



October 2012 Marketing & Communications Report

| DoorCounty.com - Web Site Visits | | | | | | | | | | | | | |
|----------------------------------|---------|----------|--------|--------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 59,413 | 51,871 | 68,592 | 83,384 | 107,324 | 142,571 | 152,330 | 141,902 | 123,349 | 96,507 | 39,830 | 35,980 | 1,103,053 |
| 2011 | 53,977 | 54,348 | 67,237 | 68,460 | 97,760 | 142,312 | 174,049 | 186,541 | 122,162 | 89,074 | 36,243 | 38,395 | 1,130,558 |
| 2012 | 56,759 | 55,059 | 65,624 | 79,352 | 121,806 | 147,737 | 179,423 | 170,508 | 124,107 | 92,311 | | | 1,092,686 |
| 2012 GOAL | 55,596 | 55,978 | 69,254 | 70,513 | 100,693 | 146,583 | 179,271 | 192,137 | 125,827 | 91,746 | 37,330 | 39,547 | 1,164,475 |
| % TO GOAL | 102% | 98% | 95% | 113% | 121% | 101% | 100% | 89% | 99% | 101% | 0% | 0% | 94% |

| DoorCounty.com - Web Site Unique Visits | | | | | | | | | | | | | |
|---|---------|----------|--------|--------|--------|--------|---------|---------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 43,825 | 38,114 | 49,780 | 59,862 | 74,624 | 97,768 | 104,395 | 96,307 | 84,470 | 66,437 | 28,794 | 26,652 | 771,028 |
| 2011 | 38,287 | 39,239 | 47,596 | 48,440 | 69,071 | 97,568 | 115,820 | 113,787 | 81,355 | 61,817 | 20,716 | 28,516 | 762,212 |
| 2012 | 40,972 | 40,381 | 46,082 | 55,162 | 84,072 | 99,244 | 119,251 | 115,157 | 83,247 | 65,224 | | | 748,792 |
| 2012 GOAL | 39,052 | 40,024 | 48,548 | 49,409 | 70,452 | 99,519 | 118,136 | 116,063 | 82,983 | 63,054 | 21,130 | 29,086 | 777,456 |
| % TO GOAL | 105% | 101% | 95% | 112% | 119% | 100% | 101% | 99% | 100% | 103% | 0% | 0% | 96% |

| DoorCounty.com - Average Page Views Per Session | | | | | | | | | | | | | |
|---|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2010 | 6.70 | 7.10 | 7.50 | 7.80 | 8.80 | 9.30 | 9.80 | 9.40 | 9.29 | 7.69 | 5.59 | 5.47 | 7.87 |
| 2011 | 7.20 | 6.16 | 7.70 | 7.05 | 6.38 | 6.59 | 6.44 | 5.24 | 6.50 | 5.81 | 4.75 | 4.81 | 6.22 |
| 2012 | 5.65 | 5.78 | 6.20 | 6.23 | 5.85 | 6.05 | 6.31 | 6.08 | 6.03 | 4.85 | | | 5.90 |

| DoorCounty.com - Average Length of Session (minutes) | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2010 | 6.52 | 7.15 | 7.42 | 7.53 | 8.05 | 8.36 | 8.34 | 8.29 | 7.50 | 6.37 | 4.35 | 4.40 | 7.02 |
| 2011 | 6.48 | 6.30 | 7.15 | 7.16 | 7.15 | 7.28 | 7.19 | 6.13 | 5.52 | 6.27 | 4.53 | 4.55 | 6.31 |
| 2012 | 6.11 | 6.31 | 7.01 | 7.10 | 6.45 | 7.15 | 7.27 | 7.18 | 7.02 | 5.06 | | | 6.67 |

| DoorCounty.com - Mobile Web Site Usage (mobile site went live in July, 2011) | | | | | | | | | | | | | |
|--|---------|----------|-------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2011 | n/a | n/a | n/a | n/a | n/a | n/a | 16,092 | 16,889 | 11,716 | 9,582 | 3,478 | 4,309 | 62,066 |
| 2012 | 7,014 | 6,861 | 9,092 | 11,831 | 20,398 | 27,585 | 37,251 | 33,290 | 25,185 | 18,002 | | | 196,509 |

