



# July 2015

## Marketing & Communications Report

| DoorCounty.com - Web Site Visits (Sessions) |         |          |        |         |         |         |         |         |           |         |          |          |           |
|---|---------|----------|--------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
|   | January | February | March  | April   | May *   | June    | July    | August  | September | October | November | December | Totals    |
| <b>2013</b>                                 | 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 |
| <b>2014</b>                                 | 67,752  | 60,914   | 73,788 | 97,025  | 121,180 | 180,415 | 241,758 | 217,228 | 192,895   | 127,641 | 49,659   | 51,645   | 1,481,900 |
| <b>2015</b>                                 | 84,622  | 75,713   | 94,730 | 120,683 | 75,341  | 185,326 | 212,189 |         |           |         |          |          | 848,604   |
| <b>2015 GOAL</b>                            | 69,107  | 62,132   | 75,264 | 98,966  | 123,604 | 184,023 | 246,593 | 221,573 | 196,753   | 130,194 | 50,652   | 52,677   | 1,511,538 |
| <b>% TO GOAL</b>                            | 122%    | 122%     | 126%   | 122%    | 61%     | 101%    | 86%     | 0%      | 0%        | 0%      | 0%       | 0%       | 56%       |

*\* Google Analytics tracking missing from key pages on site May 2015*

| DoorCounty.com - Web Site Unique Visits (Users) |         |          |        |        |        |         |         |         |           |         |          |          |           |
|---|---------|----------|--------|--------|--------|---------|---------|---------|-----------|---------|----------|----------|-----------|
|   | January | February | March  | April  | May *  | June    | July    | August  | September | October | November | December | Totals    |
| <b>2013</b>                                     | 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   |
| <b>2014</b>                                     | 49,585  | 44,432   | 53,863 | 70,461 | 86,751 | 126,954 | 168,346 | 137,769 | 123,638   | 85,725  | 38,826   | 37,492   | 1,023,842 |
| <b>2015</b>                                     | 59,255  | 52,503   | 65,603 | 83,227 | 55,132 | 125,205 | 146,355 |         |           |         |          |          | 587,280   |
| <b>2015 GOAL</b>                                | 50,577  | 45,321   | 54,940 | 71,870 | 88,486 | 129,493 | 171,713 | 140,524 | 126,111   | 87,440  | 39,603   | 38,241   | 1,044,319 |
| <b>% TO GOAL</b>                                | 117%    | 116%     | 119%   | 116%   | 62%    | 97%     | 85%     | 0%      | 0%        | 0%      | 0%       | 0%       | 56%       |

*\* Google Analytics tracking missing from key pages on site May 2015*

| DoorCounty.com - Average Page Views Per Session |         |          |       |       |       |      |      |        |           |         |          |          |         |
|---|---------|----------|-------|-------|-------|------|------|--------|-----------|---------|----------|----------|---------|
|   | January | February | March | April | May * | June | July | August | September | October | November | December | Average |
| <b>2013</b>                                     | 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    |
| <b>2014</b>                                     | 3.35    | 3.58     | 3.64  | 3.53  | 3.45  | 3.96 | 3.48 | 3.19   | 3.08      | 2.91    | 2.64     | 2.74     | 3.30    |
| <b>2015</b>                                     | 2.91    | 3.02     | 3.06  | 3.03  | 2.58  | 4.87 | 4.75 |        |           |         |          |          | 3.46    |

*\* Google Analytics tracking missing from key pages on site May 2015*

| DoorCounty.com - Average Length of Session (minutes) |         |          |       |       |      |      |      |        |           |         |          |          |         |
|--|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|---------|
|  | January | February | March | April | May  | June | July | August | September | October | November | December | Average |
| <b>2013</b>  | 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    |
| <b>2014</b>  | 4.42    | 5.03     | 5.06  | 4.48  | 5.18 | 6.20 | 5.54 | 4.28   | 4.02      | 3.37    | 3.05     | 3.22     | 4.49    |
| <b>2015</b>  | 3.44    | 3.56     | 4.02  | 3.49  | 4.08 | 4.31 | 4.35 |        |           |         |          |          | 3.89    |

| DoorCounty.com - Mobile Web Site Usage |         |          |        |        |        |        |         |        |           |         |          |          |         |
|--|---------|----------|--------|--------|--------|--------|---------|--------|-----------|---------|----------|----------|---------|
|  | January | February | March  | April  | May*   | June   | July    | August | September | October | November | December | Totals  |
| 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  | 10,927   | 28,446 | 38,478 | 48,903 | 72,055 | 106,244 | 99,139 | 88,020    | 50,954  | 23,263   | 22,857   | 613,158 |
| 2015                                   | 39,024  | 21,610   | 43,392 | 54,501 | 30,019 | 87,000 | 103,550 |        |           |         |          |          | 379,096 |

