



January 2008 Marketing Report

*Compiled by Jon Jarosh, Marketing Director
January 9, 2008*

Contents

DCVB Marketing Director monthly summary.....	page 1
Geiger & Associates Executive Summary.....	page 2
eBrains Executive Summary.....	page 3
DoorCounty.com web site visits history.....	page 4
Explore The Door Video Travel Show Stats.....	page 5
DCVB Welcome Center People Traffic Data.....	page 6
Door County Media Monitoring data for 2007.....	page 7



December DCVB Marketing Director Key Activities

Worked with Barbara Morrow (Senior Travel Editor) and her colleagues from Midwest Living magazine to develop a Nov/Dec 2008 article on the holidays in Door County.

Continued working with eBrains representatives on a variety of program initiatives including the December Insider Tip e-newsletter, web site updates, and web tracking.

Worked with the Milwaukee Journal Sentinel, Red & Green Newsletter, Scuttlebutt Magazine, Specialty Tours, and AAA Living to provide Door County images, info and support for articles.

Represented the DCVB & Door County on a WFRV Channel 5 interview with Chelly Boutott about winter tourism.

GEIGER & ASSOCIATES MEDIA MARKETING UPDATE - JANUARY 2008

- ✓ Including the first press tour (July 8-13, 2007) and the October 14-19, 2007 press tour, 43 journalists have visited Door County (as part of a group or individual trip) for the purposes of editorial research.
- ✓ As a result of Geiger & Associates group editorial press tours and media liaison activities on behalf of the Door County Visitor Bureau, 29 articles have been placed in print, radio or online media.
- ✓ These articles have reached an audience of 3,058,428 readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau \$149,272.00.
- ✓ In-kind contributions from local DCVB industry partners for both July and October 2007 group editorial press tours total \$51,500.00. Complimentary airfare Geiger & Associates has arranged to have donated (for both press tours) on behalf of this program totals \$18,000.00. The total amount of in-kind contributions for this program thus far is \$69,500.00, representing costs the DCVB did not incur.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained so far are:
 - Journal & Topics (IL), January 2008
 - Art Showcase Magazine (MI), January 2008
 - Entertainment News Syndicate, early 2008
 - The Fish Whisperer television show on the Outdoor Network, first quarter 2008
 - AAA Living, January/February 2008
 - Art Showcase magazine, January/February or March/April 2008
 - Group Tour magazine, February 2008
 - Stone magazine, February 2008 (article in production)
 - San Diego magazine, February/March 2008
 - Hometown News Group (WI), February/March 2008
 - News Publishing Group (WI), February/March 2008
 - Evansville Living Magazine (IN), March 2008
 - AAA Living, March/April 2008
 - Tallahassee, Emerald Coast and Bay Life magazines (FL), second quarter 2008 (article written, edited and in design right now)
 - Toronto Sun (Canada), Spring 2008 (article submitted)
 - London Free Press (Canada), Spring 2008 (article submitted)
 - View magazine, April/May 2008
 - Log Home Living, July 2008
 - Relish (national newspaper insert), September 2008
 - AAA Living, September/October 2008
 - Country Living, 2008
 - Reunions magazine, 2008
 - AAA Wisconsin Living, TBA
 - Bassmaster, TBA (article submitted)
- ✓ Continued distributing the invitation, preliminary itinerary and response form for the February 21-24, 2008 press tour to target journalists.
- ✓ Secured complimentary lodging for journalists for all three 2008 press tours: February 21-24, 2008; May 7-11, 2008 and July 13-18, 2008.
- ✓ Preliminary planning and itinerary development continues for the next Door County group editorial press tours: February 21-24, 2008; May 7-11, 2008 and July 13-18, 2008.
- ✓ Preliminary planning and information gathering continues for Door County press kit development.
- ✓ Geiger & Associates continues to work with individual journalists who were unable to attend the group editorial press tours, in order to arrange individual editorial research trips at a time that is convenient for them.
- ✓ Geiger & Associates continues to respond on a daily basis to media inquiries for Door County press kits, information, images and copy verification to accompany anticipated editorial coverage.
- ✓ Geiger & Associates continues to obtain copies of publicity resulting from group editorial press tours and media liaison efforts on behalf of the Door County Visitor Bureau, and provide copies of that publicity to the DCVB.



**DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY
DECEMBER, 2007**

WEBSITE STATISTICS

	Dec. 2007	Nov. 2007	% Change	Dec. 2006	% Change	2007 YTD	2006 YTD	% Change
Site visits	134,009	142,318	-6%	79,142	69%	2,197,794	1,477,774	49%
Unique visits	29,314	30,486	-4%	22,917	28%			
Time on site/min.	3.5	3.1	13%	3.3	7%			

**Smarter Stats*

INSIDER TIP

Volume 12/December, 2007 Insider Tip deployed on 12/11 to 90,392 opted-in Door County consumers and a remail to non-openers one week later. We had a 98.56% overall delivery rate, an overall 20.8% open rate; your Insider Tip organics, those signing up for the Newsletter directly, opening at the highest rate of 47% on the initial mailing. Your Insider Tip consumers who also ordered a vacation guide opened at 37% and your new 21,000 permission append consumers opened at 20% on the initial mailing. There was an overall click-through-rate of 5%, with 4,511 clicks to Door County eNewsletter links. Consistent with all other eBrains deployments for other DMO's, reduced open rates for December but your click to open percentage went from 19% for November to 24% for December; a credit to the consumers' interest in December's creative/topics. The #1 clicked link, the monthly prize giveaway; #2, the Churchill Inn link in the monthly prize giveaway section, #3, the Nature of Romance promotion, #4 the ETD podcast, and #5, the link to your photo gallery.

OTHER:

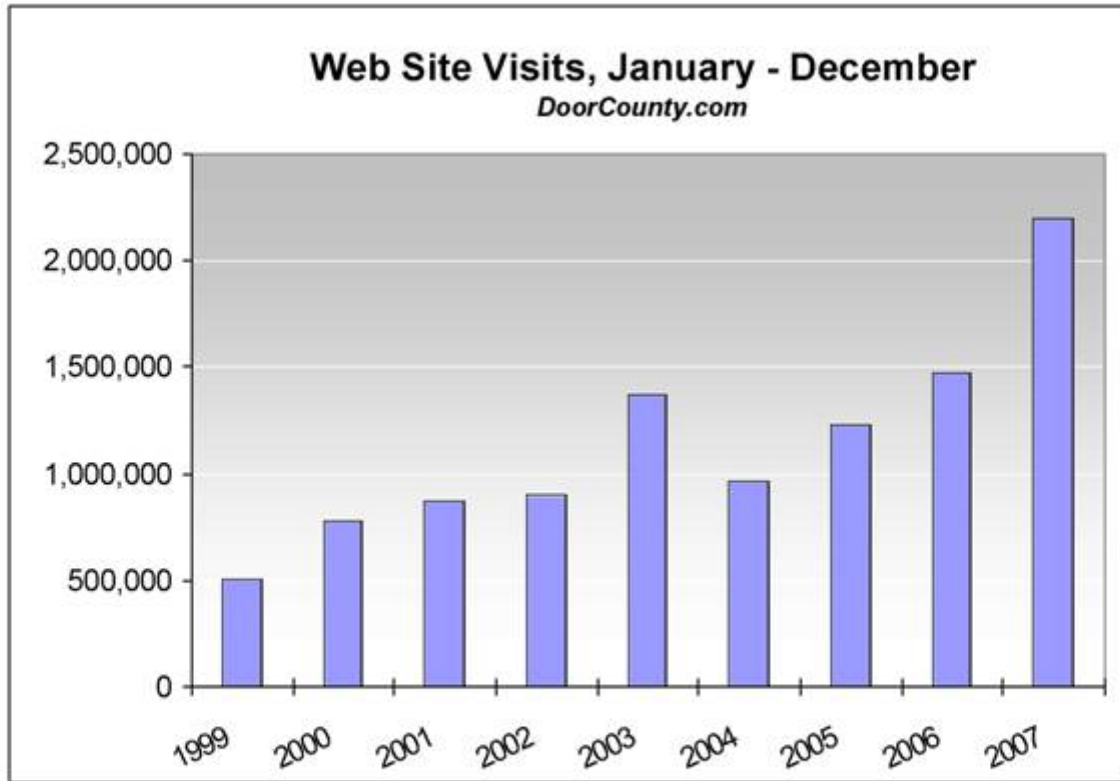
- In December, we delivered 2,603 clicks and 636,000+ impressions of Door County via the PPC campaign at Yahoo and Google. The click to action ratio increased through our campaign optimization efforts. The click to action ratio is the total number of clicks divided by the total number of actions (such as newsletter signups, visitor guide requests, etc.). In Google, the 'branded' terms have shown consistently strong performances from month to month as can be seen with a 4.4% CTR (click through rate) for the term "Door County" and right around 10% for the terms "Door County Wisconsin" and "Door County WI"; confirming these paid search ads are hitting the right audience. In addition to branded terms, several accommodations terms are also performing very well; the "Door county bed and breakfast" term had a 10.74% CTR in Google. The branded and accommodations categories had the best overall click to action performance and are providing the vast majority of search related actions.
- The Hastings Video Network videos continue to be posted on a network of sites and there were another 543+ views of the Hastings videos in the month of December; 1,497 to date.
- We continue to do SEO site technical work; the work to date continues to serve the site well with increased organic results from search engines. The xml site map is complete. Natural search traffic was up 64% in December 2007 compared to December 2006 and the total number of top 10 rankings improved by 16%, top 20 rankings improved by 11%, and top 30 rankings improved by 10% from November-December 2007.
- The website analysis/user study is in progress.



