



May 2008 Marketing Report

*Compiled by Jon Jarosh, Marketing Director
May 8, 2008*

Contents

DCVB Marketing Director monthly summary.....	page 1
Geiger & Associates Executive Summary.....	page 2
eBrains Executive Summary.....	page 3
DoorCounty.com web site visits history.....	page 4
Explore The Door Video Travel Show Stats.....	page 5
DCVB Welcome Center People Traffic Data.....	page 6
Door County Media Monitoring data.....	page 7
Glossary.....	page 8

May DCVB Marketing Director Key Activities

Continued working on summer ad campaign strategies, creative pieces and implementation

Continued working with eBrains representatives on a variety of program initiatives including the May (Vol. 4, 2008) Insider Tip e-newsletter, web site updates, web marketing and web tracking.

Filmed and edited Episode 15 of the Explore The Door video travel show series.

Worked with the Kankakee Daily Journal, Wisconsin State Journal, Green Bay Press Gazette, Post Bulletin (Rochester, MN), Wisconsin Trails Magazine, Cooking Light Magazine, Crain's Chicago Business Magazine (print & on-line at ChicagoBusiness.com), Milwaukee Journal Sentinel, Milwaukee Home & Fine Living, West Suburban Living, Chicago Tribune, My Midwest Magazine, BRAVA Magazine and Mayflower Tours to provide Door County images, info and support for upcoming articles and stories.

GEIGER & ASSOCIATES MEDIA MARKETING UPDATE – MAY 2008

- ✓ Including the July 8-13, 2007, October 14-19, 2007 and February 21-24, 2008 press tours, a total of 67 journalists (39 for the current contract) have visited Door County (as part of a group or individual trips) for the purposes of editorial research.
- ✓ As a result of Geiger & Associates group editorial press tours and media liaison activities on behalf of the Door County Visitor Bureau, 58 articles have been placed in print, radio or online media to date.
- ✓ These articles have reached an audience of 5,711,076 readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau \$388,249. This Ad Value Equivalency (AVE) represents a 68% ROI.
- ✓ In-kind contributions from local DCVB industry partners for July and October 2007 and February 2008 group editorial press tours total \$70,387.50. Complimentary airfare Geiger & Associates has arranged to have donated (for all press tours) on behalf of this program totals \$26,500.00. The total amount of in-kind contributions for this program thus far is \$96,887.50, representing costs the DCVB did not incur.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained so far are:
 - Stone Magazine, May 2008
 - Toronto Sun (Canada), May/June 2008
 - London Free Press (Canada), May/June 2008
 - Reunions Magazine, Summer 2008
 - Country Living, June 2008
 - Emerald Coast Magazine (FL), June/July 2008
 - Evansville Living Magazine (IN), July/August 2008
 - Relish (national newspaper insert), September 2008
 - AAA Living, September/October 2008 (The Swede Life)
 - SkyWest Magazine (United Express edition), September/October 2008
 - American Driver Magazine, January 2009
 - AAA Journeys, January/February 2009
 - AAA Home & Away – Midwest, 2009
 - Art Showcase Magazine (MI), TBA 2008
 - View Magazine, TBA
 - San Diego Magazine, TBA
 - Hometown News Group (WI), TBA
 - News Publishing Group (WI), TBA
- ✓ Geiger & Associates continues to respond on a daily basis to media inquiries for Door County press kits, information, images and copy verification to accompany anticipated editorial coverage.
- ✓ Continued planning and information gathering for Door County press kit development.
- ✓ Geiger & Associates is creating itineraries, making arrangements and preparing for five more press tours between now and the end of July:
 - May 11-15, 2008 – Spring press tour
 - May 15-19, 2008 – Maritime heritage media weekend
 - June 26-29, 2008 – Arts-focused media weekend
 - July 13-18, 2008 – Summer press tour
 - July 31-August 3, 2008 – Culinary themed media weekend



DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY April, 2008

WEBSITE STATISTICS

Mar-08	Apr-08	Mar-08	% Change	Apr-07	% Change	2008 YTD	2007 YTD	% Change
Site visits	223,337	188,788	15%	115,601	93%	751,459	425,649	77%
Unique visits	51,967	47,738	9%	37,011	40%	177,407	130,137	36%

