



October 2009 Marketing & Communications Update

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	178,573	160,761	188,788	223,337	270,300	275,813	332,707	298,739	247,470	209,754	123,734	107,298	2,617,274
2009	120,297	139,111	157,797	185,571	232,895	289,308	364,983	333,409	291,776	235,103			2,350,250
2009 GOAL	178,999	162,266	203,042	223,024	302,897	324,462	413,353	391,588	334,371	285,934	167,647	163,417	3,151,000
% TO GOAL	67%	86%	78%	83%	77%	89%	88%	85%	87%	82%			75%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	39,055	38,687	47,738	51,967	66,476	88,257	115,017	95,120	75,535	60,329	30,327	31,185	739,693
2009	36,689	40,799	49,268	61,168	76,083	91,953	115,449	102,391	85,079	63,217			722,096

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	8.90	8.94	10.28	10.87	10.73	11.68	11.86	12.22	11.59	10.34	7.42	6.86	10.14
2009	9.02	8.81	9.67	9.26	10.25	10.45	11.18	10.92	10.82	10.74			10.11

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	3.67	3.35	3.48	4.10	4.27	5.58	5.97	6.55	6.00	6.83	7.00	5.60	5.20
2009	6.15	5.93	6.75	5.18	6.17	6.53	6.25	6.08	5.93	4.90			5.99

DoorCounty.com - Top Ten Most Requested Pages for the Month	
1) www.doorcounty.com/enews/contest.aspx	6) www.doorcounty.com/event.asp
2) www.doorcounty.com/docs/Door County-Lighthouses.pdf	7) www.doorcounty.com/do/Circle%20Tour%20Map%20Low%20Res.pdf
3) www.doorcounty.com/gallery	8) www.doorcounty.com/docs/Door-County-Wineries.pdf
4) www.doorcounty.com/web/property.asp	9) www.doorcounty.com/docs/2010-Winter-Activity-Guide.pdf
5) www.doorcounty.com/web/propertyList	10) www.doorcounty.com/docs/Door-County-Antiquing.pdf

DoorCounty.com - Top Ten Referring Sites for the Month	
1) bookmark or direct entry	6) search.aol.com
2) www.google.com	7) googleads.g.doubleclick.net
3) www.doorcounty.com	8) www.travelwisconsin.com
4) search.yahoo.com	9) images.google.com
5) www.bing.com	10) search.comcast.net

Explore The Door Video Travel Show Activity (views/downloads)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	5,902	4,852	7,472	8,254	8,950	9,670	12,483	10,486	10,148	12,077	6,508	7,574	104,376
2009	7,834	6,752	7,466	7,324	8,515	10,647	14,250	14,051	12,452	11,104			100,395
2009 GOAL	5,585	4,972	7,049	7,390	8,894	9,983	11,424	11,006	10,309	15,953	7,318	7,478	107,361
% TO GOAL	140%	136%	106%	99%	96%	107%	125%	128%	121%	70%			94%

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	Started March '09		3,629	7,557	6,177	5,567	6,361	5,654	6,203	3,381			44,529
2009 GOAL			5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
% TO GOAL			73%	151%	124%	111%	127%	113%	124%	68%			89%

Door County Insider Tip E-Newsletter - Number of E-Mails Sent													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	141,195	393,054	263,000	0 - FOB Post	703,048	397,470	408,306	403,777	385,086	402,850			3,497,786
2009 GOAL	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	4,191,000
% TO GOAL			75%		201%	114%	117%	116%	110%	115%			83%

Door County Insider Tip E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	19.67%	17.34%	13.98%	0 - FOB Post	12.60%	15.63%	14.56%	15.45%	16.49%	10.71%			15.16%

Door County Insider Tip E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	3.00%	2.28%	7.02%	0 - FOB Post	9.21%	4.74%	4.05%	4.25%	4.70%	2.16%			4.60%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2009	Image	No ads	Image	Image/FOB*	Image/FOB*	Image	Image	KSD**	Image/KSD**	HHN***			
<i>*Image/FOB = Festival of Blossoms seasonal promotion **KSD = Kingdom So Delicious seasonal promotion ***HHN = Holidays and Holly Nights seasonal promotion</i>													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2009	135,000	0	3,924,141	9,819,242	14,645,179	4,310,507	34,625	1,740,021	5,887,809	839,913			41,336,437