Monthly Web Site Visits

*Beginning in September 2002, sessions reflect doorcounty.com and doorcountyvacations.com.
DoorCounty.com redesign went live around 4 PM on May 17, 2006.*

Month	1999	2000	2001	2002	2003	2004	2005	2006	2007
Jan	42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816
Feb	48,205	45,410	49,120	51,463	70,790	65,981	67,857	74,979	92,824
March	33,695	59,056	61,063	56,241	80,416	65,816	67,740	102,660	113,408
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	109,761	115,601
May	42,543	77,526	88,004	86,393	109,573	88,332	116,243	148,685	185,350
June	49,959	95,185	102,765	93,826	153,921	104,912	133,497	158,433	211,342
July	68,402	118,051	126,759	115,524	218,637	128,884	153,689	183,213	312,647
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	179,422	301,311
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343
Oct	33,845	55,935	66,811	87,003	117,792	72,977	105,599	125,675	235,005
Nov	17,530	27,511	33,193	44,555	57,630	40,207	55,882	70,212	142,318
Dec	20,314	28,872	31,562	46,887	53,486	53,100	70,049	79,142	134,009
YTD Total	512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	2,197,974



YTD, web site visitor sessions up 48%

1999	2000	2001	2002	2003	2004	2005	2006	2007
512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	2,197,974



Info/Statistics for Door County's on-line video travel show

Through December 31, 2007

Overview

Explore The Door, a video travel podcast about Door County, was created to highlight for potential visitors the eclectic mix of attractions and activities that can be experienced in Door County. While a majority of DCVB programs act as direct marketing pieces, *Explore The Door* is designed to be an image marketing tool. The program, through audio/visual interaction rather than the static images and text of traditional web sites, is meant to encourage travelers who are researching their vacation options to choose Door County as their travel destination. With increasing traveler consumption of on-line media content, specifically video, it gives Door County an opportunity to influence and persuade potential visitors to choose Door County in a way that had not been available to the DCVB prior to the start of this video travel podcast image marketing initiative. We believe we've been and continue to be ahead of the curve with this initiative, as other destinations around the country are just now trying to catch up and implement similar programs for their destinations.

Some statistics about the show

The first episode of *Explore The Door* was posted on DoorCounty.com on September 20, 2006.

Explore The Door web activity has represented about 3.53% of the site's traffic since September 2006, based on site visits.

Show episodes have been viewed **70,129** times on DoorCounty.com, an average of about 4,400 views per month (*this ave/mo number is higher in the summer, lower in the winter*).

In addition to on-line views, **19,529** episodes of the show have been downloaded from the site and through iTunes.

Show segments have been posted on YouTube since June '07 and have been viewed **10,437** times

35 different segments have been filmed and included as part of the first 12 episodes of the show.