DoorCounty.com - Top Ten Most Requested Pages for the Month

| | |
|-------------------|------------------------------------|
| 1) Home Page | 6) /contest/contest-thanks |
| 2) /where-to-stay | 7) /where-to-dine |
| 3) /events | 8) /plan-your-trip |
| 4) /what-to-do | 9) /where-to-stay/search-by-date |
| 5) /contest | 10) /what-to-do/seasonal-activites |

DoorCounty.com - Top Ten Sources

| | |
|----------------------|---------------------------------|
| 1) google/organic | 6) emailreportsite.com/referral |
| 2) DoorCounty/Email | 7) google/cpc |
| 3) (direct) / (none) | 8) travelwisconsin.com/referral |
| 4) bing/organic | 9) aol/organic |
| 5) yahoo/organic | 10)tripadvisor.com/referral |

Social Media: Facebook

| Impressions | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
|----------------------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|-----------|-----------|-----------|
| 2011 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 286,488 | 245,032 | 191,854 | 4,113,378 | 4,248,343 | 9,085,095 |
| 2012 | 191,394 | 198,686 | 198,684 | 163,672 | 215,057 | 218,996 | 219,603 | 233,092 | 211,142 | 174,245 | | | 2,024,571 |
| Post Views | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2011 | 199,521 | 193,298 | 178,586 | 114,181 | 163,650 | 219,700 | 168,839 | 172,648 | 45,020 | 40,769 | 1,089,150 | 960,516 | 3,545,878 |
| 2012 | 42,566 | 44,999 | 52,921 | 46,245 | 41,652 | 47,465 | 61,081 | 75,506 | 63,265 | 45,846 | | | 521,546 |
| Page Views | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2011 | 763 | 1,430 | 1,627 | 827 | 1,035 | n/a | 730 | 4,761 | 2,823 | 2,155 | 2,640 | 1,403 | 20,194 |
| 2012 | 2,485 | 3,072 | 2,377 | 1,735 | 2,383 | 2,542 | 1,382 | 1,227 | 1,222 | 2,312 | | | 20,737 |
| "Talking about this" | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2011 | n/a | n/a | n/a | n/a | n/a | n/a | 111 | 1,370 | 802 | 481 | 1,121 | 417 | 4,302 |
| 2012 | 1,228 | 848 | 617 | 400 | 736 | 694 | 656 | 1,612 | 2,187 | 2,575 | | | 11,553 |

(July 2011 Data from 7/19-7/31)

Social Media: Twitter Followers

| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
|-------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| 2010 | n/a | 136 | 176 | 210 | 254 | 291 | 336 | 412 | 472 | 520 | 652 | 733 | 4,192 |
| 2011 | 785 | 825 | 813 | 901 | 955 | 1,002 | 1,034 | 1,094 | 1,123 | 1,207 | 1,238 | 1,271 | 12,248 |
| 2012 | 1,352 | 1,392 | 1,430 | 1,427 | 1,514 | 1,559 | 1,625 | 1,668 | 1,702 | 1,764 | | | 15,433 |

| Social Media: Blog Page Views | | | | | | | | | | | | | |
|--------------------------------------|---------|----------|-------|-------|-----|------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | 361 | 28 | 214 | 165 | 189 | 957 |
| 2011 | 290 | 139 | 184 | 98 | 373 | 777 | 1,044 | 1,177 | 1,146 | 775 | 466 | 630 | 7,099 |
| 2012 | 831 | 816 | 584 | 495 | 673 | 788 | 1,143 | 1,003 | 619 | 632 | | | 7,584 |

