



# February 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											365,876
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%

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											94,145
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%

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											11.70

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											6.36

DoorCounty.com - Top Ten Most Requested Pages for the Month													
1) Lodging Directory						6) NOR packages page							
2) Hotel/Motel?inn						7) Resort/condo							
3) Cottage/House						8) Maps/Directions							
4) Event Calendar						9) Visitor Guide form							
5) Waterfront						10) Where to Stay							

**DoorCounty.com - Top Ten Referring Sites for the Month**

- |                   |                                 |
|-------------------|---------------------------------|
| 1) Direct entry   | 6) DoorCounty.com/referral      |
| 2) Google/organic | 7) aol/Organic                  |
| 3) Yahoo/organic  | 8) search/organic               |
| 4) bing/organic   | 9) doorweb.innline.com/referral |
| 5) google/cpc     | 10) webmail.aol.com/referral    |

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

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	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
<b>2009</b>	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
<b>2010</b>	9,638	8,126											17,764
<b>2010 GOAL</b>	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
<b>% TO GOAL</b>	143%	137%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%

**Pay-Per-Click Results**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	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
<b>2010</b>	4,614	4,385											8,999

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

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	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
<b>2010</b>	371,019	360,592											731,611
<b>2010 GOAL</b>	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
<b>% TO GOAL</b>	240%	84%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	16%

**Door County Insider Tip E-Newsletter - Open Rates**

	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2009</b>	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%
<b>2010</b>	15.00%	13.46%											14.23%
<b>2010 GOAL</b>	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%
<b>% TO GOAL</b>	97%	87%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	92%

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

	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2009</b>	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%
<b>2010</b>	3.57%	3.80%											3.69%
<b>2010 GOAL</b>	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%
<b>% TO GOAL</b>	79%	84%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	82%

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											
*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	3,924,141	9,819,242	14,645,179	4,310,507	34,625	1,740,021	5,887,809	839,913	3,829,748	450,000	45,616,185
2010	0	1,009,657											1,009,657

Advertising - Media Placed 2010													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$0	\$7,226											\$7,226
Co-Op Dollars	\$0	\$0											\$0
Barter Dollars	\$0	\$300											\$300
Unpaid Dollars	\$0	\$205											\$205

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											1,321,944
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

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											\$54,379
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%

<b>Media Marketing Program - Visiting Journalists</b>													
	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											12
2010 GOAL	0	12	0	0	12	12	0	0	12	12	0	0	60
% TO GOAL		100%			0%	0%			0%	0%			20%

<b>Media Monitoring - Publicity Value (Cision)</b>													
	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	\$141,680											\$409,629
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%	254%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	21%

<b>Group Tour Contacts</b>													
	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											218
2010 GOAL	91	91	91	91	91	91	91	92	91	91	91	91	1,093
% TO GOAL	74%	166%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%

<b>Group Tour Inquiries</b>													
	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											27
2010 GOAL	7	6	5	7	5	6	6	5	5	6	6	5	68
% TO GOAL	200%	217%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	40%

<b>Meeting/Event Planner Contacts</b>													
	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											945
2010 GOAL	300	22	22	42	32	32	32	117	32	32	32	55	750
% TO GOAL	146%	2305%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	126%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	1	1	0	2	2	2	11	5	1	6	8	6	45
<b>2010</b>	16	12											28
<b>2010 GOAL</b>	5	4	4	4	4	4	5	4	4	5	5	4	52
<b>% TO GOAL</b>	320%	300%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	54%

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

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	n/a	658	929	1,180	3,387	4,525	6,978	7,244	4,581	5,519	892	663	36,556
<b>2009</b>	651	677	836	1,105	3,847	6,181	9,717	8,604	6,428	5,116	1,053	678	44,893
<b>2010</b>	604	687											1,291

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	3,575	7,084	3,898	4,262	5,781	5,616	7,804	5,903	3,942	2,946	1,125	584	52,520
<b>2010</b>	5,961	2,052											8,013
<b>2010 GOAL</b>	3,928	7,858	4,275	4,680	6,355	6,124	8,666	6,470	4,333	3,235	1,213	635	57,772
<b>% TO GOAL</b>	152%	26%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>					1,379	2,452	1,916	1,977	1,655	1,655	406	499	11,939
<b>2010</b>	586	616											1,202

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

**ADDITIONAL NOTES****MARKETING & SALES**

- February's short month reflects site visits being down 9% compared to January, however a 59% increase in visits over February, 2009
- Unique visits are up 34% over February 2009
- Sent out 454,752 Nature of Romance emails
- Attended Bank Travel in Milwaukee - 36 appointments
- Worked with 6 weddings, 2 reunions and 4 meetings
- Worked with 13 tour planners and hosted Bank Travel FAM

**COMMUNICATIONS & PR****Media Marketing Program**

- 12 articles were generated as a result of our media marketing program and reached a total of 304,649 readers/listeners/viewers in February
- The return on investment (ROI) for our media marketing program to date is 281%
- Hosted 12 journalists during a winter themed press trip February 18-21
- Remaining 2010 media marketing program press tour dates are scheduled for: May 11-14, June 20-24, September 12-16 and October 17-21

**Media Monitoring**

- Worked with 19 journalists/media outlets to provide images, information, support and other related assistance for Door County based articles and stories. A few highlights included Midwest Living-Best of the Midwest (2010), Midwest Destination Guide, Cincinnati Enquirer, Fun In Wisconsin, "On The Road" travel show, Shore Bride Magazine, Wisconsin Golfer magazine