In addition to the show being available on DoorCounty.com, it is also available through the iTunes music store, through YouTube as mentioned above, and is also available via local access TV stations in Door County communities that have local access TV channels. There is no charge to the DCVB for local access air play.

Media coverage of the podcast has been in the Green Bay Press Gazette, the Oshkosh Northwestern, the Door County Advocate, and it was included in an Associated Press article that ran in California, Arizona, Maine and Kansas. Jarosh was also interviewed on Erik Hastings travel show on WABC radio in New York City on Aug 26, 2007 and Jan 6, 2008 and talked about Door County and Door County's video travel show, *Explore The Door*.

Jarosh was asked to talk about Door County's video podcast as a panelist on a DMOU (Destination Marketing Organization University) seminar in June '07 with Bill Geist. Jarosh was also asked to sit on a technology panel to talk about Door County's video podcast at the 2007 Wisconsin Fall Tourism Conference in La Crosse in Nov. '07.

Last year, Jarosh worked briefly with two local grade schools as they wanted to incorporate some *Explore The Door* shows into their curriculum to help teach students about Door County.



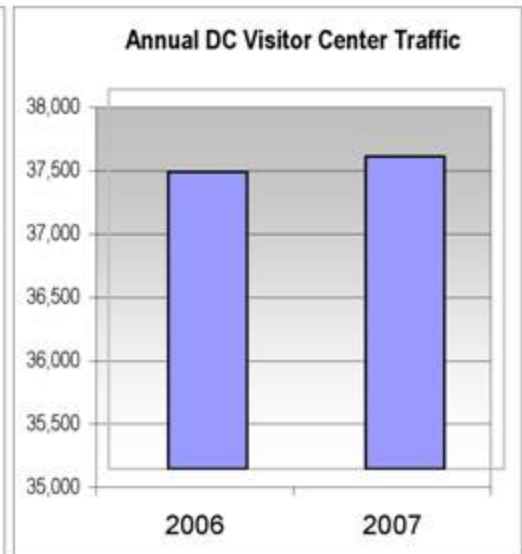
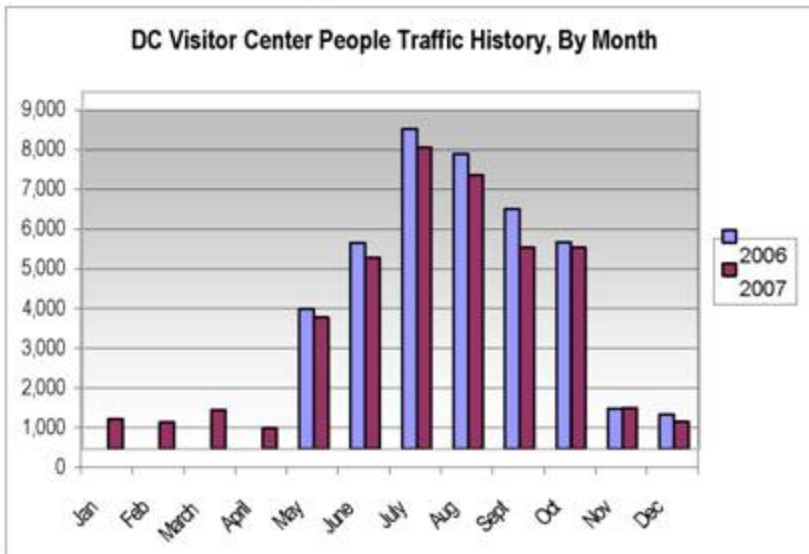
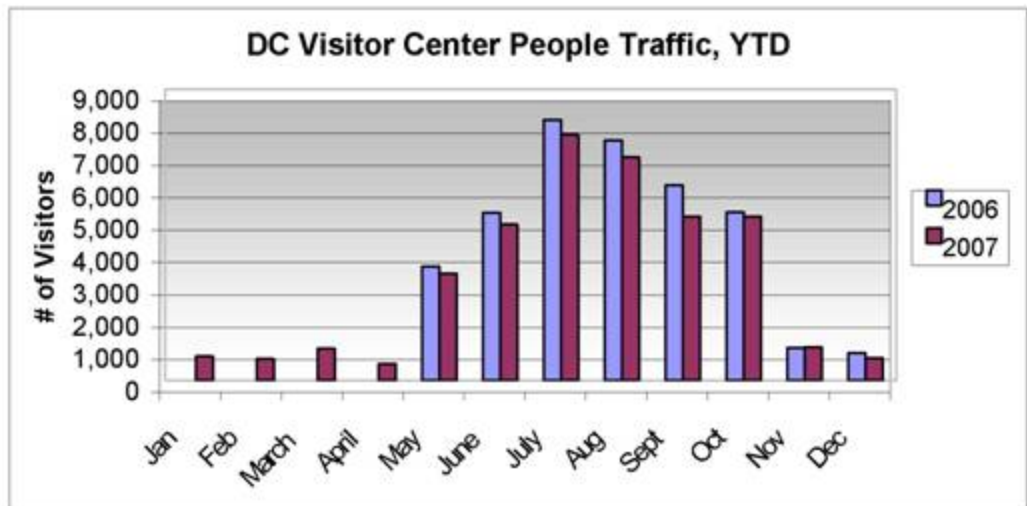
Door County Visitor Center People Traffic

