



July 9, 2009

Door County Tourism Zone Commission
PO Box 55
Sister Bay, WI 54234

Dear Door County Tourism Zone Commissioners,

Based on requests from Door County Tourism Zone Commissioners in previous meetings, the following sections of the enclosed report have been modified to reflect the bell curve type cycles in the **year-to-date goal** section and the **% year-to-date to goal** section:

DoorCounty.com Site Visits
Explore The Door views/downloads
Ad Value Equivalency (in the Media Monitoring section on page 2)

There is not enough historical data for the remaining categories to accurately reflect a bell curve at this time, so those sections remain divided evenly by 12.

I hope this new format more accurately reflects the information we report to you each month.

Sincerely,

A handwritten signature in black ink that reads "Jon Jarosh". The signature is fluid and cursive.

Jon Jarosh
Director of Communications & PR

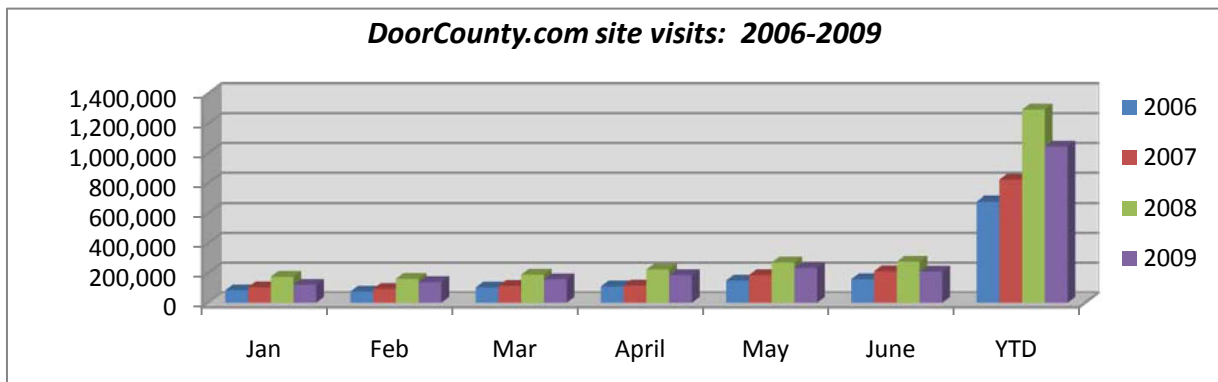


June 2009 Door County Visitor Bureau Update

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	% YTD to Goal	Annual Goal
DoorCounty.com Site Visits	209,308	1,044,979	1,394,691	75%	3,151,000
Insider Tip emails	397,470	2,331,467	2,095,500	111%	4,191,000
Pay-Per-Clicks	5,567	22,930	25,000	92%	50,000
Per Inquiry "PI" Leads	16,603	80,440	40,000	201%	80,000
Explore The Door views/downloads	10,340	48,231	43,872	110%	107,360



- June had a 24% increase in visits compared to May and a 5% increase YOY.
- Saw a 5% increase in time spent on the site in June; average time on site was 6.4 minutes.
- The Visitor Center lobby traffic is up 37% in June of '09 compared to June of '08.
- Visitor Guide inquiries are up 29% YTD over 2008.

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	% YTD to Goal	Annual Goal
Group Tour Contacts	60	419	105	399%	210
Group Tour Inquiries	6	33	24	138%	48
Meeting Planner Contacts	167	265	300	88%	600
Meeting Planner Inquiries	2	8	22	36%	44

- Mailed to Circle WI and AATC tour operators.
- Mailed to Car Club organizers in WI, MN, IL and MI
- Attended Travel Alliance Partners and Circel Wisconsin June Marketplace

Advertising Snapshot

- We ran ads in Silent Sports, American Road and "O" Magazines in June.
- We are working on the fall image campaign with an emphasis on "Kingdom So Delicious."

COMMUNICATIONS / PUBLIC RELATIONS

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

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% YTD to Goal	Annual Goal
Ad Value Equivalency (AVE)	\$18,888	\$604,589	\$412,500	147%	\$825,000
Impressions	192,000	6,512,215	4,290,000	152%	8,580,000
Visiting Journalists	17	30	25	120%	50

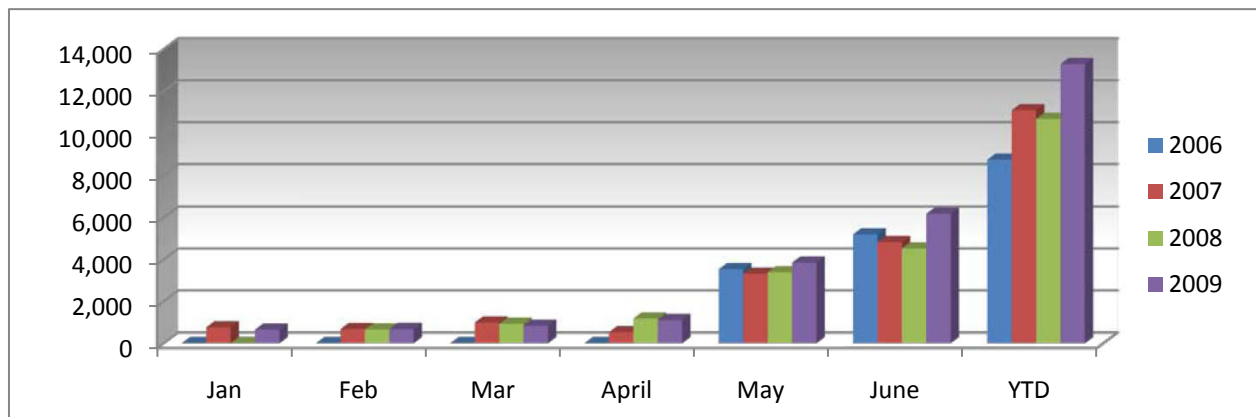
- Welcomed/hosted 17 journalists to Door County for a summer-themed group press tour June 21-26.
- 7 articles were placed in June and reached a total of 192,000 readers/listeners/viewers.
- 23 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include: Wisconsin Trails, Relish (national newspaper insert), Elite Wine, Food and Travel (Canada), Mature Living, Mature Life Features Syndicate & Saturday Evening Post
- Remaining 2009 press tour dates: October 18-22 & December 10-13.
- The return on investment (ROI) for our media marketing program to date is 251%.

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	% YTD to Goal	Annual Goal
Ad Value Equivalency (AVE)	\$244,293	\$1,126,561	\$1,511,418	75%	\$4,000,000

- Worked with 17 journalists/media outlets to provide images, information and support for Door County based articles and stories. Highlights included the Chicago Tribune, Gannett Wisconsin media, Disney's Family.com, Wisconsin State Journal, WBAY CBS Channel 2 in Green Bay, WFRV ABC Channel 5 in Green Bay, Great American Motorcycle Tours (book), a new show on HGTV and the Versus Network.

Door County Welcome Center - Visitor Traffic



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