



## February 2009 Door County Visitor Bureau Update

### MARKETING & SALES

<b>Monthly Web Activity</b> <small>(Goal 1, Marketing/Sales Strategy 1, Pg 13; Goal 1, Communications/PR Strategy 4, Pg 21)</small>				
	<b>Monthly Total</b>	<b>Year-to-Date</b>	<b>Annual Goal</b>	<b>% to Annual Goal</b>
DoorCounty.com Site Visits	139,111	259,408	3,151,000	8%
Insider Tip emails	393,054	534,249	4,191,000	13%
Pay-Per-Clicks	<i>Program started in March</i>		50,000	0%
Per Inquiry "PI" Leads	<i>Program started in March</i>		80,000	0%
<i>Explore The Door</i> views/downloads	6,752	14,586	107,360	14%

  

- 16% increase of site visits Feb. '09 to Jan. '09
- -23% change from YTD '08/'09
- 19.67% open rate on January Insider Tip

<b>Group Sales</b> <small>(Goal 1, Marketing/Sales Strategy 6, Pg 16; Goal 1, Marketing/Sales Strategy 7, Pg 17)</small>				
	<b>Monthly Total</b>	<b>Year-to-Date</b>	<b>Annual Goal</b>	<b>% to Annual Goal</b>
Group Tour Contacts	38	38	210	18%
Group Tour Inquiries	4	11	48	23%
Meeting Planner Contacts	1	1	600	0%
Meeting Planner Inquiries	1	2	44	5%

- Attended Bank Travel, 2/19-2/21
- Featured sponsor at Bank Travel at Friday night dinner with Door County gift for each attendee
- 24 seven minute appointments/12 "speed dating" two minute appointments
- Worked with PR/Communications to create Profile Sheet for tour operators

## Advertising Snapshot

- Worked on ad placements and creative for Alternative Phonebook, Time Warner cable TV, Clear Channel outdoor, Midwest Living - Best of the Midwest, St. Paul Pioneer Press, WDOT co-op ads in key markets
- Met with representatives of Milwaukee Journal Sentinel
- Negotiated contract with Madden Publishing for insert in 500,000 newspapers in targeted zip codes
- Worked on Fun in Wisconsin five page ad and advertorial plus cover of summer issue
- Met with designer about new cover for in-house niche market brochures
- Approved eBrains Insider Tip Newsletter and guide promotional email
- Worked with members for their ad placements on back cover of Madden insert

## COMMUNICATIONS / PUBLIC RELATIONS

### Media Marketing Program *(Goal 1, Communications/PR Strategy 1, Pg 19)*

	Monthly Total	Year-to-Date	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$5,763	\$76,563	\$825,000	9%
Impressions	69,569	517,525	8,580,000	6%
Visiting Journalists	13	13	50	26%

- 6 articles were placed in February and reached a total of 69,265 readers/listeners/viewers.
- 36 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include Wisconsin Trails, Saturday Evening Post, Great Escapes - Chicago, American Fitness magazine and AAA Home & Away.
- Our winter themed press tour welcomed 13 journalists and took place Feb 26 - March 1.
- Remaining 2009 press tour dates: June 21-26; October 18-22; December 10-13.
- The return on investment (ROI) for our media marketing program to date is 174%.

### Media Monitoring *(Goal 1, Communications/PR Strategy 2, Pg 19)*

<i>Due to 3-4 week lag time, monthly total is an estimate.</i>	Monthly Total	Year-to-Date	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$32,779	\$84,457	\$4,000,000	2%

- Worked with 14 media outlets to provide images, information and support for Door County based articles and stories. Highlights include the Milwaukee Journal Sentinel, Wisconsin Trails magazine, Midwest Living, FOX 11 TV and AOL Travel.

## Welcome Center Visitor Traffic

