

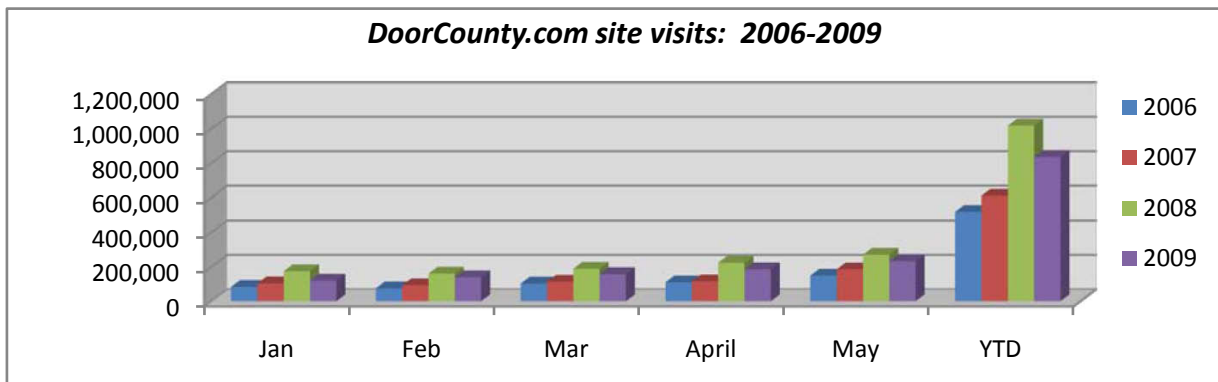


May 2009 Door County Visitor Bureau Update

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	Annual Goal	% to Annual Goal
DoorCounty.com Site Visits	232,895	835,671	1,312,917	3,151,000	27%
Insider Tip emails	703,048	1,933,997	1,746,250	4,191,000	46%
Pay-Per-Clicks	6,177	17,363	20,833	50,000	35%
Per Inquiry "PI" Leads	48,953	63,837	33,333	80,000	80%
Explore The Door views/downloads	8,515	37,891	44,733	107,360	35%



- We are seeing a 26% increase over April '09, however while closing the gap we are still running 18% down over '08.
- On May 5th the DCVB's entire database (186,000) and 19 lodging partner databases (33,671) for a total of 222,671 received custom eCards. DCVB database had an overall open rate of 14% and the partners' database had an average open rate of 43%.

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	Annual Goal	% to Annual Goal
Group Tour Contacts	296	359	88	210	171%
Group Tour Inquiries	1	27	20	48	56%
Meeting Planner Contacts	8	98	250	600	16%
Meeting Planner Inquiries	2	6	18	44	14%

- Several large mailings went out in May to tour operators including: follow-up to 186 Circle Wisconsin leads and 110 African American Tourism Conference leads.
- Followed up with 7 meeting planners from 2008 file.

Advertising Snapshot

- Power Point of Spring Campaign updated and available on: www.DoorCountyVisitorBureau.org/Campaign.htm. The combined impressions of ads placed YTD is almost 60 million:
- Newspaper - 18 million circulation; Magazine - 6 million circulation; Online - 449,297 impressions;
- Radio - 2.8 million listeners; TV - 653, 100 households per day for 20 days; Billboard - 2.6 million daily effective circulation for 2 months; Niche guides - 150,000.
- Leads YTD for some of the larger reader services and phone inquiries were: Midwest Living - 3229 and AAA - 933.