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	75,051	510,116	584,893	1,482,588	1,738,188	574,344	1,067,123	621,778	1,016,900	1,811,974	320,000	1,594,816	11,397,771
2009	448,260	69,265	619,860	2,006,298	3,176,532	192,000	952,301	850,693	610,309	2,865,331			11,790,849
2009 GOAL	243,702	225,294	518,080	1,522,346	2,181,018	308,461	859,372	642,910	676,092	682,008	120,445	600,272	8,580,000
% TO GOAL	184%	31%	120%	132%	146%	62%	111%	132%	90%	420%			137%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	\$23,585	\$128,346	\$39,078	\$47,968	\$224,631	\$41,180	\$64,108	\$58,124	\$85,003	\$63,908	\$8,567	\$120,101	\$904,599
2009	\$70,800	\$5,763	\$132,004	\$228,959	\$148,175	\$18,888	\$100,253	\$97,522	\$42,473	\$47,271			\$892,108
2009 GOAL	\$46,697	\$63,199	\$84,765	\$137,716	\$180,077	\$28,849	\$80,552	\$76,367	\$61,302	\$30,025	\$4,025	\$56,426	\$850,000
% TO GOAL	152%	9%	156%	166%	82%	65%	124%	128%	69%	157%			105%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	0	24	0	0	25	4	37	8	1	12	0	10	121
2009	0	13	0	0	0	17	0	0	0	16			46
2009 GOAL	0	12	0	0	0	13	0	0	0	13	0	12	50
% TO GOAL		108%				131%				123%			92%

Media Monitoring - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	\$72,177	\$69,300	\$215,954	\$23,409	\$277,164	\$618,483	\$252,988	\$636,069	\$991,938	\$105,246	\$658,823	\$823,099	\$4,744,650
2009	\$111,981	\$143,100	\$198,471	\$125,452	\$303,264	\$257,403	\$201,359	\$198,842	\$81,112	\$334,637	\$0	\$0	\$1,955,620
2009 GOAL	\$83,058	\$43,298	\$273,208	\$29,483	\$582,447	\$499,925	\$541,145	\$619,891	\$497,347	\$91,630	\$336,022	\$402,546	\$4,000,000
% TO GOAL	135%	331%	73%	426%	52%	51%	37%	32%	16%	365%			49%

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	38	0	25	296	60	100	310	9	74			912
2009 GOAL	18	18	18	16	18	18	18	18	18	18	16	16	210
% TO GOAL	0%	211%	0%	156%	1644%	333%	556%	1722%	50%	411%			434%

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	7	4	1	14	1	6	7	2	3	8			53
2009 GOAL	4	4	4	4	4	4	4	4	4	4	4	4	48
% TO GOAL	175%	100%	25%	350%	25%	150%	175%	50%	75%	200%			110%

Meeting Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	89	8	167	27	266	3	9			570
2009 GOAL	50	50	50	50	50	50	50	50	50	50	50	50	600
% TO GOAL	0%	2%	0%	178%	16%	334%	54%	532%	6%	18%			95%

Meeting Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	1	1	0	2	2	2	11	5	1	6			31
2009 GOAL	2	4	4	4	4	4	4	4	4	4	4	2	44
% TO GOAL	50%	25%	0%	50%	50%	50%	275%	125%	25%	150%			70%

Trade Show Participation													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	0	0	2	0	0	1	1			5

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	n/a	658	929	1,180	3,387	4,525	6,978	7,244	4,581	5,519	892	663	36,556
2009	651	677	836	1,105	3,847	6,181	9,717	8,604	6,428	5,116			43,162

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	2,739	7,084	3,898	4,262	5,781	5,616	7,804	5,903	3,942	2,946			49,975
2009 GOAL	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	38,328
% TO GOAL	86%	222%	122%	133%	181%	176%	244%	185%	123%	92%			130%

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009					1,379	2,452	1,916	1,977	1,655	1,655			11,034

New telephone system began tracking incoming calls in May, 2009.

ADDITIONAL NOTES**MARKETING & SALES**

- Web stats are down YOY by 1%. MOM they are up from 2008 by 12%.
- In September we sent an opt-in invitation to 394 tour operators to receive our Insider Tip e-newsletter. We had a 31% open rate and 13 tour operators opted in. In October of these 13 operators we had a 100% open rate.
- In October ads ran in Wisconsin State Journal, Chicago Tribune and Chicago Tribune Interactive.

COMMUNICATIONS & PR**Media Marketing Program**

- Welcomed 16 journalists during a fall themed press trip October 18-23.
- 11 articles were generated as a result of our media marketing program and reached a total of 2,865,331 readers/listeners/viewers in October.
- The return on investment (ROI) for our media marketing program to date is 265%.
- Remaining 2009 media marketing program press tour dates: December 10-13.

Media Monitoring

- Our media monitoring ad value equivalency numbers got a big boost in October from a national broadcast media hit we earned on NBC's Today Show which aired October 3.
- Worked with 12 journalists/media outlets to provide images, information, support and other related assistance for Door County based articles and stories. Highlights included the Chicago Tribune newspaper, Wisconsin Trails magazine, M Magazine, CSMA Magazine (travel magazine in the UK), Boomers! magazine and Marketplace magazine.