**Smarter Stats*

DASHBOARD

APRIL '08 TO DATE			Contract Impressions To Date*	Contract Clicks To Date
	Impressions	Clicks		
Insider Tip	86,898	5,498	1,054,445	52,145
PPC	682,117	2,941	12,786,803	32,252
HVN Q1*	116,760	1,668	199,080	2,844
PI*	527,288	35	8,027,288	535
Total	1,413,063	10,142	22,067,616	87,776

**does not include SEO numbers, nor welcome/auto-responder emails*

**impressions are estimated against a search metric*

SPRING 2007 PI CONVERSION STUDY– Complete. Includes not only the current PI leads from Spring, '07 but also included all organics and append program names prior to 9/16/07.

	Cost	Leads	Conv %	# Parties	Avg Party Spend	Total Spend	ROI
PI leads	\$17,500	10,045	34.3%	3,444	\$613	\$2,109,745	\$121
Append	\$3,150	27,801	74.1%	20,595	\$1,016	\$20,932,574	\$6,645
eBrains	\$20,650	37,846	63.5%	24,039	\$959	\$23,042,318	\$1,116
Organic	unknown	19,377	79.5%	15,412	\$1,457	\$22,457,134	unknown

DATABASE – #91,800 (after April's deployment which includes the first batch of spring '08 PI leads)

OTHER:

Volume 3/April Insider Tip – Deployed on April 8th to 88,722 opted-in consumers. Door County is A Work of Art! promoted art gallery and studio gems and the Festival of Blossoms events. The most highly clicked items were the prize giveaway, the Festival of Blossoms feature, the maps & directions links within the Featured Itinerary idea, the visitor guide form, and the FOB spring lodging packages (tells us the consumers are interested and need lodging but looking for packages and deals).

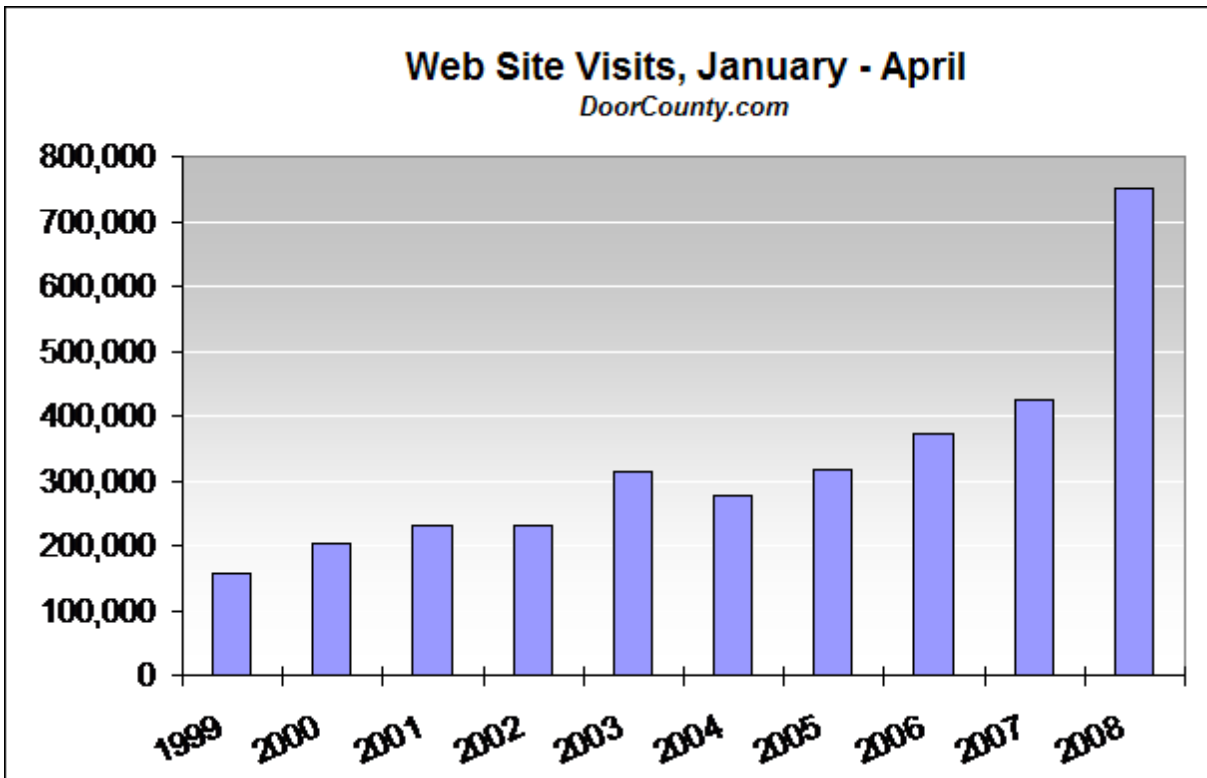
We are currently in market for another 61,000 PI leads; all will be added to the Door County database and are fully opted-in to receive communications.

