



# July 2010 Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	178,573	160,761	188,788	223,337	270,300	275,813	332,707	298,739	247,470	209,754	123,734	107,298	2,617,274
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						1,695,269
2010 GOAL	157,271	150,836	184,265	205,766	274,195	304,671	387,154	363,371	312,225	263,034	157,791	154,301	2,914,880
% TO GOAL	122%	116%	117%	120%	97%	103%	74%	0%	0%	0%	0%	0%	58%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	39,055	38,687	47,738	51,967	66,476	88,257	115,017	95,120	75,535	60,329	30,327	31,185	739,693
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						462,019
2010 GOAL	45,055	47,280	57,699	67,292	84,790	107,181	137,069	117,470	95,408	73,483	38,547	39,735	911,000
% TO GOAL	109%	95%	95%	92%	79%	82%	70%	0%	0%	0%	0%	0%	51%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	8.90	8.94	10.28	10.87	10.73	11.68	11.86	12.22	11.59	10.34	7.42	6.86	10.14
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						8.14

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	3.67	3.35	3.48	4.10	4.27	5.58	5.97	6.55	6.00	6.83	7.00	5.60	5.20
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						5.51

DoorCounty.com - Top Ten Most Requested Pages for the Month	
1) Homepage	6) Plan Your Trip
2) Lodging directory	7) Interactive map
3) What to do	8) Resort/condo
4) Hotel/motel/inn	9) Event calendar
5) Waterfront	10) What to do/sightseeing tours

**DoorCounty.com - Top Ten Referring Sites for the Month**

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

**Explore The Door Video Travel Show Activity (views/downloads)**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	5,902	4,852	7,472	8,254	8,950	9,670	12,483	10,486	10,148	12,077	6,508	7,574	104,376
<b>2009</b>	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
<b>2010</b>	9,638	8,126	9,670	10,518	9,118	10,044	13,705						70,819
<b>2010 GOAL</b>	6,762	5,945	7,712	7,914	9,423	10,947	13,230	12,856	11,800	15,485	7,784	8,342	118,200
<b>% TO GOAL</b>	143%	137%	125%	133%	97%	92%	104%	0%	0%	0%	0%	0%	60%

**Pay-Per-Click Results**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	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
<b>2010</b>	4,614	4,385	9,300	6,582	5,264	6,424	6,439						43,008

**Door County Insider Tip E-Newsletter - Number of E-Mails Sent**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	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
<b>2010</b>	371,019	360,592	354,519	354,430	789,935	338,109	384,033						2,952,637
<b>2010 GOAL</b>	154,282	430,118	280,512	383,367	397,392	434,794	444,144	444,144	420,768	439,469	439,468	406,742	4,675,200
<b>% TO GOAL</b>	240%	84%	126%	92%	199%	78%	86%	0%	0%	0%	0%	0%	63%

**Door County Insider Tip E-Newsletter - Open Rates**

	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2009</b>	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%
<b>2010</b>	15.00%	13.46%	12.70%	14.40%	15.05%	14.31%	12.70%						13.95%
<b>2010 GOAL</b>	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%
<b>% TO GOAL</b>	97%	87%	82%	93%	97%	92%	82%	0%	0%	0%	0%	0%	90%

**Door County Insider Tip E-Newsletter - Click Thru's**

	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2009</b>	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%
<b>2010</b>	3.57%	3.80%	3.11%	2.96%	3.01%	3.51%	2.96%						3.27%
<b>2010 GOAL</b>	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%
<b>% TO GOAL</b>	79%	84%	69%	66%	67%	78%	66%	0%	0%	0%	0%	0%	73%

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						
*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	3,924,141	9,819,242	14,645,179	4,310,507	34,625	1,740,021	5,887,809	839,913	3,829,748	450,000	45,616,185
2010	0	1,009,657	996,461	5,191,602	7,704,781	2,417,705	2,224,517						19,544,723

Advertising - Media Placed 2010													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$0	\$7,226	\$8,882	\$62,064	\$152,162	\$60,310	\$29,000						\$319,644
Co-Op Dollars	\$0	\$0	\$0	\$0	\$0	\$1,200	\$22,588						\$23,788
Barter Dollars	\$0	\$539	\$33,953	\$0	\$1,701	\$19,258	\$506						\$55,957
Unpaid Dollars	\$0	\$1,000	\$1,000	\$3,745	\$124,500	\$15,471	\$0						\$145,716

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	75,051	510,116	584,893	1,482,588	1,738,188	574,344	1,067,123	621,778	1,016,900	1,811,974	320,000	1,594,816	11,397,771
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						21,207,544
2010 GOAL	281,919	393,468	727,530	2,066,643	2,844,508	501,317	1,236,015	871,468	1,025,868	2,737,149	833,839	2,480,276	16,000,000
% TO GOAL	361%	77%	215%	64%	26%	43%	1299%	0%	0%	0%	0%	0%	133%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	\$23,585	\$128,346	\$39,078	\$47,968	\$224,631	\$41,180	\$64,108	\$58,124	\$85,003	\$63,908	\$8,567	\$120,101	\$904,599
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						\$1,053,316
2010 GOAL	\$52,471	\$88,127	\$94,581	\$150,909	\$226,066	\$37,138	\$94,668	\$89,278	\$78,473	\$66,977	\$63,562	\$157,750	\$1,200,000
% TO GOAL	72%	19%	382%	45%	21%	275%	446%	0%	0%	0%	0%	0%	88%