\* Google Analytics tracking missing from key pages on site May 2015

| DoorCounty.com - Top Ten Most Requested Pages for the Month |   |                             |
|---|---|-----------------------------|
| 1) /Home  | 5) /experience                            | 9) /family-fun              |
| 2) /experience/events                                       | 6) /stay/hotmotellinn                     | 10) /discover/visitor-guide |
| 3) /stay  | 7) /experience/scenic-attractions/beaches |                             |
| 4) /stay/find-lodging                                       | 8) /dine/dining-finder                    |                             |

| DoorCounty.com - Top Ten Sources |  |                         |
|----------------------------------|--|-------------------------|
| 1) Google/organic                | 5) DoorCounty/Email                    | 9) Google/PPC           |
| 2) (direct)/(none)               | 6) cloud.innline.com/referral          | 10) m.facebook/referral |
| 3) yahoo/organic                 | 7) Facebook Newsfeed Ads/ Newsfeed Ads |                         |
| 4) bing/organic                  | 8) bing.com/referral                   |                         |

| Social Media: Facebook |           |          |           |           |           |           |           |           |           |         |          |          |            |
|------------------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|----------|----------|------------|
| Impressions            | January   | February | March     | April     | May       | June      | July      | August    | September | October | November | December | Totals     |
| 2013                   | 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 |
| 2014                   | 1,072,474 | 786,549  | 1,256,786 | 1,140,795 | 904,334   | 866,752   | 937,971   | 1,053,928 | 1,378,288 | 597,568 | 587,576  | 559,572  | 11,142,593 |
| 2015                   | 826,778   | 594,789  | 839,094   | 1,204,160 | 1,097,071 | 1,201,542 | 1,286,647 |           |           |         |          |          | 7,050,081  |
| Post Views             | January   | February | March     | April     | May       | June      | July      | August    | September | October | November | December | Totals     |
| 2013                   | 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  |
| 2014                   | 207,464   | 240,304  | 426,235   | 424,333   | 463,321   | 444,147   | 339,068   | 461,958   | 612,005   | 238,985 | 346,151  | 257,000  | 4,460,971  |
| 2015                   | 555,825   | 388,349  | 555,850   | 772,633   | 739,233   | 768,594   | 847,893   |           |           |         |          |          | 4,628,377  |
| Page Views             | January   | February | March     | April     | May       | June      | July      | August    | September | October | November | December | Totals     |
| 2013                   | 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     |
| 2014                   | 11,533    | 13,566   | 3,181     | 3,624     | 3,358     | 3,963     | 8,419     | 3,050     | 3,047     | 1,616   | 1,199    | 170,953  | 227,509    |
| 2015                   | 1,447     | 1,197    | 1,483     | 2,014     | 1,979     | 1,821     | 2,158     |           |           |         |          |          | 12,099     |
| Engagement             | January   | February | March     | April     | May       | June      | July      | August    | September | October | November | December | Totals     |
| 2015                   | 24,832    | 14,834   | 26,432    | 32,633    | 32,944    | 32,210    | 30,093    |           |           |         |          |          | 193,978    |

| Social Media: Twitter Followers |         |          |       |       |       |       |       |        |           |         |          |          |                 |
|---------------------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|-----------------|
|                                 | January | February | March | April | May   | June  | July  | August | September | October | November | December | Annual % Growth |
| 2013                            | 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%             |
| 2014                            | 2,654   | 2,701    | 2,747 | 2,797 | 2,910 | 3,050 | 3,180 | 3,264  | 3,348     | 3,417   | 3,451    | 3,569    | 34%             |
| 2015                            | 3,585   | 3,652    | 3,709 | 3,781 | 3,872 | 3,992 | 4,096 |        |           |         |          |          |                 |

