



# July 2008 Marketing Report

*Compiled by Jon Jarosh, Marketing Director  
July 10, 2008*

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## June, 2008 DCVB Marketing Director Key Activities

Welcomed 4 travel writers to Door County during the special Arts themed media trip June 26-29. Toured with the group, answered questions, assisted with photographs & discussed different story ideas with the journalists during the tour.

Continued working on summer ad campaign strategies, creative pieces and implementation along with strategic planning for the 2008 fall budget cycle and for the 2009-2011 3-year strategic plan.

Continued working with eBrains representatives on a variety of program initiatives including the June (Vol. 5, 2008) Insider Tip e-newsletter, web site updates, web marketing and web tracking.

Worked with TravelWisconsin.com, KSDK NBC TV in St. Louis, MO, AAA Magazine, The Business News, Travel+Leisure Magazine, West Suburban Living (Chicago), Journal & Topics Newspapers, SkyWest Magazine, On The Water Magazine, Marketplace Magazine, Shore Magazine, The Business News, Away.com, Time Out New York Kids magazine, Chicago Tribune, Mad Dog and Merrill Radio Show on 1280 AM WNAM Radio out of Oshkosh, WI, Green Bay Press Gazette & WBAY Channel 2 in Green Bay to provide Door County images, info and support for Door County based articles and stories.

## GEIGER & ASSOCIATES MEDIA MARKETING UPDATE – JULY 2008

- ✓ Including the July 8-13, 2007, October 14-19, 2007, February 21-24, 2008, May 11-15, 2008, May 15-19, 2008 and June 26-29, 2008 press tours, a total of **96** journalists (68 for the current contract) have visited Door County (as part of a group or individual trips) for the purposes of editorial research.
- ✓ As a result of Geiger & Associates group editorial press tours and media liaison activities on behalf of the DCVB, **76** articles have been placed in print, radio or online media.
- ✓ These articles have reached an audience of **8,023,608** readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau **\$654,060.00**. Program to date, the Ad Value Equivalency (AVE) represents a **140% ROI**. For every \$1 we've spent, we've gotten back that dollar plus \$1.40 in AVE.
- ✓ In-kind contributions from local DCVB industry partners for July 8-13, 2007, October 14-19, 2007, February 21-24, 2008, May 11-15, 2008, May 15-19, 2008 and June 26-29, 2008 group editorial press tours total \$98,243.00. Complimentary airfare Geiger & Associates has arranged to have donated (for all press tours) on behalf of this program totals \$40,000.00. The total amount of in-kind contributions for this program to-date is \$138,243.00, which represents costs the DCVB did not incur. Had the DCVB incurred these costs, the ROI would have gone from 140% to 60%.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained so far are:
  - Emerald Coast Magazine (FL), June/July 2008
  - Reunions Magazine, Summer 2008
  - Toronto Sun, August 2008
  - Tribune Newspapers (TX), August/September 2008
  - Jax Fax Travel Marketing Magazine, August/September 2008
  - Relish (national newspaper insert), September 2008
  - Not Born Yesterday (CA), September 2008
  - AAA Living, September/October 2008 (The Swede Life)
  - SkyWest Magazine (United Express edition), September/October 2008
  - Primalife Circuit (MO), Fall, 2008
  - Macomb Observer and Oakland Observer (MI), Fall 2008
  - Focus Daily News (TX), Fall 2008
  - Valley Scene Magazine (CA), Fall 2008
  - American Driver Magazine, January 2009
  - AAA Journeys Northeast, January/February 2009
  - AAA Going Places (TN), Spring 2009
  - Great Escapes – Chicago by Countryman Press, April 2009
  - Toronto Sun, April 2009
  - AAA Home & Away – Midwest, May/June 2009
- ✓ Geiger & Associates continues to respond on a daily basis to media inquiries for Door County press kits, information, images and copy verification to accompany anticipated editorial coverage.
- ✓ Conducted the June 26-29, 2008 media weekend with four participating journalists.
- ✓ Geiger & Associates is creating itineraries, making arrangements and preparing for two more press tours between now and the end of July:

July 13-18, 2008 – Summer press tour

July 31-August 3, 2008 – Culinary themed media weekend



## DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY July, 2008

### WEBSITE STATISTICS

June '08	June '08	May '08	% Change	June '07	% Change	2008 YTD	2007 YTD	% Change
Site visits	275,813	270,300	2%	211,342	31%	1,297,572	822,341	58%
Unique visits	88,257	66,476	33%	69,996	26%	332,140	258,494	28%

