



December 2015

Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May *	June	July	August	September	October	November	December	Totals
2013	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
2014	67,752	60,914	73,788	97,025	121,180	180,415	241,758	217,228	192,895	127,641	49,659	51,645	1,481,900
2015	84,622	75,713	94,730	120,683	75,341	185,326	212,189	184,422	149,937	108,034	46,080	44,492	1,381,569
2015 GOAL	69,107	62,132	75,264	98,966	123,604	184,023	246,593	221,573	196,753	130,194	50,652	52,677	1,511,538
% TO GOAL	122%	122%	126%	122%	61%	101%	86%	83%	76%	83%	91%	84%	91%

** Google Analytics tracking missing from key pages on site May 2015*

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May *	June	July	August	September	October	November	December	Totals
2013	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
2014	49,585	44,432	53,863	70,461	86,751	126,954	168,346	137,769	123,638	85,725	38,826	37,492	1,023,842
2015	59,255	52,503	65,603	83,227	55,132	125,205	146,355	128,295	108,051	78,766	36,293	34,273	972,958
2015 GOAL	50,577	45,321	54,940	71,870	88,486	129,493	171,713	140,524	126,111	87,440	39,603	38,241	1,044,319
% TO GOAL	117%	116%	119%	116%	62%	97%	85%	91%	86%	90%	92%	90%	93%

** Google Analytics tracking missing from key pages on site May 2015*

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May *	June	July	August	September	October	November	December	Average
2013	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
2014	3.35	3.58	3.64	3.53	3.45	3.96	3.48	3.19	3.08	2.91	2.64	2.74	3.30
2015	2.91	3.02	3.06	3.03	2.58	4.87	4.75	3.30	3.29	3.14	2.68	2.84	3.29

** Google Analytics tracking missing from key pages on site May 2015*

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2013	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
2014	4.42	5.03	5.06	4.48	5.18	6.20	5.54	4.28	4.02	3.37	3.05	3.22	4.49
2015	3.44	3.56	4.02	3.49	4.08	4.31	4.35	4.32	4.24	3.56	3.07	3.28	3.81

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May*	June	July	August	September	October	November	December	Totals
2013	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
2014	23,872	10,927	28,446	38,478	48,903	72,055	106,244	99,139	88,020	50,954	23,263	22,857	613,158
2015	39,024	21,610	43,392	54,501	30,019	87,000	103,550	94,460	75,538	56,316	26,040	22,569	654,019
* Google Analytics tracking missing from key pages on site May 2015													

DoorCounty.com - Top Ten Most Requested Pages for the Month		
1) /Home	5) /winter	9) /experience
2) /experience/events	6) /romance	10) /discover/visitor-guide
3) /stay/finding-lodging	7) /dine/dining-finder	
4) /stay	8) /stay/log-cabin-log-house	

DoorCounty.com - Top Ten Sources		
1) Google/organic	5) bing/organic	9) midwestliving.com/referral
2) Facebook Newsfeed Ads/Newsfeed Ads	6) yahoo/organic	10) facebook.com/referral
3) direct/none	7) m.facebook/referral	
4) DoorCounty/Email	8) travelwisconsin.com/referral	

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	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
2014	1,072,474	786,549	1,256,786	1,140,795	904,334	866,752	937,971	1,053,928	1,378,288	597,568	587,576	559,572	11,142,593
2015	826,778	594,789	839,094	1,204,160	1,097,071	1,201,542	1,286,647	925,223	1,065,510	1,045,703	1,088,533	563,186	11,738,236
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	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
2014	207,464	240,304	426,235	424,333	463,321	444,147	339,068	461,958	612,005	238,985	346,151	257,000	4,460,971
2015	555,825	388,349	555,850	772,633	739,233	768,594	847,893	686,341	679,592	739,724	856,575	407,601	7,998,210
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	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
2014	11,533	13,566	3,181	3,624	3,358	3,963	8,419	3,050	3,047	1,616	1,199	170,953	227,509
2015	1,447	1,197	1,483	2,014	1,979	1,821	2,158	119,717	875	2,176	1,388	81,295	217,550
Engagement	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	24,832	14,834	26,432	32,633	32,944	32,210	30,093	24,461	32,364	35,477	26,773	13,550	326,603