| Explore The Door Video Travel Show Activity (views/downloads) | | | | | | | | | | | | | |
|--|---------|----------|-------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 9,638 | 8,126 | 9,670 | 10,518 | 10,963 | 12,829 | 16,608 | 15,617 | 14,336 | 12,512 | 5,789 | 6,635 | 133,241 |
| 2011 | 7,042 | 5,958 | 7,755 | 8,587 | 10,468 | 18,005 | 21,511 | 18,525 | 12,014 | 9,532 | 4,558 | 5,460 | 129,415 |
| 2012 | 6,558 | 5,606 | 7,296 | 7,315 | 10,554 | 13,237 | 17,945 | 13,338 | 9,224 | 7,172 | | | 98,245 |

| Pay-Per-Click Results | | | | | | | | | | | | | |
|------------------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 4,614 | 4,385 | 9,300 | 6,582 | 5,264 | 6,424 | 6,439 | 6,721 | 6,983 | 6,507 | 3,656 | 3,836 | 70,711 |
| 2011 | 4,504 | 4,443 | 4,606 | 7,998 | 8,431 | 8,513 | 8,139 | 8,194 | 8,254 | 7,125 | 4,954 | 5,423 | 80,584 |
| 2012 | * | * | * | 4,419 | 5,573 | 6,411 | 6,453 | 4,845 | 5,718 | 4,906 | | | 38,325 |

**Program started in April*

| Door County E-Newsletter - Number of E-Mails Sent | | | | | | | | | | | | | |
|--|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 371,019 | 360,592 | 354,519 | 354,430 | 789,935 | 338,109 | 384,033 | 561,135 | 1,067,900 | 530,701 | 538,905 | 535,579 | 6,186,857 |
| 2011 | 515,962 | 595,083 | 510,210 | 504,288 | 583,245 | 493,554 | 485,410 | 477,504 | 463,342 | 461,517 | 0 | 450,877 | 5,540,992 |
| 2012 | 437,876 | 429,892 | 422,016 | 416,363 | 423,591 | 431,349 | 429,697 | 424,671 | 216,240* | 411,531 | | | 3,826,986 |

*Remail happened in October

| Door County E-Newsletter - Open Rates | | | | | | | | | | | | | |
|--|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2010 | 15.00% | 13.46% | 12.70% | 14.40% | 15.05% | 14.31% | 12.70% | 14.30% | 13.19% | 11.55% | 9.13% | 9.94% | 12.98% |
| 2011 | 14.52% | 9.00% | 13.16% | 12.08% | 11.00% | 14.35% | 15.72% | 17.13% | 15.00% | 12.68% | 0.00% | 12.90% | 12.30% |
| 2012 | 16.67% | 12.70% | 14.10% | 17.20% | 19.90% | 13.30% | 15.40% | 17.20% | 17.90% | 16.20% | | | 16.06% |

| Door County E-Newsletter - Click Thru's | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|--------|-------|-------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2010 | 3.57% | 3.80% | 3.11% | 2.96% | 3.01% | 3.51% | 2.96% | 2.25% | 3.02% | 2.69% | 1.69% | 2.05% | 2.89% |
| 2011 | 3.55% | 15.20% | 3.19% | 4.31% | 18.00% | 2.94% | 3.82% | 3.73% | 3.15% | 2.48% | 0.00% | 2.16% | 5.21% |
| 2012 | 3.86% | 2.80% | 2.00% | 2.10% | 2.80% | 1.60% | 2.10% | 1.70% | 2.30% | 1.60% | | | 2.29% |