**Glossary of terms/acronyms can be found on page 8 of this report.*



Web Site Visits – www.DoorCounty.com

Month	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Jan	42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816	178,573
Feb	48,205	45,410	49,120	51,463	70,790	65,981	67,857	74,979	92,824	160,761
March	33,695	59,056	61,063	56,241	80,416	65,816	67,740	102,660	113,408	188,788
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	109,761	115,601	223,337
May	42,543	77,526	88,004	86,393	109,573	88,332	116,243	148,685	185,350	
June	49,959	95,185	102,765	93,826	153,921	104,912	133,497	158,433	211,342	
July	68,402	118,051	126,759	115,524	218,637	128,884	153,689	183,213	312,647	
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	179,422	301,311	
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343	
Oct	33,845	55,935	66,811	87,003	117,792	72,977	105,599	125,675	235,005	
Nov	17,530	27,511	33,193	44,555	57,630	40,207	55,882	70,212	142,318	
Dec	20,314	28,872	31,562	46,887	53,486	53,100	70,049	79,142	134,009	
YTD Total	512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	2,197,974	751,459



YTD, web site visitor sessions up 43.3%

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
158,398	201,644	230,373	229,862	313,071	277,188	315,862	370,810	425,649	751,459



Info/Statistics for Door County's on-line video travel show Through April 31, 2008

Some recent statistics about the show

Through April, *Explore The Door* web activity has represented about **3.66%** of the site's traffic since September 2006, based on site visits.

Show episodes were viewed **4,143** times in April 2008, and have been viewed a total of **83,886** times on DoorCounty.com since the show began.

In addition to on-line views, show episodes were downloaded **1,412** times in April 2008. **25,168** episodes of the show have been downloaded from the site and through iTunes since the show began.

Show segments posted on YouTube were viewed **2,392** times in April 2008. Show segments have been posted on YouTube since June 2007, and since then they have gotten a total of **17,521** views.

44 different segments have been filmed and included as part of the 15 episodes of the show that have been released.

In addition to the show being available on DoorCounty.com, it is also available through the iTunes music store, through YouTube as mentioned above, and is also available via local access TV stations in Door County communities that have local access TV channels. There is no charge to the DCVB for local access air play, and local feedback for the show has been extremely positive.

The first episode of *Explore The Door* was posted on DoorCounty.com on September 20, 2006.

Show Overview

Explore The Door, a video travel podcast about Door County, was created to highlight for potential visitors the eclectic mix of attractions and activities that can be experienced in Door County. While a majority of DCVB programs act as direct marketing pieces, *Explore The Door* is designed to be an image marketing tool. The program, through audio/visual interaction rather than the static images and text of traditional web sites, is meant to encourage travelers who are researching their vacation options to choose Door County as their travel destination. With increasing traveler consumption of on-line media content, specifically video, it gives Door County an opportunity to influence and persuade potential visitors to choose Door County in a way that had not been available to the DCVB prior to the start of this video travel podcast image marketing initiative. We believe we've been and continue to be ahead of the curve with this initiative, as other destinations around the country are just now trying to catch up and implement similar programs for their destinations.

