



# January 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  |          |        |        |         |         |         |         |           |         |          |          | 67,752    |
| 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%    | 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  |
| 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  |          |        |        |        |         |         |         |           |         |          |          | 49,585  |
| 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%    | 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 |
| 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    |          |       |       |      |      |      |        |           |         |          |          | 3.35    |

| 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    |          |       |       |      |      |      |        |           |         |          |          | 4.42    |

| 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  |          |        |        |        |        |        |        |           |         |          |          | 23,872  |

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

|  |   |                                 |
|--|---|---------------------------------|
| 1) Home Page   | 5) /plan-your-trip/visitor-guide                    | 9) /where-to-stay/cottage-house |
| 2) /where-to-stay  | 6) /seasonal-promotions-directory/nature-of-romance | 10) /newsletter                 |
| 3) /events   | 7) /what-to-do                                      |                                 |
| 4) /seasonal-promotions-directory/nature-of-romance/enter-to-win | 8) /plan-your-trip                                  |                                 |

**DoorCounty.com - Top Ten Sources**

|                     |                                 |                           |
|---------------------|---------------------------------|---------------------------|
| 1) google/organic   | 5) yahoo/organic                | 9) google/cpc             |
| 2) DoorCounty/Email | 6) m.facebook.com/referral      | 10) ininline.com/referral |
| 3) Direct           | 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     |
|----------------------|-----------|----------|---------|---------|---------|---------|---------|-----------|-----------|---------|----------|-----------|------------|
| <b>2012</b>          | 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  |
| <b>2013</b>          | 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 |
| <b>2014</b>          | 1,072,474 |          |         |         |         |         |         |           |           |         |          |           |            |
| Post Views           | January   | February | March   | April   | May     | June    | July    | August    | September | October | November | December  | Totals     |
| <b>2012</b>          | 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  |
| <b>2013</b>          | 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  |
| <b>2014</b>          | 207,464   |          |         |         |         |         |         |           |           |         |          |           |            |
| Page Views           | January   | February | March   | April   | May     | June    | July    | August    | September | October | November | December  | Totals     |
| <b>2012</b>          | 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     |
| <b>2013</b>          | 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     |
| <b>2014</b>          | 11,533    |          |         |         |         |         |         |           |           |         |          |           |            |
| "Talking about this" | January   | February | March   | April   | May     | June    | July    | August    | September | October | November | December  | Totals     |
| <b>2012</b>          | 1,228     | 848      | 617     | 400     | 736     | 694     | 656     | 1,612     | 2,187     | 2,575   | 8,622    | 6,402     | 26,577     |
| <b>2013</b>          | 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    |
| <b>2014</b>          | 18,365    |          |         |         |         |         |         |           |           |         |          |           |            |

**Social Media: Twitter Followers**

|             | January | February | March | April | May   | June  | July  | August | September | October | November | December | Annual % Growth |
|-------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|-----------------|
| <b>2012</b> | 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%             |
| <b>2013</b> | 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%             |
| <b>2014</b> | 2,654   |          |       |       |       |       |       |        |           |         |          |          |                 |

| <b>Social Media: Insider Expert Blog Page Views</b> |         |          |       |       |       |       |       |        |           |         |          |          |        |
|---|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
|   | 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   |          |       |       |       |       |       |        |           |         |          |          |        |

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

| <b>Explore The Door Video Travel Show Activity (views/downloads)</b> |         |          |       |       |        |        |        |        |           |         |          |          |         |
|--|---------|----------|-------|-------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
|  | 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   |          |       |       |        |        |        |        |           |         |          |          | 2,631   |

| <b>Pay-Per-Click Results</b> |                               |          |       |       |       |       |       |        |           |         |          |          |        |
|------------------------------|-------------------------------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
|                              | 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                         |          |       |       |       |       |       |        |           |         |          |          |        |

| <b>Door County E-Newsletter - Number of E-Mails Sent (with remails)</b> |         |          |         |         |         |         |         |         |           |         |          |          |           |
|---|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
|   | 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 |          |         |         |         |         |         |         |           |         |          |          |           |

\*Remail happened in October

| <b>Door County E-Newsletter - Open Rates</b> |         |          |        |        |        |        |        |        |           |         |          |          |         |
|--|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
|  | 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%  |          |        |        |        |        |        |        |           |         |          |          |         |

| <b>Door County E-Newsletter - Click Thru's</b> |         |          |       |       |       |       |       |        |           |         |          |          |         |
|--|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|---------|
|  | 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%   |          |       |       |       |       |       |        |           |         |          |          |         |

