	85,751	101,222	121,634	117,455	84,912	66,549	30,431	30,499	824,698
<b>% TO GOAL</b>	108%	96%	102%	100%	87%	99%	112%	101%	111%	115%	105%	97%	103%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2011</b>	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
<b>2012</b>	5.65	5.78	6.20	6.23	5.85	6.05	6.31	6.08	6.03	4.85	4.31	4.53	5.66
<b>2013</b>	5.00	5.09	5.33	5.62	5.52	4.58	4.63	4.52	4.52	4.08	3.42	2.18	4.54

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2011</b>	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
<b>2012</b>	6.11	6.31	7.01	7.10	6.45	7.15	7.27	7.18	7.02	5.06	4.14	4.32	6.26
<b>2013</b>	5.38	5.47	6.10	6.17	6.16	6.53	6.57	6.53	6.59	5.58	4.31	4.22	5.80

<b>DoorCounty.com - Mobile Web Site Usage</b> <i>(mobile site went live in July, 2011)</i>													
	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	16,092	16,889	11,716	9,582	3,478	4,309	62,066
<b>2012</b>	7,014	6,861	9,092	11,831	20,398	27,585	37,251	33,290	25,185	18,002	8,146	9,681	214,336
<b>2013</b>	15,219	13,336	16,952	19,449	30,015	49,594	69,397	61,021	47,761	38,867	7,934	7,333	376,878

<b>DoorCounty.com - Top Ten Most Requested Pages for the Month</b>		
1) Home Page	5) /where-to-stay/search-by-date	9) /what-to-do/seasonal-activities
2) /where-to-stay	6) /events	10) /what-to-do/seasonal-activities
3) /events	7) /where-to-stay	
4) /newsletter	8) /nature-of-romance/lodging-packages	

<b>DoorCounty.com - Top Ten Sources</b>		
1) google/organic	5) yahoo/organic	9) midwestliving.com/referral
2) Direct	6) facebook.com/referral	10) doorcounty.com/referral
3) DoorCounty/Email	7) m.facebook.com/referral	
4) bing/organic	8) travelwisconsin.com/referral	

<b>Social Media: Facebook</b>													
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	215,057	218,996	219,603	233,092	211,142	174,245	825,198	1,156,708	4,006,477
<b>2013</b>	705,864	438,515	508,267	913,060	718,887	731,781	862,530	3,417,990	906,036	973,792	789,279	757,391	11,723,392
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	41,652	47,465	61,081	75,506	63,265	45,846	213,729	324,232	1,059,507
<b>2013</b>	201,757	153,573	235,988	421,933	397,823	339,344	694,065	837,676	661,885	555,945	75,063	403,674	4,978,726
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	2,383	2,542	1,382	1,227	1,222	2,312	3,948	2,432	27,117
<b>2013</b>	3,372	2,134	3,474	8,976	5,164	5,398	6,440	7,471	7,069	4,702	1,637	1,870	57,707
"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	736	694	656	1,612	2,187	2,575	8,622	6,402	26,577
<b>2013</b>	10,392	7,919	8,284	9,445	10,709	11,474	14,225	41,084	19,793	26,352	16,522	19,697	195,896

*(July 2011 "Talking about this" Data from 7/19-7/31)*

<b>Social Media: Twitter Followers</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
<b>2011</b>	785	825	813	901	955	1,002	1,034	1,094	1,123	1,207	1,238	1,271	62%
<b>2012</b>	1,352	1,392	1,430	1,427	1,514	1,559	1,625	1,668	1,702	1,764	1,795	1,833	36%
<b>2013</b>	1,833	1,975	2,032	2,109	2,187	2,235	2,340	2,402	2,426	2,479	2,537	2,589	41%

<b>Social Media: Blog Page Views</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	290	139	184	98	373	777	1,044	1,177	1,146	775	466	630	7,099
<b>2012</b>	831	816	584	495	673	788	1,143	1,003	619	632	358	336	8,278
<b>2013</b>	337*	1,107	2,238	3,359	3,788	3,458	4,580	4,730	2,990	3,111	1,868	976	32,542

\*In February 2013 the *Insider Expert* blog views replaced the former staff blog numbers

<b>Explore The Door Video Travel Show Activity (views/downloads)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	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
<b>2012</b>	6,558	5,606	7,296	7,315	10,554	13,237	17,945	13,338	9,224	7,172	4,293	4,180	106,718
<b>2013</b>	6,334	5,378	6,134	5,397	6,601	7,420	9,686	8,201	6,158	5,112	1,871	2,168	70,460