Door County Visitor Center People Traffic

A people counter was installed in DCVB lobby in late April 2006

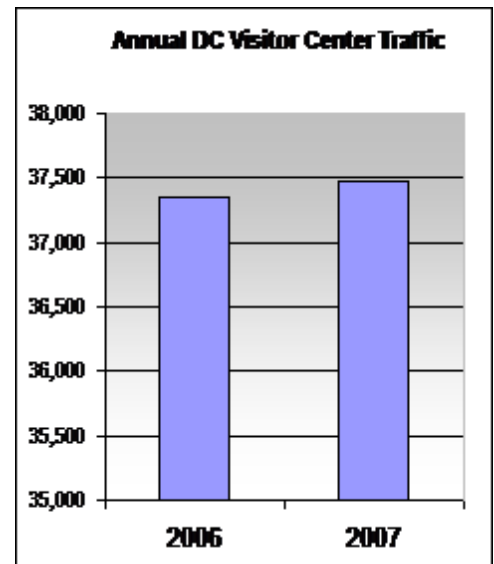
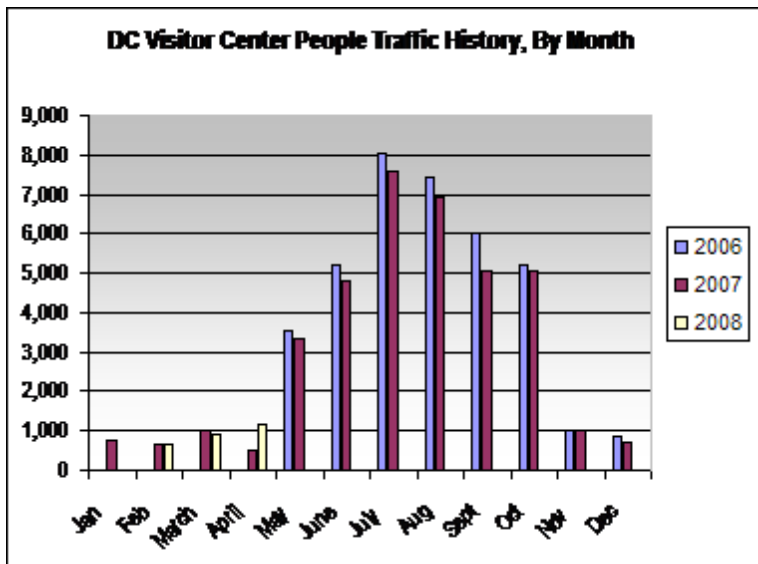
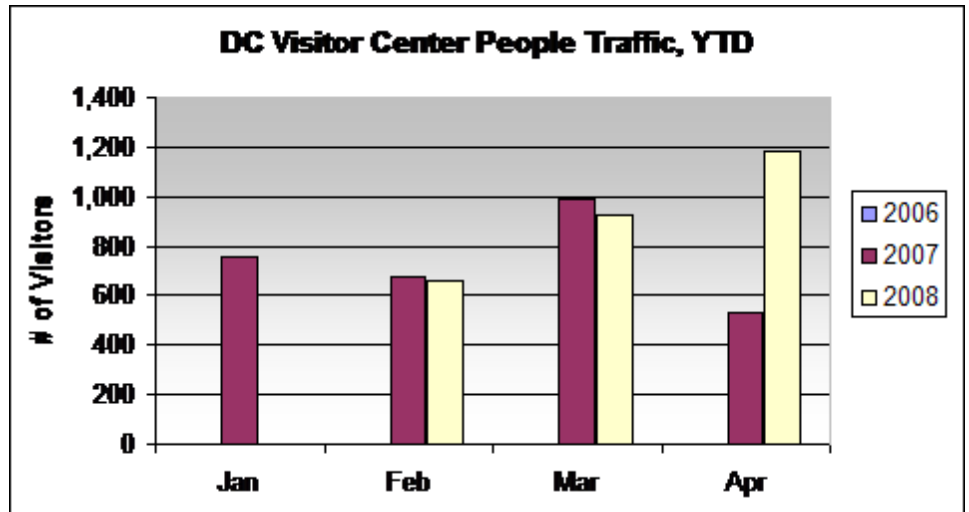
	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759	n/a						
February	-	676	658						
March	-	989	929						
April	-	529	1,180						
May	3,535	3,313							
June	5,196	4,826							
July	8,058	7,596							
August	7,423	6,902							
September	6,040	5,076							
October	5,208	5,075							
November	1,019	1,035							
December	867	693							
Total	37,346	37,469	2,767						