Social Media: Twitter Followers													
	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
2013	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%
2014	2,654	2,701	2,747	2,797	2,910	3,050	3,180	3,264	3,348	3,417	3,451	3,569	34%
2015	3,585	3,652	3,709	3,781	3,872	3,992	4,096	4,153	4,219	4,261	4,302	4,350	21%

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	<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
2014	2,432	2,748	3,473	9,955	4,940	5,260	4,203	2,124	2,462	2,019	1,294	1,314	42,224
2015	1,815	2,153	2,240	2,253	5,507	5,556	5,507	4,096	5,507	2,251	1,015	1,006	38,906

Door County E-Newsletter - Number of E-Mails Sent (with remails)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	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
2014	310,665	304,504	260,265	290,157	303,787	311,153	314,220	314,552	346,443	343,595	344,384	337,073	3,780,798
2015	328,573	319,563	310,628	316,865	341,409	349,020	486,954	359,538	350,421	348,142	347,933	344,699	4,203,745

Door County E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2013	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%
2014	25.30%	24.20%	31.70%	30.10%	25.80%	26.90%	26.90%	26.00%	29.20%	26.50%	22.30%	21.20%	26.34%
2015	24.80%	23.60%	27.70%	28.70%	26.80%	27.10%	32.90%	24.74%	25.71%	24.20%	21.67%	20.06%	25.67%

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2014	2.90%	2.30%	4.40%	4.20%	3.90%	4.60%	4.70%	4.30%	4.50%	3.90%	2.30%	2.10%	3.68%
2015	2.60%	2.90%	3.60%	4.30%	3.41%	4.00%	5.09%	3.13%	3.85%	2.83%	2.01%	1.61%	3.28%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2013	Image/NOR	NOR	Image/LGBT	Image/LGBT	Image	Image	Image/LGBT	Image	Image/SDSDC	Image/SDSD	Image	Image/NOR	
2014	Image/NOR	NOR/Image	Image	Image/SOB	Image/SOB	Image	Image	Image	Image/SDSDC	Image /SDSD	Image/NOR	Image/NOR	
2015	Image/NOR	NOR/Image	NOR/Image	Image/SOB	Image/SOB	Image	Image	Image/SDSD	Image/SDSDC	Image/SDSD	NOR	Image/NOR	

SOB = Season of Blossoms 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
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
2014	70,620	2,777,134	9,058,615	8,790,285	6,753,942	2,772,677	904,724	148,225	1,735,115	3,503,157	2,604	2,530	36,519,628
2015	5,346	2,679,900	5,336,400	9,945,248	5,628,037	1,183,348	673,070	441,307	2,900,619	1,587,416	6,390	6,390	30,393,471

Advertising - Media Placed 2015													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$3,440	\$30,793	\$146,249	\$130,523	\$97,946	\$11,343	\$15,063	\$8,124	\$27,719	\$14,709	\$6,390	\$6,390	\$498,689
Co-Op Dollars	\$0	\$1,525	\$9,325	\$7,025	\$6,955	\$3,070	\$5,525	\$2,400	\$2,285	\$600	\$1,200	\$0	\$39,910
Barter Dollars	\$0	\$30,228	\$1,538	\$16,810	\$12,228	\$47,500	\$1,838	\$114	\$0	\$0	\$0	\$0	\$110,255
Unpaid Dollars	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Explore The Door Video Travel Show Activity (views/downloads)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	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
2014	2,631	2,354	3,253	3,705	5,065	6,695	8,201	6,379	5,193	4,578	2,988	3,110	54,152
2015	5,745	4,727	6,434	6,593	9,566	13,497	19,242	23,320	20,386	22,426	18,482	18,664	169,082

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2014	37,852,999	40,986,204	27,772,140	5,314,961	20,193,969	44,435,235	71,687,651	12,256,415	51,116,546	67,868,123	18,770,067	3,507,165	401,761,475
2015	28,017,364	1,823,856	20,098,799	22,527,085	3,830,004	19,201,677	30,984,433	36,995,848	9,122,770	2,746,629	6,293,744	16,144,032	197,786,241
2015 GOAL	16,535,501	6,388,538	14,230,653	8,366,153	9,517,767	8,886,788	49,319,240	13,688,198	22,374,255	40,394,770	6,733,098	6,571,412	203,006,373
% TO GOAL	169%	29%	141%	269%	40%	216%	63%	270%	41%	7%	93%	246%	97%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	\$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
2014	\$104,143	\$93,897	\$503,719	\$75,517	\$153,280	\$107,290	\$227,097	\$196,220	\$258,235	\$141,898	\$91,174	\$81,448	\$2,033,918
2015	\$70,320	\$72,596	\$80,581	\$330,607	\$1,209,143	\$282,586	\$168,520	\$154,576	\$174,956	\$40,256	\$56,902	\$93,224	\$2,734,267