| Pay-Per-Click Results |                               |          |       |       |       |       |       |        |           |         |          |          |        |
|-----------------------|-------------------------------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
|                       | January                       | February | March | April | May   | June  | July  | August | September | October | November | December | Totals |
| 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                         | 2,748    | 3,473 | 9,955 | 4,940 | 5,260 | 4,203 | 2,124  | 2,462     | 2,019   | 1,294    | 1,314    | 42,224 |
| 2015                  | 1,815                         | 2,153    | 2,240 | 2,253 | 5,507 | 5,556 | 5,507 |        |           |         |          |          | 25,031 |

| Door County E-Newsletter - Number of E-Mails Sent (with remails) |         |          |         |         |         |         |         |         |           |         |          |          |           |
|--|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
|  | January | February | March   | April   | May     | June    | July    | August  | September | October | November | December | Totals    |
| 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 | 304,504  | 260,265 | 290,157 | 303,787 | 311,153 | 314,220 | 314,552 | 346,443   | 343,595 | 344,384  | 337,073  | 3,780,798 |
| 2015   | 328,573 | 319,563  | 310,628 | 316,865 | 341,409 | 349,020 | 486,954 |         |           |         |          |          | 2,453,012 |

| Door County E-Newsletter - Open Rates |         |          |        |        |        |        |        |        |           |         |          |          |         |
|---------------------------------------|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
|                                       | January | February | March  | April  | May    | June   | July   | August | September | October | November | December | Average |
| 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%  | 24.20%   | 31.70% | 30.10% | 25.80% | 26.90% | 26.90% | 26.00% | 29.20%    | 26.50%  | 22.30%   | 21.20%   | 26.34%  |
| 2015                                  | 24.80%  | 23.60%   | 27.70% | 28.70% | 26.80% | 27.10% | 32.90% |        |           |         |          |          | 27.37%  |

| Door County E-Newsletter - Click Thru's |         |          |       |       |       |       |       |        |           |         |          |          |         |
|---|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|---------|
|   | January | February | March | April | May   | June  | July  | August | September | October | November | December | Average |
| 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%   | 2.30%    | 4.40% | 4.20% | 3.90% | 4.60% | 4.70% | 4.30%  | 4.50%     | 3.90%   | 2.30%    | 2.10%    | 3.68%   |
| 2015                                    | 2.60%   | 2.90%    | 3.60% | 4.30% | 3.41% | 4.00% | 5.09% |        |           |         |          |          | 3.70%   |

| Advertising - Programs & Campaigns |           |           |            |            |           |       |            |        |             |            |           |           |  |
|------------------------------------|-----------|-----------|------------|------------|-----------|-------|------------|--------|-------------|------------|-----------|-----------|--|
|                                    | January   | February  | March      | April      | May       | June  | July       | August | September   | October    | November  | December  |  |
| 2013                               | Image/NOR | NOR       | Image/LGBT | Image/LGBT | Image     | Image | Image/LGBT | Image  | Image/SDSDC | Image/SDSD | Image     | Image/NOR |  |
| 2014                               | Image/NOR | NOR/Image | Image      | Image/SOB  | Image/SOB | Image | Image      | Image  | Image/SDSDC | Image/SDSD | Image/NOR | Image/NOR |  |
| 2015                               | Image/NOR | NOR/Image | NOR/Image  | Image/SOB  | Image/SOB | Image | Image      |        |             |            |           |           |  |

SOB = Season of Blossoms    NOR = Nature of Romance    SDSDC = So Delicious. So Door County

| <b>Advertising - Gross Impressions</b> |         |           |           |           |           |           |           |           |           |           |          |          |            |
|--|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|------------|
|  | January | February  | March     | April     | May       | June      | July      | August    | September | October   | November | December | Total      |
| <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  | 2,777,134 | 9,058,615 | 8,790,285 | 6,753,942 | 2,772,677 | 904,724   | 148,225   | 1,735,115 | 3,503,157 | 2,604    | 2,530    | 36,519,628 |
| <b>2015</b>                            | 5,346   | 2,679,900 | 5,336,400 | 9,945,248 | 5,628,037 | 1,183,348 | 673,070   |           |           |           |          |          | 25,451,349 |