| Advertising - Programs & Campaigns | | | | | | | | | | | | | |
|---|-----------|----------|-----------|------------|------------|------------|------------|-------------|--------------|-------------|----------|-------------|--|
| | January | February | March | April | May | June | July | August | September | October | November | December | |
| 2010 | No ads | NOR | NOR/Image | Image/FOB* | Image/FOB* | Image/FOB* | Image | Image/KSD | Image.KSD** | Image | HHN*** | HHN/NOR**** | |
| 2011 | Image/NOR | NOR | NOR/Image | Image/FOB* | Image/FOB* | Image/LGBT | Image | Image/SDSDC | Image/SDSDC | Image/SDSDC | HHN* | HHN**** | |
| 2012 | Image/NOR | NOR | Image | Image/FOB* | Image/FOB* | Image/LGBT | Image/LGBT | Image/LGBT | Im/LGBT/SDSD | Image/SDSD | | | |
| *FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** NOR = Nature of Romance *****SDSDC = So Delicious. So Door County. | | | | | | | | | | | | | |

| Advertising - Gross Impressions | | | | | | | | | | | | | |
|--|-----------|-----------|---------|-----------|-----------|-----------|------------|------------|-----------|-----------|-----------|-----------|------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Total |
| 2010 | 0 | 1,009,657 | 996,461 | 5,191,602 | 7,704,781 | 2,417,705 | 2,350,861 | 1,497,739 | 9,848,936 | 801,682 | 774,004 | 20,000 | 32,613,428 |
| 2011 | 1,266,927 | 1,646,702 | 457,746 | 2,599,887 | 2,968,615 | 5,147,328 | 3,936,575 | 15,763,868 | 4,112,438 | 5,509,009 | 4,133,881 | 4,422,281 | 51,965,257 |
| 2012 | 603,196 | 322,727 | 7,058 | 922,717 | 6,653,500 | 7,246,016 | 12,858,131 | 2,690,628 | 1,982,372 | 501,418 | | | 33,787,763 |

| Advertising - Media Placed 2012 | | | | | | | | | | | | | |
|--|---------|----------|---------|----------|-----------|-----------|----------|----------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Total |
| Total Paid | \$9,060 | \$1,177 | \$2,894 | \$21,365 | \$119,199 | \$119,199 | \$47,507 | \$46,135 | \$30,103 | \$1,177 | | | \$397,816 |
| Co-Op Dollars | \$0 | \$0 | \$0 | \$0 | \$48,743 | \$19,743 | \$4,743 | \$9,346 | \$4,743 | \$0 | | | \$87,318 |
| Barter Dollars | \$1,170 | \$495 | \$353 | \$0 | \$40,688 | \$38,949 | \$23,691 | \$27,360 | \$4,860 | \$0 | | | \$137,566 |
| Unpaid Dollars | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | | \$0 |

| Media Marketing Program - Impressions | | | | | | | | | | | | | |
|--|------------|----------|------------|------------|------------|-----------|------------|-----------|------------|-----------|-----------|-----------|------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 1,017,295 | 304,649 | 1,562,351 | 1,315,770 | 738,046 | 213,955 | 16,055,478 | 805,595 | 853,768 | 903,207 | 313,088 | 460,000 | 24,543,202 |
| 2011 | 1,187,039 | 647,731 | 531,435 | 1,478,634 | 257,400 | 301,217 | 18,973,348 | 9,517,655 | 15,249,379 | 1,327,037 | 4,659,189 | 606,261 | 54,736,325 |
| 2012 | 23,227,492 | 850,742 | 17,200,525 | 10,142,348 | 13,876,785 | 3,979,061 | 1,379,279 | 1,762,561 | 8,028,122 | 3,258,160 | | | 83,705,075 |
| 2012 GOAL | 686,394 | 512,342 | 1,146,420 | 2,364,982 | 2,723,495 | 536,449 | 8,060,897 | 2,202,303 | 3,081,286 | 2,813,161 | 1,410,159 | 2,371,251 | 27,909,139 |
| % TO GOAL | 3384% | 166% | 1500% | 429% | 510% | 742% | 17% | 80% | 261% | 116% | 0% | 0% | 300% |

