



# December 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	40,577	41,304	1,174,567
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%	109%	104%	101%

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	29,834	29,901	808,527
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%	141%	103%	104%

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	4.31	4.53	5.66

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	4.14	4.32	6.26

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	Totals
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	8,146	9,681	214,336

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

- |  |                                    |
|--|------------------------------------|
| 1) Home Page                           | 6) /what-to-do/seasonal-activities |
| 2) /where-to-stay                      | 7) /where-to-dine                  |
| 3) /events                             | 8) /plan-your-trip                 |
| 4) /what-to-do                         | 9) /where-to-stay/pets-allowed     |
| 5) /nature-of-romance/lodging-packages | 10) /mobile                        |

**DoorCounty.com - Top Ten Sources**

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

**Social Media: Facebook**

Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	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
<b>2012</b>	191,394	198,686	198,684	163,672	215,057	218,996	219,603	233,092	211,142	174,245	825,198	1,156,708	4,006,477
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	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
<b>2012</b>	42,566	44,999	52,921	46,245	41,652	47,465	61,081	75,506	63,265	45,846	213,729	324,232	1,059,507
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	763	1,430	1,627	827	1,035	n/a	730	4,761	2,823	2,155	2,640	1,403	20,194
<b>2012</b>	2,485	3,072	2,377	1,735	2,383	2,542	1,382	1,227	1,222	2,312	3,948	2,432	27,117
"Talking about this"	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	n/a	n/a	n/a	n/a	n/a	n/a	111	1,370	802	481	1,121	417	4,302
<b>2012</b>	1,228	848	617	400	736	694	656	1,612	2,187	2,575	8,622	6,402	26,577

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

**Social Media: Twitter Followers**

	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
<b>2010</b>	N/A	136	176	210	254	291	336	412	472	520	652	733	100%
<b>2011</b>	785	825	813	901	955	1,002	1,034	1,094	1,123	1,207	1,238	1,271	62%
<b>2012</b>	1,352	1,392	1,430	1,427	1,514	1,559	1,625	1,668	1,702	1,764	1,795	1,833	36%

<b>Social Media: Blog Page Views</b>													
	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	358	336	8,278

<b>Explore The Door Video Travel Show Activity (views/downloads)</b>													
	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	4,293	4,180	106,718

<b>Pay-Per-Click Results</b>													
	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	3,321	3,882	45,528

*\*Program started in April*

<b>Door County E-Newsletter - Number of E-Mails Sent</b>													
	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	195,130	330,394	4,352,510

\*Remail happened in October

<b>Door County E-Newsletter - Open Rates</b>													
	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%	16.90%	15.80%	15.50%	16.05%

<b>Door County E-Newsletter - Click Thru's</b>													
	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%	1.70%	2.00%	1.30%	2.19%

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

<b>Advertising - Gross Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>2010</b>	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
<b>2011</b>	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
<b>2012</b>	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	1,648,347	85	35,436,195

<b>Advertising - Media Placed 2012</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Paid</b>	\$9,060	\$1,177	\$2,894	\$21,365	\$119,199	\$119,199	\$47,507	\$46,135	\$30,103	\$1,177	\$14,062	\$0	\$411,878
<b>Co-Op Dollars</b>	\$0	\$0	\$0	\$0	\$48,743	\$19,743	\$4,743	\$9,346	\$4,743	\$0	\$0	\$0	\$87,318
<b>Barter Dollars</b>	\$1,170	\$495	\$353	\$0	\$40,688	\$38,949	\$23,691	\$27,360	\$4,860	\$0	\$0	\$0	\$137,566
<b>Unpaid Dollars</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

<b>Media Marketing Program - Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	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
<b>2011</b>	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
<b>2012</b>	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	968,968	9,884,333	94,558,376
<b>2012 GOAL</b>	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
<b>% TO GOAL</b>	3384%	166%	1500%	429%	510%	742%	17%	80%	261%	116%	69%	417%	339%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	\$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
<b>2011</b>	\$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
<b>2012</b>	\$794,635	\$38,569	\$1,066,547	\$824,094	\$182,636	\$35,195	\$16,126	\$79,036	\$20,382	\$77,307	\$57,513	\$24,852	\$3,216,892

<b>Media Marketing Program - Visiting Journalists</b>													
	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	0	0	72
2012 GOAL	0	14	0	0	14	14	0	0	14	14	0	0	70
% TO GOAL		114%			93%	121%			79%	107%			103%

<b>Media Monitoring - Publicity Value (Cision)</b>													
	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	\$610,897	\$174,027	\$67,588	\$6,522,401

<b>Group Tour Contacts</b>													
	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	51	47	658
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%	72%	35%	45%

<b>Group Tour Inquiries</b>													
	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	15	21	188
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%	100%	140%	87%

<b>Meeting/Event Planner Contacts</b>													
	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	73	117	1,014
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%	55%	50%	55%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	16	12	7	13	27	19	32	33	27	17	17	15	235
<b>2011</b>	43	39	47	33	69	51	43	82	48	48	43	38	584
<b>2012</b>	73	46	55	32	14	27	55	52	34	38	37	51	514
<b>2012 GOAL</b>	44	40	48	34	71	53	45	85	49	49	45	39	602
<b>% TO GOAL</b>	166%	115%	115%	94%	20%	51%	122%	61%	69%	78%	82%	131%	85%

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

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	604	687	1,087	1,312	5,058	8,221	14,693	12,954	8,447	7,861	1,174	1,020	63,118
<b>2011</b>	772	850	1,053	1,220	5,415	7,704	13,323	12,849	8,813	8,091	1,219	1,160	62,469
<b>2012</b>	778	1,140	1,694	1,992	5,154	9,134	12,928	10,888	8,780	6,294	1,257	973	61,012

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	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
<b>2011</b>	6,137	2,086	2,509	2,953	3,133	4,591	3,974	3,145	2,243	1,005	797	538	33,111
<b>2012</b>	3,185	1,540	2,402	5,261	3,461	3,126	3,378	2,464	1,252	605	280	205	27,159
<b>2012 GOAL</b>	6,198	2,107	2,534	2,983	3,164	4,637	4,014	3,176	2,265	1,015	805	544	33,442
<b>% TO GOAL</b>	51%	73%	95%	176%	109%	67%	84%	78%	55%	60%	35%	38%	81%
<b>2012 Online Visitor Guide Downloads: 23,325</b>													

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	586	616	877	1,009	1,415	1,752	2,357	2,041	1,732	1,490	405	632	14,912
<b>2011</b>	N/A	626	729	765	1,182	1,710	2,597	2,361	1,907	1,787	645	675	14,984
<b>2012</b>	1,002	1,095	954	1,218	1,920	2,271	2,890	2,289	1,995	1,655	636	746	18,671