| <b>Advertising - Media Placed 2015</b> |         |          |           |           |          |          |          |        |           |         |          |          |           |
|--|---------|----------|-----------|-----------|----------|----------|----------|--------|-----------|---------|----------|----------|-----------|
|  | January | February | March     | April     | May      | June     | July     | August | September | October | November | December | Total     |
| <b>Total Paid</b>                      | \$3,440 | \$30,793 | \$146,249 | \$130,523 | \$97,946 | \$11,343 | \$15,063 |        |           |         |          |          | \$435,357 |
| <b>Co-Op Dollars</b>                   | \$0     | \$1,525  | \$9,325   | \$7,025   | \$6,955  | \$3,070  | \$5,525  |        |           |         |          |          | \$33,425  |
| <b>Barter Dollars</b>                  | \$0     | \$30,228 | \$1,538   | \$16,810  | \$12,228 | \$47,500 | \$1,838  |        |           |         |          |          | \$110,141 |
| <b>Unpaid Dollars</b>                  | \$0     | \$0      | \$0       | \$0       | \$0      | \$0      | \$0      |        |           |         |          |          | \$0       |

| <b>Explore The Door Video Travel Show Activity (views/downloads)</b> |         |          |       |       |       |        |        |        |           |         |          |          |        |
|--|---------|----------|-------|-------|-------|--------|--------|--------|-----------|---------|----------|----------|--------|
|  | January | February | March | April | May   | June   | July   | August | September | October | November | December | Totals |
| <b>2013</b>  | 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 |
| <b>2014</b>  | 2,631   | 2,354    | 3,253 | 3,705 | 5,065 | 6,695  | 8,201  | 6,379  | 5,193     | 4,578   | 2,988    | 3,110    | 54,152 |
| <b>2015</b>  | 5,745   | 4,727    | 6,434 | 6,593 | 9,566 | 13,497 | 19,242 |        |           |         |          |          | 65,804 |

| <b>Media Marketing Program - Impressions</b> |            |            |            |            |            |            |            |            |            |             |            |           |             |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|-----------|-------------|
|  | January    | February   | March      | April      | May        | June       | July       | August     | September  | October     | November   | December  | Totals      |
| <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 | 40,986,204 | 27,772,140 | 5,314,961  | 20,193,969 | 44,435,235 | 71,687,651 | 12,256,415 | 51,116,546 | 67,868,123  | 18,770,067 | 3,507,165 | 401,761,475 |
| <b>2015</b>                                  | 28,017,364 | 1,823,856  | 20,098,799 | 22,527,085 | 3,830,004  | 19,201,677 | 30,984,433 |            |            |             |            |           | 126,483,218 |
| <b>2015 GOAL</b>                             | 16,535,501 | 6,388,538  | 14,230,653 | 8,366,153  | 9,517,767  | 8,886,788  | 49,319,240 | 13,688,198 | 22,374,255 | 40,394,770  | 6,733,098  | 6,571,412 | 203,006,373 |
| <b>% TO GOAL</b>                             | 169%       | 29%        | 141%       | 269%       | 40%        | 216%       | 63%        | 0%         | 0%         | 0%          | 0%         | 0%        | 62%         |

| <b>Media Marketing Program - Ad Value Equivalency</b> |           |          |           |           |             |           |           |             |           |           |          |          |             |
|---|-----------|----------|-----------|-----------|-------------|-----------|-----------|-------------|-----------|-----------|----------|----------|-------------|
|   | January   | February | March     | April     | May         | June      | July      | August      | September | October   | November | December | Totals      |
| <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 | \$93,897 | \$503,719 | \$75,517  | \$153,280   | \$107,290 | \$227,097 | \$196,220   | \$258,235 | \$141,898 | \$91,174 | \$81,448 | \$2,033,918 |
| <b>2015</b>   | \$70,320  | \$72,596 | \$80,581  | \$330,607 | \$1,209,143 | \$282,586 | \$168,520 |             |           |           |          |          | \$2,214,353 |