| Media Marketing Program - Ad Value Equivalency | | | | | | | | | | | | | |
|---|-----------|----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|----------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | \$37,936 | \$16,443 | \$361,125 | \$67,217 | \$46,351 | \$102,304 | \$421,940 | \$23,316 | \$173,883 | \$24,835 | \$70,052 | \$57,350 | \$1,402,752 |
| 2011 | \$74,363 | \$58,692 | \$77,286 | \$50,035 | \$8,777 | \$38,525 | \$31,993 | \$103,217 | \$231,817 | \$57,846 | \$94,313 | \$55,145 | \$882,009 |
| 2012 | \$794,635 | \$38,569 | \$1,066,547 | \$824,094 | \$182,636 | \$35,195 | \$16,126 | \$79,036 | \$20,382 | \$77,307 | | | \$3,134,527 |

| Media Marketing Program - Visiting Journalists | | | | | | | | | | | | | |
|---|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 0 | 12 | 0 | 0 | 14 | 18 | 0 | 0 | 11 | 11 | 0 | 1 | 67 |
| 2011 | 0 | 13 | 0 | 0 | 13 | 14 | 1 | 0 | 16 | 18 | 1 | 0 | 76 |
| 2012 | 0 | 16 | 0 | 0 | 13 | 17 | 0 | 0 | 11 | 15 | | | 72 |
| 2012 GOAL | 0 | 14 | 0 | 0 | 14 | 14 | 0 | 0 | 14 | 14 | 0 | 0 | 70 |
| % TO GOAL | | 114% | | | 93% | 121% | | | 79% | 107% | | | 103% |

| Media Monitoring - Publicity Value (Cision) | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | \$267,948 | \$162,592 | \$123,631 | \$128,682 | \$717,013 | \$153,716 | \$338,534 | \$207,042 | \$232,090 | \$176,386 | \$166,130 | \$34,037 | \$2,707,803 |
| 2011 | \$359,058 | \$94,993 | \$71,452 | \$188,681 | \$1,034,872 | \$428,164 | \$539,777 | \$322,635 | \$421,804 | \$663,977 | \$137,523 | \$242,033 | \$4,504,969 |
| 2012 | \$117,144 | \$106,820 | \$204,457 | \$771,613 | \$837,503 | \$1,096,446 | \$972,965 | \$842,856 | \$720,083 | \$610,194 | | | \$6,280,082 |

| Group Tour Contacts | | | | | | | | | | | | | |
|----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 67 | 151 | 191 | 21 | 19 | 36 | 26 | 376 | 169 | 104 | 102 | 82 | 1,344 |
| 2011 | 47 | 181 | 130 | 198 | 20 | 39 | 32 | 27 | 343 | 202 | 69 | 132 | 1,420 |
| 2012 | 122 | 106 | 78 | 4 | 9 | 100 | 21 | 21 | 69 | 30 | | | 560 |
| 2012 GOAL | 48 | 186 | 134 | 204 | 22 | 40 | 33 | 28 | 353 | 208 | 71 | 136 | 1,463 |
| % TO GOAL | 254% | 57% | 58% | 2% | 41% | 250% | 64% | 75% | 20% | 14% | 0% | 0% | 38% |

| Group Tour Inquiries | | | | | | | | | | | | | |
|-----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 14 | 13 | 3 | 8 | 10 | 4 | 10 | 9 | 17 | 6 | 8 | 7 | 109 |
| 2011 | 16 | 13 | 14 | 18 | 20 | 15 | 8 | 30 | 23 | 21 | 14 | 14 | 206 |
| 2012 | 26 | 19 | 10 | 5 | 9 | 27 | 25 | 16 | 7 | 8 | | | 152 |
| 2012 GOAL | 17 | 14 | 15 | 19 | 21 | 15 | 8 | 31 | 24 | 22 | 15 | 15 | 216 |
| % TO GOAL | 153% | 136% | 67% | 26% | 43% | 180% | 313% | 52% | 29% | 36% | 0% | 0% | 70% |