A people counter was installed in DCVB lobby in late April 2006

	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759							
February	-	676							
March	-	989							
April	-	529							
May	3,535	3,313							
June	5,196	4,826							
July	8,058	7,596							
August	7,423	6,902							
September	6,040	5,076							
October	5,208	5,075							
November	1,019	1,035							
December	867	693							
Total	37,346	37,469							

YTD Info

January - December	
Year	# Visitors
2006	37,346
2007	37,469





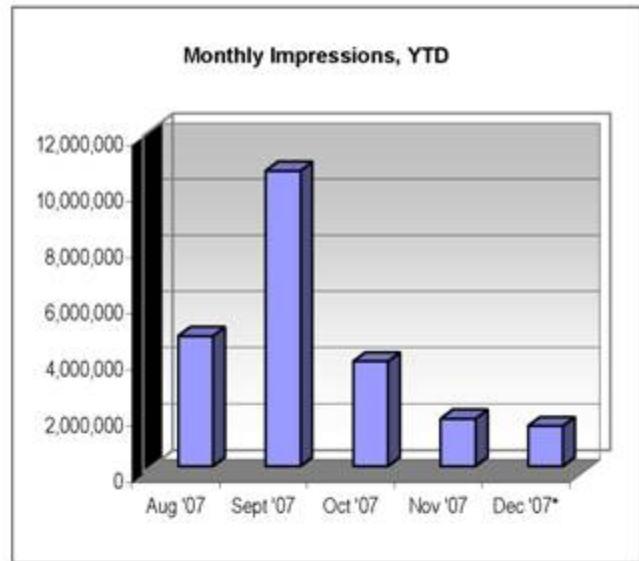
Door County 2007-08 Media Coverage Summary

Year To Date

Impressions				Ad Value Equivalency			
Annual Goal	YTD Goal	YTD Actual	% of goal	Annual Goal	YTD Goal	YTD Actual	% of goal
50,000,000	20,833,333	22,035,479	106%	\$2,900,000	\$1,208,333	\$969,521	80%

Monthly

	Hits	Impressions	AVE
Aug '07	68	4,639,502	\$583,447
Sept '07	37	10,528,917	\$131,391
Oct '07	31	3,734,289	\$78,395
Nov '07	16	1,694,221	\$96,713
Dec '07*	12	1,438,550	\$79,575
Jan '08			
Feb '08			
March '08			
April '08			
May '08			
June '08			
July '08			
TOTALS	164	22,035,479	\$969,521



Quarterly

	Hits	Impressions	AVE	
1st Quarter	136	18,902,708	\$793,233	(Aug, Sept, Oct)
2nd Quarter*	28	3,132,771	\$176,288	(Nov, Dec, Jan)
3rd Quarter	0	0	\$0	(Feb, March, April)
4th Quarter	0	0	\$0	(May, June, July)
TOTALS	164	22,035,479	\$969,521	

* monthly reporting not yet complete due to 4-5 week lag time in reporting by BurrellesLuce

Data taken from the DCVB's ongoing media monitoring program as contracted through BurrellesLuce Media Monitoring Services