| <b>Media Marketing Program - Visiting Journalists</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|---|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|   | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| <b>2013</b>   | 0       | 11       | 0     | 1     | 13  | 22   | 9    | 6      | 5         | 11      | 0        | 0        | 78     |
| <b>2014</b>   | 0       | 9        | 0     | 0     | 10  | 22   | 15   | 9      | 6         | 10      | 0        | 0        | 81     |
| <b>2015</b>   | 0       | 9        | 0     | 0     | 7   | 14   | 19   |        |           |         |          |          | 49     |
| <b>2015 GOAL</b>                                      |         | 10       |       |       | 8   | 20   | 8    | 6      | 4         | 14      |          |          | 70     |
| <b>% TO GOAL</b>                                      |         | 90%      |       |       | 88% | 70%  | 238% | 0%     | 0%        | 0%      |          |          | 70%    |

| <b>Group Tour Contacts</b> |         |          |       |       |      |      |      |        |           |         |          |          |        |
|----------------------------|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|--------|
|                            | January | February | March | April | May  | June | July | August | September | October | November | December | Totals |
| <b>2013</b>                | 87      | 314      | 127   | 83    | 538  | 49   | 9    | 213    | 31        | 83      | 145      | 42       | 1,721  |
| <b>2014</b>                | 153     | 621      | 130   | 70    | 156  | 167  | 108  | 207    | 39        | 14      | 34       | 48       | 1,747  |
| <b>2015</b>                | 134     | 451      | 110   | 206   | 188  | 179  | 176  |        |           |         |          |          | 1,444  |
| <b>2015 GOAL</b>           | 175     | 350      | 175   | 125   | 162  | 175  | 125  | 210    | 77        | 60      | 55       | 75       | 1,764  |
| <b>% TO GOAL</b>           | 77%     | 129%     | 63%   | 165%  | 116% | 102% | 141% | 0%     | 0%        | 0%      | 0%       | 0%       | 82%    |

| <b>Group Tour Inquiries</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|-----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|                             | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| <b>2013</b>                 | 22      | 9        | 6     | 8     | 72  | 4    | 9    | 20     | 14        | 8       | 8        | 7        | 187    |
| <b>2014</b>                 | 29      | 34       | 8     | 12    | 14  | 28   | 24   | 25     | 6         | 13      | 5        | 6        | 204    |
| <b>2015</b>                 | 33      | 19       | 13    | 15    | 12  | 9    | 15   |        |           |         |          |          | 116    |
| <b>2015 GOAL</b>            | 30      | 30       | 10    | 12    | 15  | 29   | 25   | 25     | 5         | 15      | 5        | 5        | 206    |
| <b>% TO GOAL</b>            | 110%    | 63%      | 130%  | 125%  | 80% | 31%  | 60%  | 0%     | 0%        | 0%      | 0%       | 0%       | 56%    |

| <b>Meeting/Event Planner Contacts</b> |         |          |       |       |      |      |      |        |           |         |          |          |        |
|---------------------------------------|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|--------|
|                                       | January | February | March | April | May  | June | July | August | September | October | November | December | Totals |
| <b>2013</b>                           | 75      | 43       | 131   | 40    | 307  | 79   | 147  | 144    | 124       | 197     | 59       | 61       | 1,407  |
| <b>2014</b>                           | 81      | 81       | 149   | 61    | 206  | 199  | 181  | 143    | 154       | 86      | 276      | 68       | 1,685  |
| <b>2015</b>                           | 97      | 85       | 171   | 188   | 209  | 181  | 373  |        |           |         |          |          | 1,304  |
| <b>2015 GOAL</b>                      | 85      | 75       | 150   | 85    | 210  | 200  | 185  | 145    | 155       | 120     | 225      | 67       | 1,702  |
| <b>% TO GOAL</b>                      | 114%    | 113%     | 114%  | 221%  | 100% | 91%  | 202% | 0%     | 0%        | 0%      | 0%       | 0%       | 77%    |

| <b>Meeting/Event Planner Inquiries</b> |         |          |       |       |      |      |      |        |           |         |          |          |        |
|--|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|--------|
|  | January | February | March | April | May  | June | July | August | September | October | November | December | Totals |
| <b>2013</b>                            | 67      | 43       | 37    | 40    | 52   | 79   | 63   | 64     | 72        | 49      | 29       | 24       | 619    |
| <b>2014</b>                            | 30      | 39       | 33    | 57    | 63   | 69   | 67   | 62     | 63        | 58      | 39       | 57       | 637    |
| <b>2015</b>                            | 82      | 35       | 42    | 56    | 66   | 76   | 54   |        |           |         |          |          | 411    |
| <b>2015 GOAL</b>                       | 28      | 40       | 35    | 55    | 65   | 70   | 65   | 60     | 65        | 60      | 40       | 60       | 643    |
| <b>% TO GOAL</b>                       | 293%    | 88%      | 120%  | 102%  | 102% | 109% | 83%  | 0%     | 0%        | 0%      | 0%       | 0%       | 64%    |

