



# May 2016

## Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	119,876	185,326	212,189	184,422	149,937	108,034	46,080	44,492	1,426,104
<b>2016</b>	63,405	60,289	80,863	101,543	131,388								437,488
<b>2016 GOAL</b>	86,314	77,227	96,625	123,097	122,273	189,033	216,432	188,110	152,935	110,197	47,001	45,382	1,454,626
<b>% TO GOAL</b>	73%	78%	84%	82%	107%	0%	0%	0%	0%	0%	0%	0%	30%

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	85,337	125,205	146,355	128,295	108,051	78,766	36,293	34,273	1,003,163
<b>2016</b>	47,221	45,624	60,322	74,077	94,981								322,225
<b>2016 GOAL</b>	60,440	53,553	66,915	84,892	87,044	127,509	149,082	130,861	111,112	80,141	37,019	34,658	1,023,226
<b>% TO GOAL</b>	78%	85%	90%	87%	109%	0%	0%	0%	0%	0%	0%	0%	31%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May *	June	July	August	September	October	November	December	Average
<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	3.30	3.29	3.14	2.68	2.84	3.29
<b>2016</b>	3.22	3.33	3.46	3.55	3.62								3.44

*\* 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>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	4.32	4.24	3.56	3.07	3.28	3.81
<b>2016</b>	3.59	3.35	3.47	4.34	4.45								3.84

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May*	June	July	August	September	October	November	December	Totals
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	94,460	75,538	56,316	26,040	22,569	654,019
2016	30,943	31,015	39,684	50,397	69,140								221,179
* Google Analytics tracking missing from key pages on site May 2015													

DoorCounty.com - Top Ten Most Requested Pages for the Month		
1) /Home	5) /stay/hotel-motel-inn	9) /discover/guides-and-reports/visitor-guide
2) /stay	6) /stay/log-cabin-log-house	10) /experience/everything-cherry
3) /experience/events	7) /stay/cottage-house	
4) /experience	8) /discover	

DoorCounty.com - Top Ten Sources for the Month		
1) Google/organic	5) bing/organic	9) fishcreekcampground.com/referral
2) (direct)/(none)	6) yahoo/organic	10) travelwisconsin.com/referral
3) Google/cpc	7) m.facebook.com/referral	
4) DoorCounty/Email	8) Facebook/FacebookAD	

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	925,223	1,065,510	1,045,703	1,088,533	563,186	11,738,236
2016	994,271	1,014,098	758,324	1,194,643	1,530,365								5,491,701
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	686,341	679,592	739,724	856,575	407,601	7,998,210
2016	780,727	773,366	581,832	855,534	1,164,837								4,156,296
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	119,717	875	2,176	1,388	81,295	217,550
2016	112,475	11,014	1,119	1,314	1,446								127,368
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	24,461	32,364	35,477	26,773	13,550	326,603
2016	28,766	20,520	15,324	31,493	34,883								130,986

<b>Social Media: Twitter</b>													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
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	4,153	4,219	4,261	4,302	4,350	21%
2016	4,411	4,459	4,547	4,588	4,661								
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2014	n/a	n/a	n/a	624,334	1,212,464	922,180	1,663,447	2,051,198	1,361,815	946,028	1,021,938	668,469	10,471,873
2015	2,257,152	1,533,877	1,517,133	704,372	2,271,820	2,700,702	2,634,001	4,648,946	5,502,863	2,459,054	4,013,608	9,737,951	39,981,479
2016	22,709,041	7,170,397	2,556,102	3,822,978	5,736,414								41,994,932

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	4,096	5,507	2,251	1,015	1,006	38,906
2016	2,577	5,584	7,131	8,905	14,312								38,509

<b>Door County E-Newsletter - Number of E-Mails Sent (with remails)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	359,538	350,421	348,142	347,933	344,699	4,203,745
2016	688,006	336,747	334,214	285,196	292,101								1,936,264

<b>Door County E-Newsletter - Open Rates</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%	24.74%	25.71%	24.20%	21.67%	20.06%	25.67%
2016	23.32%	20.69%	22.05%	29.88%	30.54%								25.30%