*\*Smarter Stats*

### DASHBOARD

JUNE '08 TO DATE			Contract Impressions To Date*	Contract Clicks To Date
	Impressions	Clicks		
<b>Insider Tip</b>	220,831	6,817	1,439,714	66,386
<b>PPC</b>	2,687,188	6,426	16,590,004	45,466
<b>HVN Q2*</b>	85,050	1,215	284,130	4,059
<b>PI*</b>	4,725,832	311	16,892,536	1,083
<b>Total</b>	7,718,901	14,769	35,206,384	116,994

*\*does not include SEO numbers, nor welcome/auto-responder emails*

*\*some impressions and clicks are estimated against a search metric*

**DATABASE** – approximately 120,000 people had subscribed to receive the Door County Insider Tip at the time of the June deployment; includes the most recent spring '08 PI (Per Inquiry) Internet leads.

**EMAIL MARKETING - Volume 5/June Insider Tip** – ‘Explore Summer Fun in Door County’, focusing on Washington Island, the Performing Arts and the Peninsula’s parks, deployed on June 10<sup>th</sup> to 120,000+ database records and was remailed to non-openers on June 17<sup>th</sup>. The deliverability for each of these mailings was good (as it has been each month) and the '08 Insider Tip organics opened at almost 74%. The emails delivered over 6800 clicks and there were 73 forwards! The most highly clicked links were the prize giveaway, the Washington Island links, the Visitor Guide order form and the Cherry Train.

**Per Inquiry (PI) Internet leads/Spring '08** – As of July 1, 58,324 PI leads have been added to the Door County database; approximately 2,676 left to be acquired; they are all added to the Door County database and are fully opted-in to receive communications.

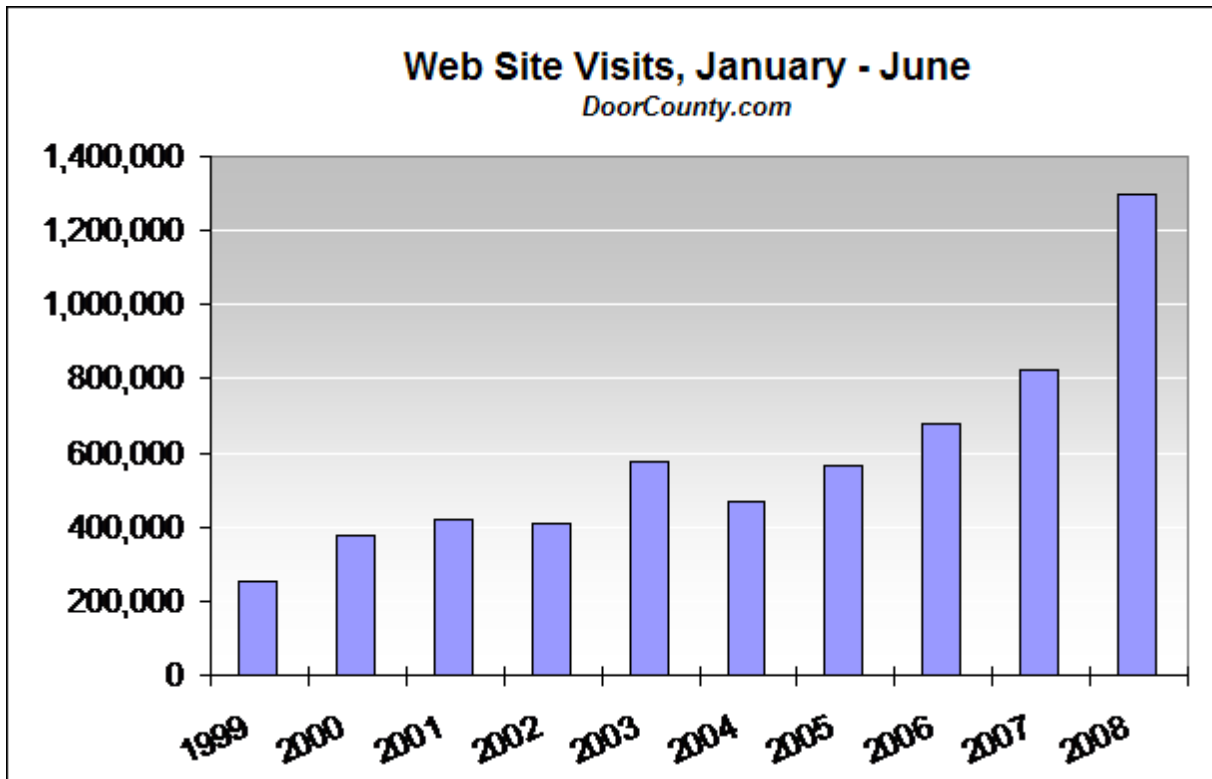
**Pay Per Click** – The PPC program delivered 6,426 clicks to the site in June and over 2,687,188 impressions of DoorCounty.com on Yahoo and Google; over 16.5 million impressions to date.

