



May 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								378,600
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%	0%	0%	0%	0%	0%	0%	0%	33%

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								266,669
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%	0%	0%	0%	0%	0%	0%	0%	34%

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								5.94

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								6.60

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								55,196

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

1) /where-to-stay	6) /where-to-dine
2) home page	7) /where-to-stay/waterfront
3) /what-to-do	8) /where-to-stay/pets-allowed
4) /events	9) /where-to-stay/interactive-map
5) /plan-your-trip	10) /plan-your-trip/hotel-motel-inn

DoorCounty.com - Top Ten Sources

1) google/organic	6) DoorCounty/email
2) (direct) / (none)	7) aol/organic
3) DC/email	8) dnr.wi.gov/referral
4) bing/organic	9) ask/organic
5) yahoo/organic	10) travelwisconsin.com

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								967,493
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								228,383
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								12,052
"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								3,829

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								7,115

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	1,053	388	357	775	433	630	5,497
2012	831	816	584	495	673								3,399

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								37,329

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								9,992

**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								2,129,738

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%								16.11%

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%								2.71%

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*								
*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								8,509,198

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								\$153,695
Co-Op Dollars	\$0	\$0	\$0	\$0	\$48,743								\$48,743
Barter Dollars	\$1,170	\$495	\$353	\$0	\$40,688								\$42,706
Unpaid Dollars	\$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								65,297,892
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%	0%	0%	0%	0%	0%	0%	0%	234%

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								\$2,906,481

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								29
2012 GOAL	0	14	0	0	14	14	0	0	14	14	0	0	70
% TO GOAL		114%			93%	0%			0%	0%			41%

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	\$843,187								\$2,043,222

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								319
2012 GOAL	48	186	134	204	22	40	33	28	353	208	71	136	1,463
% TO GOAL	254%	57%	58%	2%	41%	0%	0%	0%	0%	0%	0%	0%	22%

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								69
2012 GOAL	17	14	15	19	21	15	8	31	24	22	15	15	216
% TO GOAL	153%	136%	67%	26%	43%	0%	0%	0%	0%	0%	0%	0%	32%

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								456
2012 GOAL	60	72	72	57	286	438	30	240	129	108	132	236	1,859
% TO GOAL	192%	63%	72%	53%	75%	0%	0%	0%	0%	0%	0%	0%	25%

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								220
2012 GOAL	44	40	48	34	71	53	45	85	49	49	45	39	602
% TO GOAL	166%	115%	115%	94%	20%	0%	0%	0%	0%	0%	0%	0%	37%

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								3

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								10,758

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								15,849
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%	0%	0%	0%	0%	0%	0%	0%	47%

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								6,189