<b>Door County E-Newsletter - Click Thru's</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%	3.13%	3.85%	2.83%	2.01%	1.61%	3.28%
2016	3.53%	1.82%	3.22%	3.58%	4.18%								3.27%

<b>Advertising - Gross Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<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	441,307	2,900,619	1,587,416	6,390	6,390	30,393,471
<b>2016</b>	599,103	54,767	613,755	2,418,226	8,905,652								12,591,503

<b>Advertising - Media Placed 2016</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Paid</b>	\$1,061	\$3,121	\$3,925	\$50,856	\$369,215								\$428,178
<b>Co-Op Dollars</b>	\$0	\$0	\$0	\$6,500	\$6,225								\$12,725

<b>Online Video Views</b> <i>(includes YouTube channels, Vimeo channel and embedded Facebook videos featuring DCVB video content such as Explore The Door, Our Door County, aerial videos, TV ads, etc)</i>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2014</b>	3,636	4,209	9,224	5,802	7,308	9,569	10,842	9,795	8,161	6,334	3,806	3,951	82,637
<b>2015</b>	6,731	7,223	8,932	8,134	13,319	16,888	20,796	24,895	21,995	23,020	18,771	19,107	189,811
<b>2016</b>	27,083	22,279	41,152	44,323	159,171								294,008

<b>Media Marketing Program - Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	36,995,848	9,122,770	2,746,629	6,293,744	16,144,032	197,786,241
<b>2016</b>	767,047	4,699,826	39,967,510	24,274,037	16,899,042								86,607,462
<b>2016 GOAL</b>	24,296,442	7,380,639	18,598,453	12,751,792	10,710,837	14,710,118	34,337,995	23,525,235	26,926,812	46,536,913	8,852,497	10,759,675	239,387,408
<b>% TO GOAL</b>	3%	64%	215%	190%	158%	0%	0%	0%	0%	0%	0%	0%	36%

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	12	5	8	0	0	74
<b>2016</b>	0	12	0	0	12								24
<b>2016 GOAL</b>		10			8	22		8	8	14			70
<b>% TO GOAL</b>		120%			150%	0%		0%	0%	0%			34%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	\$154,576	\$174,956	\$40,256	\$56,902	\$93,224	\$2,734,267
<b>2016</b>	\$147,959	\$94,919	\$200,684	\$186,717	\$296,988								\$927,267

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	89	125	67	149	1	1,875
<b>2016</b>	71	614	102	73	58								918
<b>2016 GOAL</b>	175	350	175	125	162	175	145	210	127	119	55	75	1,893
<b>% TO GOAL</b>	41%	175%	58%	58%	36%	0%	0%	0%	0%	0%	0%	0%	48%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	13	15	23	8	1	176
<b>2016</b>	41	22	8	15	5								91
<b>2016 GOAL</b>	30	30	10	12	15	19	15	20	5	12	5	5	178
<b>% TO GOAL</b>	137%	73%	80%	125%	33%	0%	0%	0%	0%	0%	0%	0%	51%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	120	101	149	52	59	1,785
<b>2016</b>	1,000	338	158	182	162								1,840
<b>2016 GOAL</b>	98	86	172	189	210	182	376	123	102	150	55	60	1,803
<b>% TO GOAL</b>	1020%	393%	92%	96%	77%	0%	0%	0%	0%	0%	0%	0%	102%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	37	31	28	20	21	548
<b>2016</b>	41	35	21	26	40								163
<b>2016 GOAL</b>	83	35	43	56	66	76	55	38	30	29	21	22	554
<b>% TO GOAL</b>	49%	100%	49%	46%	61%	0%	0%	0%	0%	0%	0%	0%	29%

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	10,292	7,822	7,223	1,283	1,241	57,168
<b>2016</b>	807	966	1,158	1,537	4,249								8,717

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	1,683	1,137	637	405	233	24,669
<b>2015 Online</b>	1,636	1,428	2,202	2,653	3,245	3,899	5,306	4,689	3,499	2,417	580	607	32,161
<b>2016 Hard Copy</b>	4,734	1,812	1,419	6,942	5,295								20,202
<b>2016 Online</b>	2,773	1,822	2,036	2,813	4,072								13,516

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	3,122	1,888	2,490	593	741	20,246
<b>2016</b>	763	913	1,077	1,165	1,534								5,452