| <b>Trade Show Participation</b> |         |          |       |       |     |      |      |        |           |         |          |          |        |
|---------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
|                                 | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| <b>2013</b>                     | 1       | 1        | 0     | 1     | 0   | 0    | 0    | 0      | 0         | 2       | 1        | 1        | 7      |
| <b>2014</b>                     | 1       | 0        | 0     | 0     | 0   | 0    | 0    | 0      | 1         | 0       | 2        | 0        | 4      |
| <b>2015</b>                     | 1       | 0        | 1     | 0     | 0   | 0    | 0    |        |           |         |          |          | 2      |

| <b>Door County Welcome Center - Visitors</b> |         |          |       |       |       |       |        |        |           |         |          |          |        |
|--|---------|----------|-------|-------|-------|-------|--------|--------|-----------|---------|----------|----------|--------|
|  | January | February | March | April | May   | June  | July   | August | September | October | November | December | Totals |
| <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     | 893      | 1,093 | 1,424 | 4,682 | 7,859 | 11,926 | 11,585 | 7,916     | 7,540   | 1,042    | 1,006    | 57,773 |
| <b>2015</b>                                  | 870     | 858      | 1,306 | 1,922 | 4,821 | 7,129 | 12,401 |        |           |         |          |          | 29,307 |

| <b>Visitor Guide Requests</b> |         |          |       |       |       |        |        |        |           |         |          |          |        |
|-------------------------------|---------|----------|-------|-------|-------|--------|--------|--------|-----------|---------|----------|----------|--------|
|                               | January | February | March | April | May   | June   | July   | August | September | October | November | December | Totals |
| <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   | 2,930    | 3,280 | 4,216 | 3,284 | 5,191  | 4,702  | 3,298  | 2,256     | 667     | 209      | 312      | 32,944 |
| <b>2014 Online</b>            | 1,580   | 1,985    | 3,082 | 3,144 | 3,478 | 5,315  | 5,994  | 4,445  | 2,759     | 1,398   | 337      | 452      | 33,969 |
| <b>2015 Hard Copy</b>         | 2,996   | 1,992    | 3,950 | 3,645 | 3,467 | 2,419  | 2,105  |        |           |         |          |          | 20,574 |
| <b>2015 Online</b>            | 1,636   | 1,428    | 2,202 | 2,653 | 3,245 | 3,899  | 5,306  |        |           |         |          |          | 20,369 |
| <b>2015 Combined Goal</b>     | 4,221   | 4,964    | 6,426 | 7,433 | 6,830 | 10,611 | 10,803 | 7,820  | 5,065     | 2,086   | 551      | 772      | 67,582 |
| <b>% TO GOAL</b>              | 110%    | 69%      | 96%   | 85%   | 98%   | 60%    | 69%    | 0%     | 0%        | 0%      | 0%       | 0%       | 61%    |

| <b>Incoming Telephone Calls to Visitor Information Center</b> |                |                 |              |              |            |             |             |               |                  |                |                 |                 |               |
|---|----------------|-----------------|--------------|--------------|------------|-------------|-------------|---------------|------------------|----------------|-----------------|-----------------|---------------|
|   | <b>January</b> | <b>February</b> | <b>March</b> | <b>April</b> | <b>May</b> | <b>June</b> | <b>July</b> | <b>August</b> | <b>September</b> | <b>October</b> | <b>November</b> | <b>December</b> | <b>Totals</b> |
| <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        |
| <b>2014</b>   | 986            | 1,010           | 898          | 1,379        | 1,788      | 2,168       | 2,707       | 3,093         | 2,291            | 2,326          | 741             | 796             | 20,183        |
| <b>2015</b>   | 901            | 914             | 1,025        | 1,371        | 1,835      | 2,110       | 3,256       |               |                  |                |                 |                 | 11,412        |