Due to an equipment malfunction, data is not available for January 2008

YTD Info

January - April

Year	# Visitors
2006	0
2007	2,953
2008	2,767



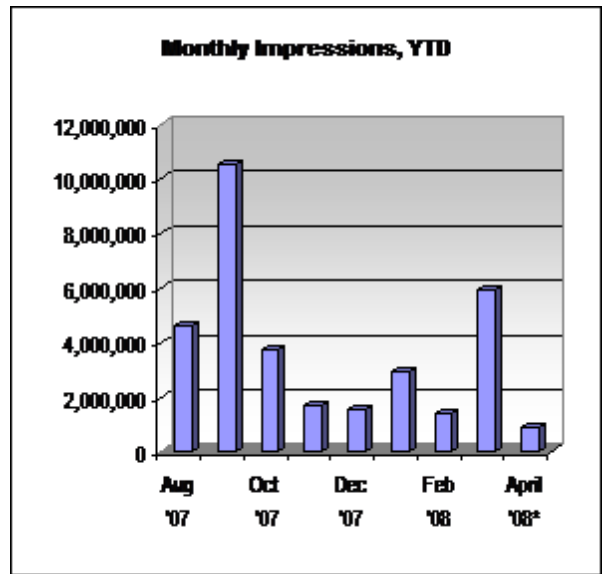
Door County 2007-08 Media Coverage Summary

Year To Date

Impressions				Ad Value Equivalency			
Annual Goal	YTD Goal	YTD Actual	% of goal	Annual Goal	YTD Goal	YTD Actual	% of goal
50,000,000	37,500,000	33,328,015	89%	\$2,900,000	\$2,175,000	\$1,346,054	62%

Monthly

	Hits	Impressions	AVE
Aug '07	68	4,639,502	\$583,447
Sept '07	37	10,528,917	\$131,391
Oct '07	31	3,734,289	\$78,395
Nov '07	16	1,694,221	\$96,713
Dec '07	17	1,561,622	\$92,197
Jan '08	33	2,953,633	\$72,177
Feb '08	14	1,405,719	\$69,300
March '08	24	5,903,725	\$215,954
April '08*	7	906,387	\$6,480
May '08			
June '08			
July '08			
TOTALS	247	33,328,015	\$1,346,054



Quarterly

	Hits	Impressions	AVE	
1st Quarter	136	18,902,708	\$793,233	(Aug, Sept, Oct)
2nd Quarter	66	6,209,476	\$261,087	(Nov, Dec, Jan)
3rd Quarter*	45	8,215,831	\$291,734	(Feb, March, April)
4th Quarter	0	0	\$0	(May, June, July)
TOTALS	247	33,328,015	\$1,346,054	

* monthly reporting not yet complete due to 4-5 week lag time in reporting by BurrellesLuce

This data taken from the DCVB's ongoing media monitoring program as contracted through BurrellesLuce Media Monitoring Services

GLOSSARY

INTERNET/WEB

SEM=Search Engine Marketing (which includes both SEO & PPC)

SEO=Search Engine Optimization/organic search results

PPC=Pay Per Click

PI= Per Internet inquiry lead (an eBrains generated lead using on-line display ads, placed by eBrains on our behalf, on a variety of web sites)

WVTT=Website Visitor Tracking Technology/website survey

HVN=the Hastings Video Network

Appends (database append or permission append)=attaching email addresses or opted-in permissions to Door County's existing database.

@Plan=online Nielsen research tool

Organic database=email sign-ups that come directly from being on doorcounty.com

PUBLIC RELATIONS

Hits=number of articles found by BurrellesLuce

Impressions=number of estimated people that have seen the content

AVE=Ad Value Equivalency – the amount of money a paid ad would have cost to get the same amount of coverage in the media outlet