COMMUNICATIONS / PUBLIC RELATIONS

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

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$148,175	\$585,701	\$343,750	\$825,000	71%
Impressions	3,176,532	6,320,215	3,575,000	8,580,000	74%
Visiting Journalists	0	13	21	50	26%

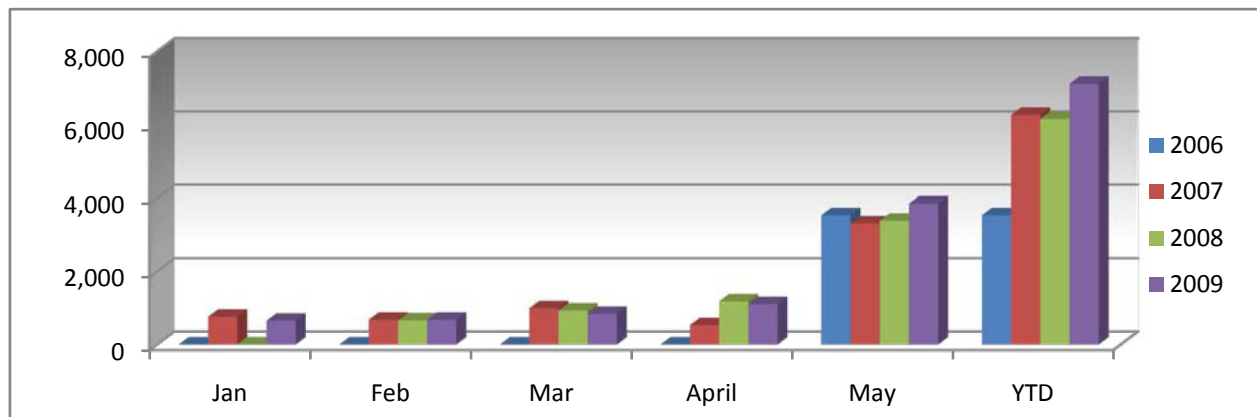
- 21 articles were placed in May and reached a total of 3,176,532 readers/listeners/viewers.
- 26 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include: Wisconsin Trails, Relish (national newspaper insert), Chagrin Valley Times, Today's Chicago Woman, American Fitness Magazine, Tampa Bay Magazine, Backroads & Byways of Wisconsin.
- Remaining 2009 press tour dates: June 21-26; October 18-22; December 10-13.
- The return on investment (ROI) for our media marketing program to date is 258%.

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	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$301,159	\$880,163	\$1,666,667	\$4,000,000	22%

- Worked with 21 media outlets to provide images, information and support for Door County based articles and stories. Highlights included WISC-TV CBS Channel 3 in Madison, WBAY CBS Channel 2 in Green Bay, WFRV ABC Channel 5 in Green Bay, M Magazine, Indianapolis Star, Midwest Features Syndicate, Los Angeles Times and travel journalists from California and Germany.

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.

Community Marketing Funds Update

May 2009

This is the first monthly report for the Community Marketing Funds Coordinator position, which began on Monday May 11.

Local Marketing Organization Meetings- All LMOs were contacted this month for the purpose of introduction and scheduling appointments for a needs assessment. Appointments were held with Washington Island, Egg Harbor (LMO and Village Administrator), Ephraim (LMO and Village Administrator), Sturgeon Bay, and Top of the Thumb. As to be expected, the needs of the various LMOs are different with smaller communities requiring more marketing assistance, and Sturgeon Bay mostly requiring funds. One need expressed that seems to be across all LMOs is to help them work better together, which I will be pursuing in the future. Additional appointments are scheduled for June.

Client sponsored meetings- As a local contact to the DCVB, it is necessary to attend DCVB functions to let LMOs know what transpired, and what may be of value to them. This month I attended the Internet Seminar at Stone Harbor, the press conference at The Landmark, and CTA training at Liberty Square. I also attended the monthly and annual Tourism Zone Commission meetings. Unless specifically requested to attend the DCTZC meetings I am not planning on attending future meetings.

Organization/Administration- A workbook was developed to track funding. The approach used is "committed/paid/remaining" so we can track funds and plan against budget by project. This workbook is attached. Additionally, a call tracking workbook was developed to track call activity.

Fund utilization- Currently, \$69,844.57 or 26.4% of funds have been committed. This is primarily due to the annual commitment of Sevastopol and Sturgeon Bay to the SBVCB and Nasewaupee to the DCVB. Ephraim is the first LMO to commit funds. Payments made YTD total \$11,415.61 or 4.3% of total. Remaining unspent funds are \$195,155.43.