**Advertising - Programs & Campaigns**

|             | January   | February | March      | April      | May        | June       | July       | August     | September    | October    | November    | December  |  |
|-------------|-----------|----------|------------|------------|------------|------------|------------|------------|--------------|------------|-------------|-----------|--|
| <b>2012</b> | Image/NOR | NOR      | Image      | Image/FOB* | Image/FOB* | Image/LGBT | Image/LGBT | Image/LGBT | Im/LGBT/SDSD | Image/SDSD | Im/HHN/LGBT | Image     |  |
| <b>2013</b> | Image/NOR | NOR      | Image/LGBT | Image/LGBT | Image      | Image      | Image/LGBT | Image      | Image/SDSD   | Image/SDSD | Image       | Image/NOR |  |
| <b>2014</b> | Image/NOR |          |            |            |            |            |            |            |              |            |             |           |  |

*\*SOB = Season of Blossoms    \*\*KSD = Kingdom So Delicious    \*\*\*HHN = Holidays and Holly Nights    \*\*\*\* NOR = Nature of Romance    \*\*\*\*\*SDSD = So Delicious. So Door County.*

**Advertising - Gross Impressions**

|             | January | February | March   | April   | May       | June      | July       | August    | September | October   | November  | December | Total      |
|-------------|---------|----------|---------|---------|-----------|-----------|------------|-----------|-----------|-----------|-----------|----------|------------|
| <b>2012</b> | 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 |
| <b>2013</b> | 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 |
| <b>2014</b> | 70,620  |          |         |         |           |           |            |           |           |           |           |          |            |

**Advertising - Media Placed 2014**

|                       | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-----------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|-------|
| <b>Total Paid</b>     | \$2,367 |          |       |       |     |      |      |        |           |         |          |          |       |
| <b>Co-Op Dollars</b>  | \$2,837 |          |       |       |     |      |      |        |           |         |          |          |       |
| <b>Barter Dollars</b> | \$725   |          |       |       |     |      |      |        |           |         |          |          |       |
| <b>Unpaid Dollars</b> | \$0     |          |       |       |     |      |      |        |           |         |          |          |       |

**Media Marketing Program - Impressions**

|                  | January    | February  | March      | April      | May        | June       | July       | August     | September  | October     | November  | December  | Totals      |
|------------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------|-----------|-------------|
| <b>2012</b>      | 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  |
| <b>2013</b>      | 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 |
| <b>2014</b>      | 37,852,999 |           |            |            |            |            |            |            |            |             |           |           | 37,852,999  |
| <b>2014 GOAL</b> | 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 |
| <b>% TO GOAL</b> | 454%       | 0%        | 0%         | 0%         | 0%         | 0%         | 0%         | 0%         | 0%         | 0%          | 0%        | 0%        | 31%         |

**Media Marketing Program - Ad Value Equivalency**

|             | January   | February | March       | April     | May       | June     | July     | August      | September | October   | November | December | Totals      |
|-------------|-----------|----------|-------------|-----------|-----------|----------|----------|-------------|-----------|-----------|----------|----------|-------------|
| <b>2012</b> | \$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 |
| <b>2013</b> | \$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 |
| <b>2014</b> | \$104,143 |          |             |           |           |          |          |             |           |           |          |          | \$104,143   |

**Media Marketing Program - Visiting Journalists**

|                  | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
|------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| <b>2012</b>      | 0       | 16       | 0     | 0     | 13  | 17   | 0    | 0      | 11        | 15      | 0        | 0        | 72     |
| <b>2013</b>      | 0       | 11       | 0     | 1     | 13  | 22   | 9    | 6      | 5         | 11      | 0        | 0        | 78     |
| <b>2014</b>      | 0       |          |       |       |     |      |      |        |           |         |          |          |        |
| <b>2014 GOAL</b> |         | 12       |       |       | 8   | 20   | 6    | 6      | 4         | 14      |          |          | 70     |
| <b>% TO GOAL</b> |         | 0%       |       |       | 0%  | 0%   | 0%   | 0%     | 0%        | 0%      |          |          | 0%     |

| <b>Group Tour Contacts</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|                            | 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     |          |       |       |     |      |      |        |           |         |          |          |        |
| 2014 GOAL                  | 153     | 350      | 125   | 110   | 125 | 75   | 75   | 250    | 85        | 160     | 170      | 60       | 1,738  |
| % TO GOAL                  | 100%    | 0%       | 0%    | 0%    | 0%  | 0%   | 0%   | 0%     | 0%        | 0%      | 0%       | 0%       | 0%     |

