



February 2011 Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2011	158,404	142,405											300,809
2011 GOAL	160,478	151,141	185,326	208,269	263,973	297,376	353,766	328,013	282,371	240,936	151,119	144,681	2,767,449
% TO GOAL	99%	94%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	11%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2011	46,005	48,423											94,428
2011 GOAL	44,215	44,013	53,759	61,956	74,074	94,733	115,759	101,687	84,032	66,508	38,792	37,719	817,247
% TO GOAL	104%	110%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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
2011	7.20	6.16											6.68
2011 GOAL	7.86	7.96	8.61	8.62	9.57	9.95	10.51	10.22	10.17	9.37	5.67	5.44	8.66
% TO GOAL	92%	77%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	77%

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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
2011	7.60	7.10											7.35
2011 GOAL	9.23	8.97	5.83	5.09	6.49	6.15	6.33	6.09	5.88	5.03	4.95	5.29	6.28
% TO GOAL	82%	79%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	117%

DoorCounty.com - Top Ten Most Requested Pages for the Month

- | | |
|--------------------|-------------------|
| 1) Homepage | 6) Waterfront |
| 2) Where to Stay | 7) Resort |
| 3) What to do | 8) Plan your trip |
| 4) Events calendar | 9) Cottage/house |
| 5) Hotel/motel/inn | 10) B & B |

DoorCounty.com - Top Ten Referring Sites for the Month

- | | |
|-------------------|-------------------------------|
| 1) google/organic | 6) doorcounty.com/referral |
| 2) (direct)(none) | 7) aol/organic |
| 3) bing/organic | 8) search/organic |
| 4) google/cpc | 9) links.mkt2424.com/referral |
| 5) yahoo/cpc | 10) facebook.com/referral |

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

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	5,789	6,635	133,241
2011	7,042	5,958											13,000
2011 GOAL	8,371	7,269	9,206	9,600	11,028	12,836	15,797	15,216	13,967	16,706	8,269	8,973	137,238
% TO GOAL	84%	82%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%

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
2011	4,504	4,443											8,947
2011 GOAL	6,666	6,666	6,668	6,667	6,667	6,667	6,666	6,667	6,667	66,667	6,666	6,666	80,000
% TO GOAL	68%	67%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	11%

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
2011	515,962	0											515,962
2011 GOAL	515,571	0	1,031,142	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,573	6,186,857
% TO YTD GOAL	100%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

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%
2011	14.50%	0.00%											7.25%
2011 GOAL	15.00%	0.00%	13.34%	14.60%	14.00%	14.97%	13.63%	14.88%	14.84%	11.13%	9.07%	9.63%	13.37%
% TO GOAL	97%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	54%

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%
2011	3.55%	0.00%											1.78%
2011 GOAL	3.14%	0.00%	4.86%	1.52%	4.59%	3.57%	3.22%	3.07%	3.25%	2.26%	1.70%	2.02%	2.77%
% TO GOAL	113%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	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****	
2011	Image/NOR	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
2011	1,266,927	1,646,702											2,913,629
2011 GOAL	1,007,755	1,679,591	1,343,673	2,015,511	10,077,549	2,687,346	2,351,428	1,679,592	8,397,957	1,007,755	1,007,755	335,918	33,591,830
% TO GOAL	126%	98%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%

Advertising - Media Placed 2011													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$10,659	\$14,874											\$25,533
Co-Op Dollars	\$0	\$0											\$0
Barter Dollars	\$5,540	\$294											\$5,834
Unpaid Dollars	\$2,353	\$0											\$2,353

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2011	1,187,039	647,731											1,834,770
2011 GOAL	465,922	374,227	939,259	1,895,188	2,342,914	433,680	4,913,077	861,241	990,422	2,302,266	710,748	1,997,476	18,226,420
% TO GOAL	255%	173%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2011	\$74,363	\$58,692											\$133,055
2011 GOAL	\$55,677	\$77,125	\$201,846	\$145,610	\$199,290	\$65,565	\$222,999	\$80,441	\$123,880	\$62,893	\$75,801	\$147,735	\$1,458,862
% TO GOAL	134%	76%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2011	0	13											13
2011 GOAL	0	12	0	0	12	12	0	0	12	12	0	0	60
% TO GOAL		108%			0%	0%			0%	0%			22%

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	\$34,037	\$2,707,803
2011	\$359,058	\$93,762											\$452,820
2011 GOAL	\$143,150	\$110,084	\$204,027	\$89,549	\$518,410	\$316,995	\$363,879	\$356,171	\$276,914	\$201,173	\$189,565	\$208,666	\$2,978,583
% TO GOAL	251%	85%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%

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
2011	47	181											228
2011 GOAL	43	128	128	30	190	92	72	400	110	110	73	82	1,478
% TO GOAL	109%	141%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%

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
2011	16	13											29
2011 GOAL	16	16	4	9	11	5	11	8	18	7	8	7	120
% TO GOAL	100%	81%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	24%

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
2011	59	71											130
2011 GOAL	87	257	117	135	152	35	52	332	170	223	152	35	1,747
% TO GOAL	68%	28%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%

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
2011	43	39											82
2011 GOAL	20	15	9	15	30	21	34	34	28	18	18	17	259
% TO GOAL	215%	260%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	32%

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
2011	0	1											1

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2011	772	850											1,622

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
2011	6,131	2,082											8,213
2011 GOAL	4,252	4,220	3,279	4,320	3,628	6,536	6,581	5,023	3,214	2,195	1,049	306	44,603
% TO GOAL	144%	49%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%

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
2011	N/A	626											626

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

ADDITIONAL NOTES

MARKETING & SALES

- Web site visits reflect a 24% decrease over Feb. 2010 , a 11% decrease compared to Jan. 2011 and 18% decrease YOY.
- Unique visits were down 10% over Feb. 2010 and down 12% compared to Jan. 2011.
- Tracked 337 motorcoach room nights for future.
- Attended Bank Travel with 34 appointments.
- Worked with 4 meeting planners, 6 reunion planners, 2 event planners and 27 wedding planners in January.
- Social media is continuing to grow with 3,650 Facebook fans; 1,430 Facebook page views in February; 193,298 Facebook post views and 187 blog visits.

COMMUNICATIONS & PR

Media Marketing Program

- 8 articles were generated as a result of our media marketing program and reached a total of 647,731 readers/listeners/viewers in February.
- The return on investment (ROI) for our media marketing program to date is 384%.
- Welcomed 13 journalists to Door County for a winter themed press trip February 24-27.
- Remaining 2011 press tour dates are scheduled for May 12-15, June 27-July 1, September 8-11 and October 16-20.

Media Monitoring

- Worked with 30 journalists/media outlets in February to provide images, information and/or support for Door County based articles and stories. A few highlights included: PathFindersTravel.com, Minnesota Monthly's Midwest Vacation Guide, Cross Country Skier magazine, Group Tour Magazine, Highways Magazine, Toronto Star and Camping Life Magazine.