



December 2017

Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	84,622	75,713	94,730	120,683	119,876	185,326	212,189	184,422	149,937	108,034	46,080	44,448	1,426,060
2016	63,405	60,289	80,863	101,543	131,388	173,247	201,583	187,873	172,040	125,824	50,258	58,397	1,406,710
2017	76,277	67,445	76,988	99,972	126,490	167,265	197,398	168,426	147,155	121,310	50,603	52,794	1,352,123
2017 GOAL	64,674	61,495	82,480	103,574	134,016	176,711	205,615	191,630	175,481	128,340	51,263	59,565	1,434,844
% TO GOAL	118%	110%	93%	97%	94%	95%	96%	88%	84%	95%	99%	89%	94%

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	59,255	52,503	65,603	83,227	85,337	125,205	146,355	128,295	108,051	78,766	36,293	34,273	1,003,163
2016	47,221	45,624	60,322	74,077	94,981	124,889	144,329	134,355	123,466	92,667	39,437	46,151	1,027,519
2017	58,595	50,842	55,755	73,728	92,645	120,365	144,000	120,895	108,400	90,977	39,219	40,439	995,860
2017 GOAL	48,165	46,536	61,528	75,559	96,881	127,387	147,216	137,042	125,935	94,520	40,226	47,074	1,048,069
% TO GOAL	122%	109%	91%	98%	96%	94%	98%	88%	86%	96%	97%	86%	95%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May *	June	July	August	September	October	November	December	Average
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
2016	3.22	3.33	3.46	3.55	3.62	3.62	3.66	3.60	3.30	3.09	2.71	2.91	3.34
2017	3.60	3.70	3.80	3.54	3.70	3.89	3.85	3.50	3.90	3.90	3.36	3.49	3.69

* 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
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
2016	3.59	3.35	3.47	4.34	4.45	4.58	5.02	4.53	4.15	3.44	3.02	3.10	3.92
2017	3.58	3.41	3.40	3.22	3.36	3.44	3.44	3.42	3.47	3.30	2.59	3.06	3.31

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May*	June	July	August	September	October	November	December	Totals
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
2016	30,943	31,015	39,684	50,397	69,140	91,729	114,452	103,485	103,174	73,631	26,980	31,466	766,096
2017	38,705	35,937	41,817	57,049	71,136	95,896	102,656	102,829	90,935	77,295	30,030	32,231	776,516
* Google Analytics tracking missing from key pages on site May 2015													

DoorCounty.com - Top Ten Most Requested Pages for the Month		
1) /Home	5) /social-contest-2017	9) /sgift-certificates
2) /winter	6) /stay	10) /seasonal-promotions/nature-of-romance
3) /experience/events	7) /discover/winter-snow-report	
4) /stay/log-cabin-log-house	8) /social-contest-2017/thank-you	

DoorCounty.com - Top Ten Sources for the Month		
1) Google/organic	5) Facebook	9) Instagram
2) (direct)	6) DoorCountyVisitorBureau	10) m.facebook
3) AdRoll	7) Bing	
4) Facebook.com	8) yahoo	

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	994,271	1,014,098	758,324	1,194,643	1,530,365	1,611,401	2,131,033	2,262,757	3,573,818	3,378,374	1,313,169	1,228,910	20,991,163
2017	1,730,644	1,649,293	1,603,254	2,687,615	2,259,999	1,435,229	1,284,035	3,663,514	2,488,993	2,534,517	2,129,113	3,660,362	27,126,568
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	780,727	773,366	581,832	855,534	1,164,837	1,281,364	1,480,357	1,559,301	2,824,540	2,534,054	910,455	817,399	15,563,766
2017	1,103,020	1,043,540	938,185	1,891,205	1,540,501	1,434,702	1,368,385	1,745,392	1,347,353	1,574,426	1,312,850	1,860,703	17,160,262
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	104,557	81,847	125,202	150,854	150,023	168,039	162,788	119,717	181,124	169,600	1,388	81,295	1,496,434
2016	112,475	103,983	87,177	153,588	172,031	113,158	233,864	369,832	311,572	335,892	272,806	317,219	2,583,597
2017	381,660	362,131	333,465	348,118	312,141	231,287	460,568	539,086	409,225	479,657	393,911	670,987	4,922,236
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
2016	28,766	20,520	15,324	31,493	34,883	34,678	65,406	43,487	79,971	61,204	30,010	25,511	471,253
2017	39,773	43,991	32,927	43,020	31,885	41,407	39,918	60,790	49,173	49,598	33,445	66,286	532,213