*\*Glossary of terms/acronyms can be found on page 9 of this report.*



## Web Site Visits – www.DoorCounty.com

Month	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Jan	42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816	178,573
Feb	48,205	45,410	49,120	51,463	70,790	65,981	67,857	74,979	92,824	160,761
March	33,695	59,056	61,063	56,241	80,416	65,816	67,740	102,660	113,408	188,788
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	109,761	115,601	223,337
May	42,543	77,526	88,004	86,393	109,573	88,332	116,243	148,685	185,350	270,300
June	49,959	95,185	102,765	93,826	153,921	104,912	133,497	158,433	211,342	275,813
July	68,402	118,051	126,759	115,524	218,637	128,884	153,689	183,213	312,647	
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	179,422	301,311	
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343	
Oct	33,845	55,935	66,811	87,003	117,792	72,977	105,599	125,675	235,005	
Nov	17,530	27,511	33,193	44,555	57,630	40,207	55,882	70,212	142,318	
Dec	20,314	28,872	31,562	46,887	53,486	53,100	70,049	79,142	134,009	
<b>YTD Total</b>	<b>512,099</b>	<b>781,214</b>	<b>873,826</b>	<b>901,177</b>	<b>1,374,081</b>	<b>972,120</b>	<b>1,229,008</b>	<b>1,477,774</b>	<b>2,197,974</b>	<b>1,297,572</b>



YTD, web site visitor sessions up 57.8%

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
250,900	374,355	421,142	410,081	576,565	470,432	565,602	677,928	822,341	1,297,572



## Info/Statistics for Door County's on-line video travel show *Through June 30, 2008*

### Some recent statistics about the show

The first episode of *Explore The Door* was posted on DoorCounty.com on September 20, 2006.

*Explore The Door* web activity has represented about 3.62% of the site's traffic since September 2006, based on site visits.

Show episodes were viewed **5,374** times in June, and have been viewed a total of **93,922** times on DoorCounty.com, an average of **4,083** views per month (*this actual number is higher in the summer, lower in the winter*)

In addition to on-line views, **1,675** episodes of the show were downloaded in May. Lifetime downloads of all show episodes total **28,436**.

In June, the show recorded **2,616** views on YouTube. Show segments have been posted on YouTube since June '07 and have been viewed a total of **22,832** times.

**44** different segments have been filmed and included as part of the first **15** episodes of the show.

In addition to the show being available on DoorCounty.com, it is also available through the iTunes music store, through YouTube as mentioned above, through other on-line video sharing sites and via local access TV stations in Door County. Local feedback continues to be very positive.

### Show Overview

*Explore The Door*, a video travel podcast about Door County, was created to highlight for potential visitors the eclectic mix of attractions and activities that can be experienced in Door County. While a majority of DCVB programs act as direct marketing pieces, *Explore The Door* is designed to be an image marketing tool. The program, through audio/visual interaction rather than the static images and text of traditional web sites, is meant to encourage travelers who are researching their vacation options to choose Door County as their travel destination. With increasing traveler consumption of on-line media content, specifically video, it gives Door County an opportunity to influence and persuade potential visitors to choose Door County in a way that had not been available to the DCVB prior to the start of this video travel podcast image marketing initiative. We believe we've been and continue to be ahead of the curve with this initiative, as other destinations around the country are just now trying to catch up and implement similar programs for their destinations.