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	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
<b>2012</b>	<i>2012 program started in April</i>			4,419	5,573	6,411	6,453	4,845	5,718	4,906	3,321	3,882	45,528
<b>2013</b>	<i>2013 Program started in March</i>		3,222	3,797	5,110	4,532	4,997	4,945	4,108	4,033	3,156	n/a	37,900

<b>Door County E-Newsletter - Number of E-Mails Sent</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	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
<b>2012</b>	437,876	429,892	422,016	416,363	423,591	431,349	429,697	424,671	216,240*	411,531	195,130	330,394	4,568,750
<b>2013</b>	326,396	321,595	319,699	308,619	332,534	336,442	311,189	342,967	319,249	322,423	308,090	306,833	3,856,036

\*Remail happened in October

<b>Door County E-Newsletter - Open Rates</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2011</b>	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%
<b>2012</b>	16.67%	12.70%	14.10%	17.20%	19.90%	13.30%	15.40%	17.20%	17.90%	16.90%	15.80%	15.50%	16.05%
<b>2013</b>	19.90%	20.60%	20.00%	21.10%	25.20%	21.10%	21.40%	24.00%	23.80%	24.80%	24.10%	22.00%	22.33%

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%	2.80%	1.60%	2.10%	1.70%	2.30%	1.70%	2.00%	1.30%	2.19%
2013	2.80%	2.70%	2.70%	3.00%	4.20%	3.30%	3.40%	3.50%	3.80%	3.20%	2.80%	1.90%	3.11%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2011	Image/NOR	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/LGBT	Image	Image/SDSDC	Image/SDSDC	Image/SDSDC	HHN*	Image	
2012	Image/NOR	NOR	Image	Image/FOB*	Image/FOB*	Image/LGBT	Image/LGBT	Image/LGBT	Im/LGBT/SDSD	Image/SDSD	Im/HHN/LGBT	Image	
2013	Image/LGBT	NOR	Image/LGBT	Image/LGBT	Image	Image	Image/LGBT	Image	Image/SDSDC	Image/SDSD	Image	Image/NOR	
*SOB = Season 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
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	6,653,500	7,246,016	12,858,131	2,690,628	1,982,372	501,418	1,648,347	85	35,436,195
2013	106,273	480,182	123,101	124,644	4,759,128	7,494,467	6,332,927	6,046,422	2,911,882	1,136,216	130,040	104,743	29,750,025

Advertising - Media Placed 2013													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$868	\$838	\$2,926	\$2,926	\$110,148	\$93,258	\$101,766	\$107,636	\$22,507	\$5,294	\$3,206	\$3,206	\$454,579
Co-Op Dollars	\$868	\$838	\$838	\$838	\$19,590	\$18,000	\$5,201	\$19,782	\$4,285	\$4,285	\$1,000	\$0	\$75,525
Barter Dollars	\$2,312	\$3,690	\$3,312	\$2,312	\$66,924	\$25,167	\$29,955	\$25,162	\$18,541	\$3,000	\$2,000	\$3,000	\$185,375
Unpaid Dollars	\$0	\$0	\$0	\$0	\$0	\$11,760	\$0	\$0	\$0	\$0	\$0	\$0	\$11,760

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	13,876,785	3,979,061	1,379,279	1,762,561	8,028,122	3,258,160	968,968	9,884,333	94,558,376
2013	1,670,178	8,638,771	10,208,354	1,933,183	1,028,329	20,328,268	8,173,056	31,790,411	9,995,295	285,691,328	4,298,436	7,342,018	391,097,627
2013 GOAL	4,195,874	468,431	3,666,928	3,931,077	4,782,243	852,706	13,383,052	3,478,312	5,437,680	3,465,164	2,291,450	3,785,881	49,738,798
% TO GOAL	40%	1844%	278%	49%	22%	2384%	61%	914%	184%	8245%	188%	194%	786%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	\$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
<b>2012</b>	\$794,635	\$38,569	\$1,066,547	\$824,094	\$182,636	\$35,195	\$16,126	\$79,036	\$20,382	\$77,307	\$57,513	\$24,852	\$3,216,892
<b>2013</b>	\$13,829	\$50,527	\$25,621	\$51,532	\$28,678	\$44,542	\$59,408	\$1,400,537	\$30,423	\$149,500	\$50,362	\$72,869	\$1,977,828