| Meeting/Event Planner Contacts | | | | | | | | | | | | | |
|---------------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 438 | 507 | 10 | 19 | 36 | 20 | 36 | 305 | 42 | 122 | 30 | 23 | 1,588 |
| 2011 | 59 | 71 | 71 | 56 | 280 | 429 | 29 | 235 | 126 | 106 | 130 | 231 | 1,823 |
| 2012 | 115 | 45 | 52 | 30 | 214 | 30 | 55 | 95 | 74 | 114 | | | 824 |
| 2012 GOAL | 60 | 72 | 72 | 57 | 286 | 438 | 30 | 240 | 129 | 108 | 132 | 236 | 1,859 |
| % TO GOAL | 192% | 63% | 72% | 53% | 75% | 7% | 183% | 40% | 57% | 106% | 0% | 0% | 44% |

| Meeting/Event Planner Inquiries | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 16 | 12 | 7 | 13 | 27 | 19 | 32 | 33 | 27 | 17 | 17 | 15 | 235 |
| 2011 | 43 | 39 | 47 | 33 | 69 | 51 | 43 | 82 | 48 | 48 | 43 | 38 | 584 |
| 2012 | 73 | 46 | 55 | 32 | 14 | 27 | 55 | 52 | 34 | 38 | | | 426 |
| 2012 GOAL | 44 | 40 | 48 | 34 | 71 | 53 | 45 | 85 | 49 | 49 | 45 | 39 | 602 |
| % TO GOAL | 166% | 115% | 115% | 94% | 20% | 51% | 122% | 61% | 69% | 78% | 0% | 0% | 71% |

| Trade Show Participation | | | | | | | | | | | | | |
|---------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 7 |
| 2011 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 1 | 0 | 7 |
| 2012 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | | | 5 |

| Door County Welcome Center - Visitors | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|-------|-------|--------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 604 | 687 | 1,087 | 1,312 | 5,058 | 8,221 | 14,693 | 12,954 | 8,447 | 7,861 | 1,174 | 1,020 | 63,118 |
| 2011 | 772 | 850 | 1,053 | 1,220 | 5,415 | 7,704 | 13,323 | 12,849 | 8,813 | 8,091 | 1,219 | 1,160 | 62,469 |
| 2012 | 778 | 1,140 | 1,694 | 1,992 | 5,154 | 9,134 | 12,928 | 10,888 | 8,780 | 6,294 | | | 58,782 |

| Visitor Guide Requests | | | | | | | | | | | | | |
|-------------------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 5,961 | 2,258 | 3,102 | 4,817 | 2,202 | 7,985 | 6,240 | 4,808 | 2,939 | 1,794 | 1,094 | 104 | 43,304 |
| 2011 | 6,137 | 2,086 | 2,509 | 2,953 | 3,133 | 4,591 | 3,974 | 3,145 | 2,243 | 1,005 | 797 | 538 | 33,111 |
| 2012 | 3,185 | 1,540 | 2,402 | 5,261 | 3,461 | 3,126 | 3,378 | 2,464 | 1,252 | 605 | | | 26,674 |
| 2012 GOAL | 6,198 | 2,107 | 2,534 | 2,983 | 3,164 | 4,637 | 4,014 | 3,176 | 2,265 | 1,015 | 805 | 544 | 33,442 |
| % TO GOAL | 51% | 73% | 95% | 176% | 109% | 67% | 84% | 78% | 55% | 60% | 0% | 0% | 80% |

| Incoming Telephone Calls to Visitor Information Center | | | | | | | | | | | | | |
|---|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2010 | 586 | 616 | 877 | 1,009 | 1,415 | 1,752 | 2,357 | 2,041 | 1,732 | 1,490 | 405 | 632 | 14,912 |
| 2011 | N/A | 626 | 729 | 765 | 1,182 | 1,710 | 2,597 | 2,361 | 1,907 | 1,787 | 645 | 675 | 14,984 |
| 2012 | 1,002 | 1,095 | 954 | 1,218 | 1,920 | 2,271 | 2,890 | 2,289 | 1,995 | 1,655 | | | 17,289 |