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	0	24	0	0	25	4	37	8	1	12	0	10	121
<b>2009</b>	0	13	0	0	0	17	0	0	0	16	0	6	52
<b>2010</b>	0	12	0	0	14	18	0						44
<b>2010 GOAL</b>	0	12	0	0	12	12	0	0	12	12	0	0	60
<b>% TO GOAL</b>		100%			117%	150%			0%	0%			73%

<b>Media Monitoring - Publicity Value (Cision)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	\$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
<b>2010</b>	\$267,948	\$162,592	\$123,631	\$128,682	\$717,013	\$153,716	\$321,353						\$1,874,935
<b>2010 GOAL</b>	\$59,298	\$55,804	\$145,145	\$46,235	\$274,219	\$234,517	\$231,153	\$255,442	\$181,904	\$130,324	\$122,822	\$170,137	\$1,907,000
<b>% TO GOAL</b>	452%	291%	85%	278%	261%	66%	139%	0%	0%	0%	0%	0%	98%

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	0	38	0	25	296	60	100	310	9	74	24	58	994
<b>2010</b>	67	151	191	21	19	36	26						511
<b>2010 GOAL</b>	91	91	91	91	91	91	91	92	91	91	91	91	1,093
<b>% TO GOAL</b>	74%	166%	210%	23%	21%	40%	29%	0%	0%	0%	0%	0%	47%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	7	4	1	14	1	6	7	2	3	8	6	3	62
<b>2010</b>	14	13	3	8	10	4	10						62
<b>2010 GOAL</b>	7	6	5	7	5	6	6	5	5	6	6	5	68
<b>% TO GOAL</b>	200%	217%	60%	114%	200%	67%	167%	0%	0%	0%	0%	0%	91%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	0	1	0	89	8	167	27	266	3	9	17	64	651
<b>2010</b>	438	507	10	19	36	20	36						1,066
<b>2010 GOAL</b>	300	22	22	42	32	32	32	117	32	32	32	55	750
<b>% TO GOAL</b>	146%	2305%	45%	45%	113%	63%	113%	0%	0%	0%	0%	0%	142%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	1	1	0	2	2	2	11	5	1	6	8	6	45
<b>2010</b>	16	12	7	13	27	19	32						126
<b>2010 GOAL</b>	5	4	4	4	4	4	5	4	4	5	5	4	52
<b>% TO GOAL</b>	320%	300%	175%	325%	675%	475%	640%	0%	0%	0%	0%	0%	242%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	0	1	0	0	0	2	0	0	1	1	0	1	6
<b>2010</b>	1	1	1	0	0	1	0						4

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	n/a	658	929	1,180	3,387	4,525	6,978	7,244	4,581	5,519	892	663	36,556
<b>2009</b>	651	677	836	1,105	3,847	6,181	9,717	8,604	6,428	5,116	1,053	678	44,893
<b>2010</b>	604	687	1,087	1,312	5,058	8,221	14,693						31,662

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	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
<b>2010</b>	5,961	2,258	3,102	4,817	2,202	7,985	6,240						32,565
<b>2010 GOAL</b>	3,011	7,787	4,262	4,660	6,365	6,195	8,664	6,479	4,318	3,238	1,248	625	56,852
<b>% TO GOAL</b>	198%	29%	73%	103%	35%	129%	72%	0%	0%	0%	0%	0%	57%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>					1,379	2,452	1,916	1,977	1,655	1,655	406	499	11,939
<b>2010</b>	586	616	877	1,009	1,415	1,752	2,357						8,612
<i>New telephone system began tracking incoming calls in May, 2009.</i>													

**ADDITIONAL NOTES****MARKETING & SALES**

- Web site visits reflect a 10% decrease over June 2010 and a 14% YTD increase compared to 2009 YTD
- Unique visits were up 10% over June 2010 and 2% down YTD compared to 2009
- Conducted Meet & Greet for 8 tours and tracked 80 room nights for July and sent out 1 hotel lead
- Received 32 meeting inquiries - 24 weddings, 2 reunions, 5 meetings, 1 car club

**COMMUNICATIONS & PR****Media Marketing Program**

- 21 articles were generated as a result of our media marketing program and reached a total of 16,055,478 readers/listeners/viewers in July
- Relish (national newspaper insert magazine, \$267,375 AVE / 15,500,000 circulation) and St. Louis Post-Dispatch (\$140,944 AVE / 400,042 circulation) were two biggest media hits in July
- The return on investment (ROI) for our media marketing program to date is 388%
- Remaining 2010 media marketing program press tour dates are scheduled for September 12-16 and October 17-21

**Media Monitoring**

- Worked with 18 journalists/media outlets to provide images, information, support and other related assistance for Door County based articles and stories. A few highlights included the Cedar Rapids Gazette, WLUK FOX 11, Examiner.com, 30West, OnMilwaukee.com, BudgetTravel.com, Midwest Destination Guide, BestMidwestTravel.com & Midwest Living