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	0	13	0	0	13	14	1	0	16	18	1	0	76
<b>2012</b>	0	16	0	0	13	17	0	0	11	15	0	0	72
<b>2013</b>	0	11	0	1	13	22	9	6	5	11	0	0	78
<b>2013 GOAL</b>	0	13	0	0	13	18	4	4	4	14	0	0	70
<b>% TO GOAL</b>		85%			100%	122%	225%	150%	125%	79%			111%

<b>Media Monitoring - Publicity Value (Cision)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	\$771,613	\$837,503	\$1,096,446	\$972,965	\$842,856	\$731,837	\$640,980	\$186,762	\$96,484	\$6,605,868
<b>2013</b>	\$157,614	\$237,975	\$516,956	\$365,498	\$466,268	\$745,493	\$766,441	\$422,160	\$609,244	\$1,420,482	\$379,702	\$499,639	\$6,587,471

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	47	181	130	198	20	39	32	27	343	202	69	132	1,420
<b>2012</b>	122	106	78	4	9	100	21	21	69	30	51	47	658
<b>2013</b>	87	314	127	83	538	49	9	213	31	83	145	42	1,721
<b>2013 GOAL</b>	84	98	80	50	20	75	30	25	75	30	50	54	671
<b>% TO GOAL</b>	104%	320%	159%	166%	2690%	65%	30%	852%	41%	277%	290%	78%	256%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	16	13	14	18	20	15	8	30	23	21	14	14	206
<b>2012</b>	26	19	10	5	9	27	25	16	7	8	15	21	188
<b>2013</b>	22	9	6	8	72	4	9	20	14	8	8	7	187
<b>2013 GOAL</b>	23	23	15	8	25	25	15	15	10	10	15	8	192
<b>% TO GOAL</b>	96%	39%	40%	100%	288%	16%	60%	133%	140%	80%	53%	88%	97%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	59	71	71	56	280	429	29	235	126	106	130	231	1,823
<b>2012</b>	115	45	52	30	214	30	55	95	74	114	73	117	1,014
<b>2013</b>	75	43	131	40	307	79	147	144	124	197	59	61	1,407
<b>2013 GOAL</b>	89	60	65	40	150	150	60	120	102	115	50	34	1,035
<b>% TO GOAL</b>	84%	72%	202%	100%	205%	53%	245%	120%	122%	171%	118%	179%	136%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	43	39	47	33	69	51	43	82	48	48	43	38	584
<b>2012</b>	73	46	55	32	14	27	55	52	34	38	37	51	514
<b>2013</b>	67	43	37	40	52	79	63	64	72	49	29	24	619
<b>2013 GOAL</b>	59	44	53	34	35	30	50	65	38	44	40	33	525
<b>% TO GOAL</b>	114%	98%	70%	118%	149%	263%	126%	98%	189%	111%	73%	73%	118%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	0	1	2	0	0	1	0	0	0	2	1	0	7
<b>2012</b>	1	2	0	0	0	1	0	0	1	0	0	0	5
<b>2013</b>	1	1	0	1	0	0	0	0	0	2	1	1	7

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	5,154	9,134	12,928	10,888	8,780	6,294	1,257	973	61,012
<b>2013</b>	613	1,057	1,258	1,565	4,514	8,201	13,047	12,260	8,305	7,451	1,415	1,075	60,761

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011 Hard Copy</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>2011 Online</b>	3,892	689	1,012	902	1,581	2,411	2,255	1,757	1,118	720	191	105	16,633
<b>2012 Hard Copy</b>	3,185	1,540	2,402	5,261	3,461	3,126	3,378	2,464	1,252	605	280	205	27,159
<b>2012 Online</b>	852	787	1,095	1,396	2,176	2,220	2,624	1,996	1,210	902	1,054	402	16,714
<b>2013 Hard Copy</b>	2,875	1,944	2,505	4,154	3,711	3,780	4,575	2,887	1,685	782	235	246	29,379
<b>2013 Online</b>	1,044	1,076	1,585	2,632	3,281	3,885	4,519	3,698	2,499	1,728	385	441	26,773
2013 Combined Goal	4,077	2,350	3,532	6,724	5,693	5,399	6,062	4,505	2,487	1,522	1,347	613	44,312
<b>% TO GOAL</b>	96%	128%	116%	101%	123%	142%	150%	146%	168%	165%	46%	112%	127%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	1,920	2,271	2,890	2,289	1,995	1,655	636	746	18,671
<b>2013</b>	951	1,480	951	1,152	1,774	1,790	3,149	2,345	1,809	2,093	648	824	18,966