Social Media: Twitter													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
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%
2016	4,411	4,459	4,547	4,588	4,661	4,760	4,878	4,955	5,019	5,068	5,086	5,136	16%
2017	5,201	5,264	5,368	5,439	5,531	5,674	5,731	5,858	5,947	6,034	6,067	6,062	15%
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	2,257,152	1,533,877	1,517,133	704,372	2,271,820	2,700,702	2,634,001	4,648,946	5,502,863	2,459,054	4,013,608	9,737,951	39,981,479
2016	2,709,041	7,170,397	2,556,102	3,822,978	5,736,414	8,969,016	22,713,222	6,557,849	3,986,430	2,503,666	1,616,196	2,882,856	71,224,167
2017	2,816,512	4,663,206	2,852,765	1,830,035	5,233,685	5,010,000	4,870,000	6,330,000	5,090,000	4,200,000	3,860,000	3,660,000	50,416,203

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	2,577	5,584	7,131	8,905	14,312	5,161	1,365	8,939	9,289	1,357	831	477	65,928
2017	3,316	4,711	4,356	7,920	9,886	7,837	6,338	5,409	8,916	4,210	2,745	2,697	68,341

Door County E-Newsletter - Number of E-Mails Sent (with remails)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	688,006	336,747	334,214	285,196	292,101	617,581	324,801	364,339	363,905	362,390	364,584	362,183	4,696,047
2017	366,226	365,269	342,484	364,281	338,437	339,324	357,303	358,053	365,432	369,257	389,065	392,916	4,348,047

Door County E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2016	23.32%	20.69%	22.05%	29.88%	30.54%	29.73%	31.08%	26.95%	29.14%	26.27%	22.19%	21.70%	26.13%
*2017	19.00%	18.40%	20.00%	20.30%	22.10%	26.90%	21.25%	22.15%	23.93%	23.25%	20.78%	17.39%	21.29%

*New deployment platform and template introduced for 2017

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2016	3.53%	1.82%	3.22%	3.58%	4.18%	3.37%	3.90%	2.71%	3.63%	3.11%	1.66%	1.72%	3.04%
*2017	1.38%	1.44%	2.46%	2.54%	2.97%	3.33%	3.21%	3.25%	3.95%	3.41%	1.79%	4.40%	2.84%

*New deployment platform and template introduced for 2017

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
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
2016	599,103	54,767	613,755	2,418,226	8,905,652	7,792,796	1,157,356	5,096,104	4,521,300	3,376,859	745,927	599,977	35,881,822
2017	985,753	833,234	1,013,617	7,603,408	21,657,197	8,729,671	3,703,971	5,517,368	30,509,295	5,855,064	2,353,032	1,925,577	90,687,187

Advertising - Media Placed 2017													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$6,875	\$6,678	\$6,658	\$29,250	\$437,538	\$133,477	\$29,152	\$42,563	\$97,545	\$38,232	\$22,049	\$14,513	\$864,529
Co-Op Dollars	\$6,375	\$750	\$2,225	\$6,525	\$6,525	\$9,825	\$16,025	\$8,625	\$7,325	\$2,625	\$1,925	\$1,500	\$70,250

