



February 2014

Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											128,666
2014 GOAL	65,045	57,060	70,707	84,080	109,200	150,403	208,134	179,924	141,568	112,262	43,327	39,751	1,261,461
% TO GOAL	104%	107%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											94,017
2014 GOAL	45,868	40,334	48,758	57,673	75,766	101,839	138,822	120,632	96,445	77,764	32,491	30,198	866,590
% TO GOAL	108%	110%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	11%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2012	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
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											3.47

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2012	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
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											4.73

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											34,799

DoorCounty.com - Top Ten Most Requested Pages for the Month		
1) Home Page	5) /events/	9) /newsletter
2) /where-to-stay	6) /plan-your-trip/visitor-guide	10) /where-to-stay/cottage-house
3) /events	7) /plan-your-trip/visitor-guide/	
4) /where-to-stay/	8) /what-to-do	

DoorCounty.com - Top Ten Sources		
1) google/organic	5) google/cpc	9) m.facebook.com/referral
2) Direct	6) yahoo/organic	10) r.search.yahoo.com/referral
3) DoorCounty/email	7) facebook.com/referral	
4) bing/organic	8) travelwisconsin.com/referral	

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											
"Talking about this"	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	1,228	848	617	400	736	694	656	1,612	2,187	2,575	8,622	6,402	26,577
2013	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
2014	18,365	2,593											

Social Media: Twitter Followers													
	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
2012	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%
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											

Social Media: Insider Expert Blog Page Views													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	831	816	584	495	673	788	1,143	1,003	619	632	358	336	8,278
2013	337*	1,107	2,238	3,359	3,788	3,458	4,580	4,730	2,990	3,111	1,868	976	32,542
2014	2,160	2,141											

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

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	2012 program started in April			4,419	5,573	6,411	6,453	4,845	5,718	4,906	3,321	3,882	45,528
2013	2013 Program started in March		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											

Door County E-Newsletter - Number of E-Mails Sent (with remails)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											

*Remail happened in October

Door County E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2012	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%
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%											

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2014	2.90%	2.30%											

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
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/NOR	NOR	Image/LGBT	Image/LGBT	Image	Image	Image/LGBT	Image	Image/SDSDC	Image/SDSD	Image	Image/NOR	
2014	Image/NOR	NOR/Image											
<i>*SOB = Season of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** NOR = Nature of Romance *****SDSDC = So Delicious. So Door County.</i>													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
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
2014	70,620	2,777,134											2,847,754

Advertising - Media Placed 2014													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$2,367	\$27,519											
Co-Op Dollars	\$2,837	\$12,415											
Barter Dollars	\$725	\$337											
Unpaid Dollars	\$0	\$0											

Explore The Door Video Travel Show Activity (views/downloads)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	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
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											4,985

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2014	37,852,999	40,986,204											78,839,203
2014 GOAL	8,332,195	1,457,200	7,827,279	7,829,330	9,442,041	2,939,581	26,753,593	8,803,012	11,286,421	24,607,543	4,761,510	7,881,835	121,921,540
% TO GOAL	454%	2813%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	65%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	\$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
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											\$198,040

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	0	16	0	0	13	17	0	0	11	15	0	0	72
2013	0	11	0	1	13	22	9	6	5	11	0	0	78
2014	0	9											
2014 GOAL		12			8	20	6	6	4	14			70
% TO GOAL		75%			0%	0%	0%	0%	0%	0%			0%

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	122	106	78	4	9	100	21	21	69	30	51	47	658
2013	87	314	127	83	538	49	9	213	31	83	145	42	1,721
2014	153	621											
2014 GOAL	153	350	125	110	125	75	75	250	85	160	170	60	1,738
% TO GOAL	100%	177%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	26	19	10	5	9	27	25	16	7	8	15	21	188
2013	22	9	6	8	72	4	9	20	14	8	8	7	187
2014	29	34											
2014 GOAL	18	45	8	8	25	8	15	23	20	9	5	5	189
% TO GOAL	161%	76%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Meeting/Event Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	115	45	52	30	214	30	55	95	74	114	73	117	1,014
2013	75	43	131	40	307	79	147	144	124	197	59	61	1,407
2014	81	81											
2014 GOAL	75	65	110	60	250	75	125	156	100	200	90	95	1,421
% TO GOAL	108%	125%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Meeting/Event Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	73	46	55	32	14	27	55	52	34	38	37	51	514
2013	67	43	37	40	52	79	63	64	72	49	29	24	619
2014	30	39											
2014 GOAL	59	48	63	44	45	50	70	75	44	44	50	33	625
% TO GOAL	51%	81%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Trade Show Participation													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	1	2	0	0	0	1	0	0	1	0	0	0	5
2013	1	1	0	1	0	0	0	0	0	2	1	1	7
2014	1	0											

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	778	1,140	1,694	1,992	5,154	9,134	12,928	10,888	8,780	6,294	1,257	973	61,012
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											

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012 Hard Copy	3,185	1,540	2,402	5,261	3,461	3,126	3,378	2,464	1,252	605	280	205	27,159
2012 Online	852	787	1,095	1,396	2,176	2,220	2,624	1,996	1,210	902	1,054	402	16,714
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											
2014 Online	1,580	1,985											
2014 Combined Goal	3,958	3,050	4,131	6,854	7,062	7,742	9,185	6,651	4,226	2,535	626	694	56,714
% TO GOAL	106%	161%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	1,002	1,095	954	1,218	1,920	2,271	2,890	2,289	1,995	1,655	636	746	18,671
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											