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	0	11	0	1	13	22	9	6	5	11	0	0	78
2014	0	9	0	0	10	22	15	9	6	10	0	0	81
2015	0	9	0	0	7	14	19	12	5	8	0	0	74
2015 GOAL		10			8	20	8	6	4	14			70
% TO GOAL		90%			88%	70%	238%	200%	125%	57%			106%

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	87	314	127	83	538	49	9	213	31	83	145	42	1,721
2014	153	621	130	70	156	167	108	207	39	14	34	48	1,747
2015	134	451	110	206	188	179	176	89	125	67	149	1	1,875
2015 GOAL	175	350	175	125	162	175	125	210	77	60	55	75	1,764
% TO GOAL	77%	129%	63%	165%	116%	102%	141%	42%	162%	112%	271%	1%	106%

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	22	9	6	8	72	4	9	20	14	8	8	7	187
2014	29	34	8	12	14	28	24	25	6	13	5	6	204
2015	33	19	13	15	12	9	15	13	15	23	8	1	176
2015 GOAL	30	30	10	12	15	29	25	25	5	15	5	5	206
% TO GOAL	110%	63%	130%	125%	80%	31%	60%	52%	300%	153%	160%	20%	85%

Meeting/Event Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	75	43	131	40	307	79	147	144	124	197	59	61	1,407
2014	81	81	149	61	206	199	181	143	154	86	276	68	1,685
2015	97	85	171	188	209	181	373	120	101	149	52	59	1,785
2015 GOAL	85	75	150	85	210	200	185	145	155	120	225	67	1,702
% TO GOAL	114%	113%	114%	221%	100%	91%	202%	83%	65%	124%	23%	88%	105%

Meeting/Event Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	67	43	37	40	52	79	63	64	72	49	29	24	619
2014	30	39	33	57	63	69	67	62	63	58	39	57	637
2015	82	35	42	56	66	76	54	37	31	28	20	21	548
2015 GOAL	28	40	35	55	65	70	65	60	65	60	40	60	643
% TO GOAL	293%	88%	120%	102%	102%	109%	83%	62%	48%	47%	50%	35%	85%

Trade Show Participation													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	1	1	0	1	0	0	0	0	0	2	1	1	7
2014	1	0	0	0	0	0	0	0	1	0	2	0	4
2015	1	0	1	0	0	0	0	0	0	1	0	0	3

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	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
2014	807	893	1,093	1,424	4,682	7,859	11,926	11,585	7,916	7,540	1,042	1,006	57,773
2015	870	858	1,306	1,922	4,821	7,129	12,401	10,292	7,822	7,223	1,283	1,241	57,168

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013 Hard Copy	2,875	1,944	2,505	4,154	3,711	3,780	4,575	2,887	1,685	782	235	246	29,379
2013 Online	1,044	1,076	1,585	2,632	3,281	3,885	4,519	3,698	2,499	1,728	385	441	26,773
2014 Hard Copy	2,599	2,930	3,280	4,216	3,284	5,191	4,702	3,298	2,256	667	209	312	32,944
2014 Online	1,580	1,985	3,082	3,144	3,478	5,315	5,994	4,445	2,759	1,398	337	452	33,969
2015 Hard Copy	2,996	1,992	3,950	3,645	3,467	2,419	2,105	1,683	1,137	637	405	233	24,669
2015 Online	1,636	1,428	2,202	2,653	3,245	3,899	5,306	4,689	3,499	2,417	580	607	32,161
2015 Combined Goal	4,221	4,964	6,426	7,433	6,830	10,611	10,803	7,820	5,065	2,086	551	772	67,582
% TO GOAL	110%	69%	96%	85%	98%	60%	69%	81%	92%	146%	179%	109%	84%

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	951	1,480	951	1,152	1,774	1,790	3,149	2,345	1,809	2,093	648	824	18,966
2014	986	1,010	898	1,379	1,788	2,168	2,707	3,093	2,291	2,326	741	796	20,183
2015	901	914	1,025	1,371	1,835	2,110	3,256	3,122	1,888	2,490	593	741	20,246