| <b>Group Tour Inquiries</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|-----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|                             | 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      |          |       |       |     |      |      |        |           |         |          |          |        |
| 2014 GOAL                   | 18      | 45       | 8     | 8     | 25  | 8    | 15   | 23     | 20        | 9       | 5        | 5        | 189    |
| % TO GOAL                   | 161%    | 0%       | 0%    | 0%    | 0%  | 0%   | 0%   | 0%     | 0%        | 0%      | 0%       | 0%       | 0%     |

| <b>Meeting/Event Planner Contacts</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|---------------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|                                       | 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      |          |       |       |     |      |      |        |           |         |          |          |        |
| 2014 GOAL                             | 75      | 65       | 110   | 60    | 250 | 75   | 125  | 156    | 100       | 200     | 90       | 95       | 1,421  |
| % TO GOAL                             | 108%    | 0%       | 0%    | 0%    | 0%  | 0%   | 0%   | 0%     | 0%        | 0%      | 0%       | 0%       | 0%     |

| <b>Meeting/Event Planner Inquiries</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|  | 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      |          |       |       |     |      |      |        |           |         |          |          |        |
| 2014 GOAL                              | 59      | 48       | 63    | 44    | 45  | 50   | 70   | 75     | 44        | 44      | 50       | 33       | 625    |
| % TO GOAL                              | 51%     | 0%       | 0%    | 0%    | 0%  | 0%   | 0%   | 0%     | 0%        | 0%      | 0%       | 0%       | 0%     |

| <b>Trade Show Participation</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|---------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|                                 | 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       |          |       |       |     |      |      |        |           |         |          |          |        |

| <b>Door County Welcome Center - Visitors</b> |         |          |       |       |       |       |        |        |           |         |          |          |        |
|--|---------|----------|-------|-------|-------|-------|--------|--------|-----------|---------|----------|----------|--------|
|  | January | February | March | April | May   | June  | July   | August | September | October | November | December | Totals |
| <b>2012</b>                                  | 778     | 1,140    | 1,694 | 1,992 | 5,154 | 9,134 | 12,928 | 10,888 | 8,780     | 6,294   | 1,257    | 973      | 61,012 |
| <b>2013</b>                                  | 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 |
| <b>2014</b>                                  | 807     |          |       |       |       |       |        |        |           |         |          |          |        |

| <b>Visitor Guide Requests</b> |         |          |       |       |       |       |       |        |           |         |          |          |        |
|-------------------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
|                               | January | February | March | April | May   | June  | July  | August | September | October | November | December | Totals |
| <b>2012 Hard Copy</b>         | 3,185   | 1,540    | 2,402 | 5,261 | 3,461 | 3,126 | 3,378 | 2,464  | 1,252     | 605     | 280      | 205      | 27,159 |
| <b>2012 Online</b>            | 852     | 787      | 1,095 | 1,396 | 2,176 | 2,220 | 2,624 | 1,996  | 1,210     | 902     | 1,054    | 402      | 16,714 |
| <b>2013 Hard Copy</b>         | 2,875   | 1,944    | 2,505 | 4,154 | 3,711 | 3,780 | 4,575 | 2,887  | 1,685     | 782     | 235      | 246      | 29,379 |
| <b>2013 Online</b>            | 1,044   | 1,076    | 1,585 | 2,632 | 3,281 | 3,885 | 4,519 | 3,698  | 2,499     | 1,728   | 385      | 441      | 26,773 |
| <b>2014 Hard Copy</b>         | 2,599   |          |       |       |       |       |       |        |           |         |          |          |        |
| <b>2014 Online</b>            | 1,580   |          |       |       |       |       |       |        |           |         |          |          |        |
| <b>2014 Combined Goal</b>     | 3,958   | 3,050    | 4,131 | 6,854 | 7,062 | 7,742 | 9,185 | 6,651  | 4,226     | 2,535   | 626      | 694      | 56,714 |
| <b>% TO GOAL</b>              | 106%    | 0%       | 0%    | 0%    | 0%    | 0%    | 0%    | 0%     | 0%        | 0%      | 0%       | 0%       | 0%     |

| <b>Incoming Telephone Calls to Visitor Information Center</b> |         |          |       |       |       |       |       |        |           |         |          |          |        |
|---|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
|   | January | February | March | April | May   | June  | July  | August | September | October | November | December | Totals |
| <b>2012</b>   | 1,002   | 1,095    | 954   | 1,218 | 1,920 | 2,271 | 2,890 | 2,289  | 1,995     | 1,655   | 636      | 746      | 18,671 |
| <b>2013</b>   | 951     | 1,480    | 951   | 1,152 | 1,774 | 1,790 | 3,149 | 2,345  | 1,809     | 2,093   | 648      | 824      | 18,966 |