



January 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	148,404												148,404
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	92%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%

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												46,005
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%

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												7.20
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	83%

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												7.60
2011 GOAL	9.23	5.42	5.83	5.09	6.49	6.15	6.33	6.09	5.88	5.03	4.95	5.29	5.98
% TO GOAL	82%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	127%

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

- | | |
|------------------------------|--------------------|
| 1) Homepage | 6) Hotel/motel/inn |
| 2) Where to Stay | 7) Resort/Condo |
| 3) Plan Your Trip/Guidebooks | 8) Waterfront |
| 4) What to do | 9) Plan Your Trip |
| 5) Event Calendar | 10) Cottage/House |

DoorCounty.com - Top Ten Referring Sites for the Month

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

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												7,042
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%

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												4,504
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%

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												515,962
2011 GOAL	515,571	515,572	515,571	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%	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%												14.50%
2011 GOAL	24.59%	15.40%	13.34%	7.20%	13.83%	14.97%	13.63%	14.88%	14.84%	11.13%	9.07%	9.63%	13.37%
% TO GOAL	59%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	108%

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%												3.55%
2011 GOAL	3.14%	2.51%	4.86%	1.52%	4.59%	3.57%	3.22%	3.07%	3.25%	2.26%	1.70%	2.02%	2.98%
% TO GOAL	113%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	119%

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												

*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												1,266,927
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%

Advertising - Media Placed 2011													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$10,659												\$10,659
Co-Op Dollars	\$0												\$0
Barter Dollars	\$5,540												\$5,540
Unpaid Dollars	\$2,353												\$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												1,187,039
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%

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												\$74,363
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%

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												0
2011 GOAL	0	12	0	0	12	12	0	0	12	12	0	0	60
% TO GOAL		0%			0%	0%			0%	0%			0%

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	\$357,613												\$357,613
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	250%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%

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												47
2011 GOAL	43	128	128	30	190	92	72	400	110	110	73	82	1,478
% TO GOAL	109%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%

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

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												59
2011 GOAL	87	257	117	135	152	35	52	332	170	223	152	35	1,747
% TO GOAL	68%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%

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

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												0

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												772

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												6,131
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%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%

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												0
<i>New telephone system began tracking incoming calls in May, 2009.</i>													

ADDITIONAL NOTES

MARKETING & SALES

- Web site visits reflect a 13% increase over Dec. 2010 and a 23% decrease compared to 2010 YOY
- Unique visits were down 23% over Dec. 2010 and down 6% compared to 2010 YOY
- Tracked 150 motorcoach room nights in January.
- Now have 10 Door County businesses that are members of Circle Wisconsin.
- Worked with 5 meeting planner, 7 reunion planners, 1 event planner and 30 wedding planners in January.

COMMUNICATIONS & PR

Media Marketing Program

- 9 articles were generated as a result of our media marketing program and reached a total of 1,187,039 readers/listeners/viewers in January
- The return on investment (ROI) for our media marketing program to date is 386%
- Scheduled press tour dates in 2011 are February 24-27, May 12-15, June 27-July 1, September 8-11 and October 16-20

Media Monitoring

- Worked with 24 journalists/media outlets in January to provide images, information and/or support for Door County based articles and stories. A few highlights included Yachting magazine, TravelWisconsin.com, AAA Living magazine, Boston Globe, Lakeland Boating, Best of the Midwest 2011 (Midwest Living), Milwaukee Journal Sentinel and Vacations magazine.