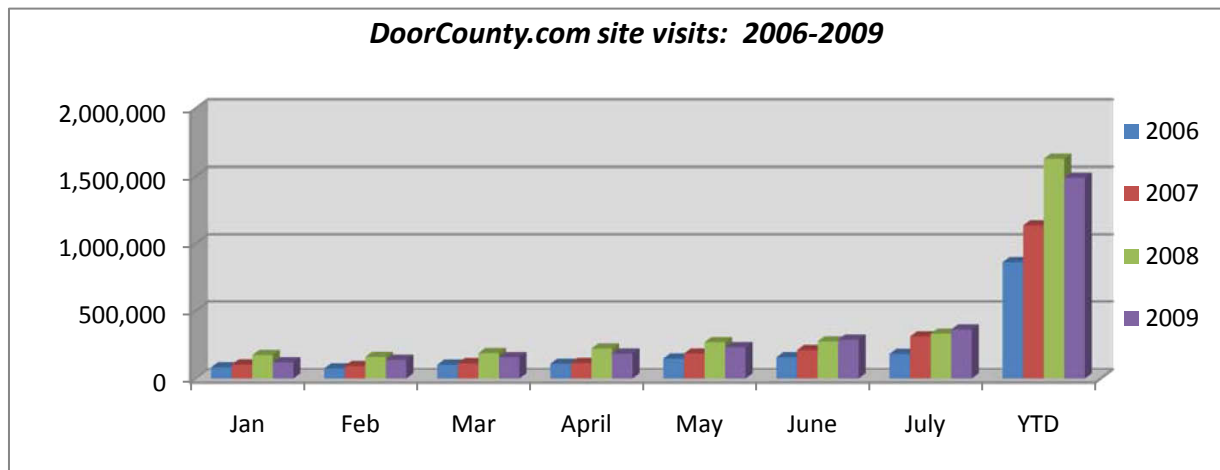




July 2009 Door County Visitor Bureau Update

MARKETING & SALES

Monthly Web Activity (Goal 1, Marketing/Sales Strategy 1, Pg 13; Goal 1, Communications/PR Strategy 4, Pg 21)					
	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
DoorCounty.com Site Visits	364,983	1,489,962	1,808,043	82%	3,151,000
Insider Tip emails	408,306	2,739,773	2,444,750	112%	4,191,000
Pay-Per-Clicks	6,361	29,291	29,167	100%	50,000
Per Inquiry "PI" Leads	1,708	82,148	46,667	176%	80,000
Explore The Door views/downloads	14,250	62,481	55,295	113%	107,360



- We had a 26% increase in web visits in July '09 over June '09 and a 10% site visit increase July '09 vs. July '08. We are 8% down YTD from '09 to '08.
- We are at 97% of our goal for Visitor Guide requests.

Group Sales (Goal 1, Marketing/Sales Strategy 6, Pg 16; Goal 1, Marketing/Sales Strategy 7, Pg 17)					
	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
Group Tour Contacts	100	519	123	424%	210
Group Tour Inquiries	7	40	28	143%	48
Meeting Planner Contacts	27	292	350	83%	600
Meeting Planner Inquiries	11	19	26	74%	44

- Conducted a Familiarization (FAM) tour for Charles Pierce from All Aboard Tours, Tennessee.
- Booked 341 rooms for motorcoach for Aug./Sept. '09.
- Worked with meeting planners for group bookings totaling over 160 rooms.

Advertising Snapshot

- We placed ads for August/September in Ravinia Magazine, Community Connections Magazine, Journal & Topics Newspaper - Wisconsin Special Section, O Magazine - Midwest edition, North Shore Magazine and AAA - Wisconsin edition. These ads and the dates they are running, along with size and circulation, can be viewed at www.doorcountyvisitorbureau.org/campaign.htm.
- We issued an RFP for an advertising agency for media placement, creative direction, research and social networking. We received nineteen proposals. Six advanced to the RFP Task Force and three have advanced and will be making presentations.

COMMUNICATIONS / PUBLIC RELATIONS

Media Marketing Program *(Goal 1, Communications/PR Strategy 1, Pg 19)*

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
Ad Value Equivalency (AVE)	\$100,253	\$704,842	\$481,250	146%	\$825,000
Impressions	952,301	7,464,516	5,005,000	149%	8,580,000
Visiting Journalists	0	30	29	103%	50

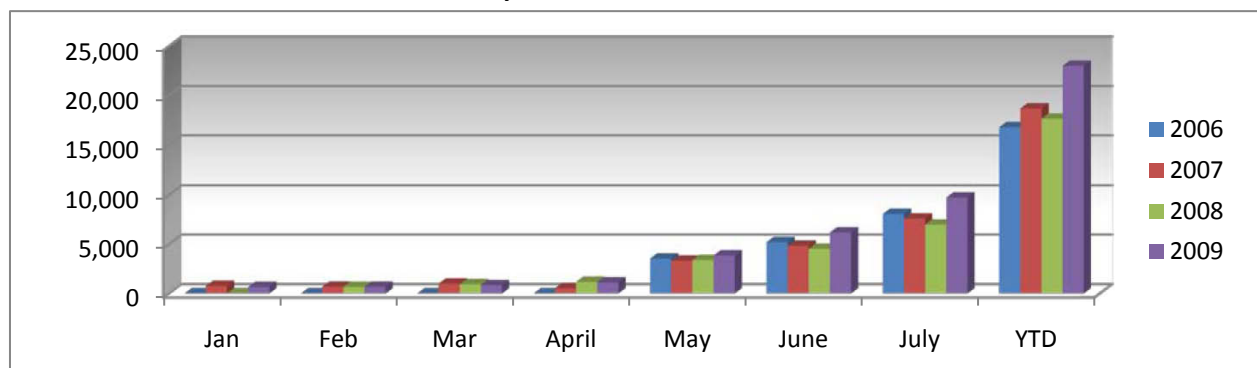
- 12 articles were placed in July and reached a total of 952,301 readers/listeners/viewers.
- 25 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include: Wisconsin Trails, Resort + Recreation magazine, Village News/Southwest News (TX), Tampa Bay Magazine, Cincinnati Family magazine, Saturday Evening Post and Old House Interiors magazine.
- Remaining 2009 press tour dates: October 18-23 & December 10-13.
- The return on investment (ROI) for our media marketing program to date is 260%.

Media Monitoring *(Goal 1, Communications/PR Strategy 2, Pg 19)*

<i>Due to 3-4 week lag time, the monthly total number is an estimate.</i>	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
Ad Value Equivalency (AVE)	\$196,549	\$1,336,219	\$2,052,563	65%	\$4,000,000

- Worked with 19 journalists/media outlets to provide images, information and support for Door County based articles and stories. Highlights included AAA Go Magazine; Elite Wine, Food & Travel Magazine and Web Site; Great American Motorcycle Tours guidebook; Journal & Topics newspapers; Madison Magazine; Midwest Living; Milwaukee Journal Sentinel and Wisconsin Journeys.

Door County Welcome Center - Visitor Traffic



- The Welcome Center had 9,717 visitors in July, a 39% increase over July of '08. YTD we are up 31%.

Visitor counter was installed in late April, 2006. There is no data for January 2008 due to an equipment malfunction.