



February 2016 Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	205,869	185,326	212,189	184,422	149,937	108,034	46,080	44,492	1,512,097
2016	63,405	60,289											123,694
2016 GOAL	86,314	77,227	96,625	123,097	209,986	189,033	216,432	188,110	152,935	110,197	47,001	45,382	1,542,339
% TO GOAL	73%	78%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	111,237	125,205	146,355	128,295	108,051	78,766	36,293	34,273	1,029,063
2016	47,221	45,624											92,845
2016 GOAL	60,430	53,553	66,915	84,892	113,461	127,709	149,282	130,861	110,212	80,341	37,331	34,957	1,049,944
% TO GOAL	78%	85%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May *	June	July	August	September	October	November	December	Average
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
2016	3.22	3.33											3.28

** 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
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
2016	3.59	3.35											3.47

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May*	June	July	August	September	October	November	December	Totals
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
2016	30,943	31,015											61,958
* Google Analytics tracking missing from key pages on site May 2015													

DoorCounty.com - Top Ten Most Requested Pages for the Month		
1) /Home	5) /experience	9) /stay/hotel-motel-inn
2) /experience/events/	6) /packages	10) /discover
3) /stay	7) /stay/log-cabin-log-house	
4) /seasonal-promotions/nature-of-romance	8) /Discover/+A47:J50guides-and-reports/visitor-guide	

DoorCounty.com - Top Ten Sources for the Month		
1) Google/organic	5) Google/cpc	9) travelwisconsin.com/referral
2) (direct)/(none)	6) bing/organic	10) Google/PPC
3) DoorCounty/email	7) yahoo/organic	
4) Facebook/FacebookAds	8) m.facebook.com/referral	

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	994,271	1,014,098											2,008,369
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	780,727	773,366											1,554,093
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	112,475	11,014											123,489
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											49,286

Social Media: Twitter													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
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%
2016	4,411	4,459											
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2014	n/a	n/a	n/a	624,334	1,212,464	922,180	1,663,447	2,051,198	1,361,815	946,028	1,021,938	668,469	10,471,873
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	22,709,041	7,170,397											29,879,438

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	2,577	5,584											8,161

Door County E-Newsletter - Number of E-Mails Sent (with remails)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	688,006	336,747											1,024,753

Door County E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2016	23.32%	20.69%											22.01%

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2016	3.53%	1.82%											2.68%

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
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
2016	599,103	54,767											653,870

Advertising - Media Placed 2016													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$1,061	\$3,121											\$4,182
Co-Op Dollars	\$0	\$0											\$0
Barter Dollars	\$0	\$0											\$0

Online Video Views (from YouTube channels & Vimeo channel featuring Explore The Door, Our Door County, aerial videos, etc)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2014	3,636	4,209											7,845
2015	6,731	7,223											13,954
2016	27,104	22,279											49,383

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	767,047	4,699,826											5,466,873
2016 GOAL	24,296,442	7,380,639	18,598,453	12,751,792	10,710,837	14,710,118	34,337,995	23,525,235	26,926,812	46,536,913	8,852,497	10,759,675	239,387,408
% TO GOAL	3%	64%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	0	12											12
2016 GOAL		10			8	22		8	8	14			70
% TO GOAL		120%			0%	0%		0%	0%	0%			17%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	\$147,959	\$94,919											\$242,878

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	71	614											685
2016 GOAL	80	300	256	209	190	181	177	90	126	68	150	66	1,893
% TO GOAL	89%	205%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	36%

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	41	22											63
2016 GOAL	33	20	13	15	13	10	15	13	15	20	9	2	178
% TO GOAL	124%	110%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	35%

Meeting/Event Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	1,000	338											1,338
2016 GOAL	98	86	172	189	210	182	376	123	102	150	55	60	1,803
% TO GOAL	1020%	393%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	74%

Meeting/Event Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	41	35											76
2016 GOAL	83	35	43	56	66	76	55	38	30	29	21	22	554
% TO GOAL	49%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	807	966											1,773

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016 Hard Copy	4,734	1,812											6,546
2016 Online	2,773	1,822											4,595

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2016	763	913											1,676