Online Video Views <i>(includes YouTube channels, Vimeo channel and live or embedded Facebook videos featuring DCVB video content such as Explore The Door, Our Door County, aerial videos, TV ads, etc)</i>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	6,731	7,223	8,932	8,134	13,319	16,888	20,796	24,895	21,995	23,020	18,771	19,107	189,811
2016	27,083	22,279	41,152	44,323	159,171	103,794	93,713	200,640	59,224	104,412	46,546	36,831	939,168
2017	108,900	58,593	230,569	93,567	310,189	108,740	156,202	273,789	131,248	67,796	30,235	118,576	1,688,404

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	767,047	4,699,826	39,967,510	24,274,037	16,899,042	31,660,644	16,773,144	36,910,747	13,325,257	65,351,054	16,580,936	134,684,186	401,893,430
2017	1,622,190	23,245,548	46,255,024	59,347,949	63,113,257	471,473	9,467,495	12,243,846	9,599,786	43,134,997	25,556,173	20,199,694	314,257,432
2017 GOAL	30,460,385	9,619,628	29,867,350	18,720,410	16,305,274	23,766,590	25,752,035	25,565,560	19,797,333	69,351,188	8,808,801	34,275,847	312,290,401
% TO GOAL	5%	242%	155%	317%	387%	2%	37%	48%	48%	62%	290%	59%	101%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	0	9	0	0	7	14	19	12	5	8	0	0	74
2016	0	12	0	0	12	16	0	13	5	14	0	0	72
2017	11	0	0	0	9	16	0	15	9	12	0	0	72
2017 GOAL	10				8	22		8	8	14			70
% TO GOAL	110%				113%	73%		188%	113%	86%			103%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	\$147,959	\$94,919	\$200,684	\$186,717	\$296,988	\$87,288	\$133,852	\$242,453	\$264,471	\$136,292	\$163,845	\$282,954	\$2,238,422
2017	\$84,480	\$358,050	\$249,878	\$323,850	\$1,422,511	\$98,393	\$42,510	\$176,288	\$62,018	\$133,193	\$125,645	\$165,135	\$3,241,951

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	134	451	110	206	188	179	176	89	125	67	149	1	1,875
2016	71	614	102	73	58	118	111	209	108	108	109	226	1,907
2017	41	329	136	49	133	48	123	133	10	20	113	42	1,177

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	33	19	13	15	12	9	15	13	15	23	8	1	176
2016	41	22	6	15	5	12	9	19	7	4	7	3	150
2017	5	12	10	8	6	8	6	10	5	6	12	7	95

Meeting/Event Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	97	85	171	188	209	181	373	120	101	149	52	59	1,785
2016	1,000	338	158	182	162	18	338	90	170	145	216	3	2,820
2017	1,508	36	125	671	530	25	519	18	11	17	36	15	3,511

Meeting/Event Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	82	35	42	56	66	76	54	37	31	28	20	21	548
2016	41	35	21	26	40	17	24	21	16	6	9	1	257
2017	12	10	6	9	14	19	8	11	5	10	8	4	116

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	807	966	1,158	1,537	4,249	6,941	11,837	9,597	8,224	7,823	1,460	847	55,446
2017	665	822	945	1,610	4,535	7,172	12,919	10,047	8,502	7,746	1,231	1,044	57,238

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016 Hard Copy	4,734	1,812	1,419	6,952	5,295	3,315	2,527	2,059	1,391	438	0	402	30,344
2016 Online	2,773	1,822	2,036	2,813	4,072	5,256	5,937	4,741	3,357	1,828	460	1,025	36,120
2017 Hard Copy	7,076	1,670	4,436	2,446	3,252	3,204	2,186	1,643	971	475	260	0	27,619
2017 Online	1,556	1,076	1,387	2,423	3,067	4,214	4,316	3,033	2,289	1,481	703	1,218	26,763

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	901	914	1,025	1,371	1,835	2,110	3,256	3,122	1,888	2,490	593	741	20,246
2016	763	913	1,077	1,165	1,534	1,977	3,122	2,655	2,057	2,208	577	814	18,862
2017	890	814	1,317	1,007	1,668	1,995	2,425	2,139	1,812	1,919	564	731	17,281