# Door County Visitor Center People Traffic

A people counter was installed in DCVB lobby in late April 2006

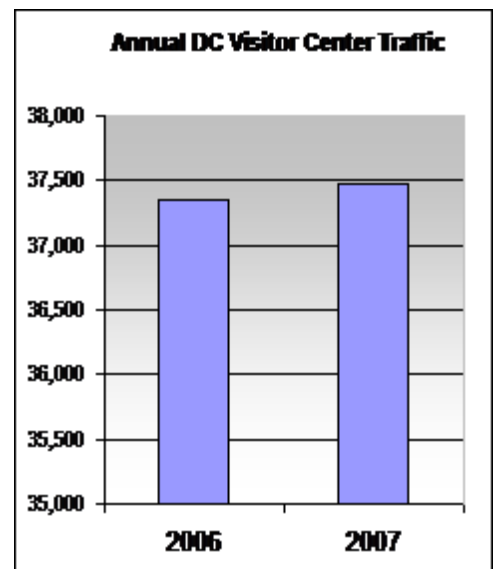
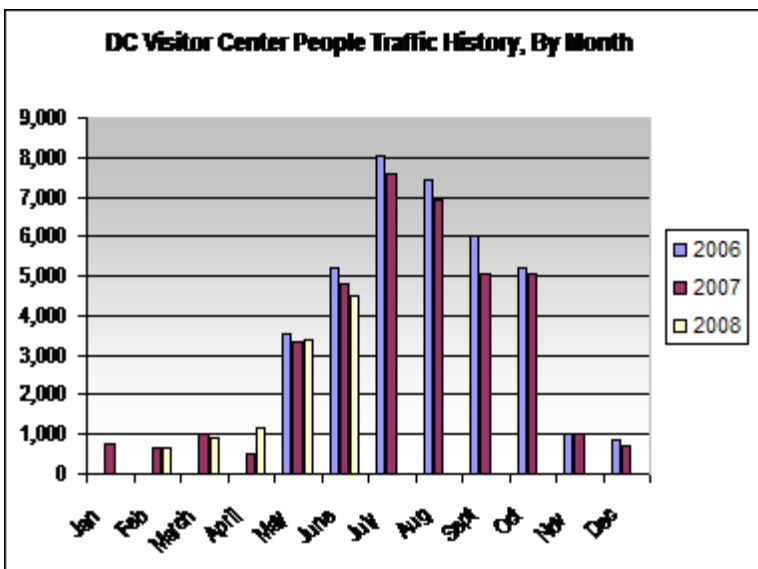
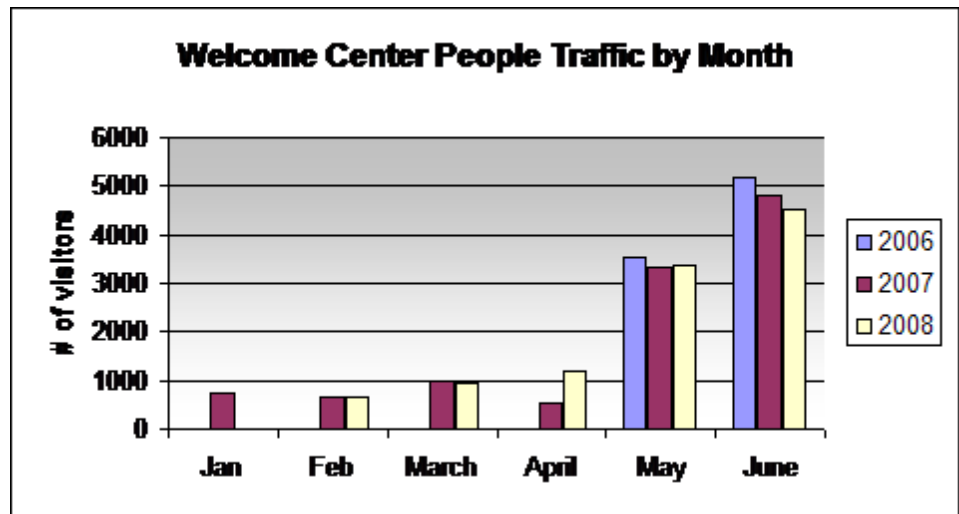
	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759	n/a						
February	-	676	658						
March	-	989	929						
April	-	529	1,180						
May	3,535	3,313	3,387						
June	5,196	4,826	4,525						
July	8,058	7,596							
August	7,423	6,902							
September	6,040	5,076							
October	5,208	5,075							
November	1,019	1,035							
December	867	693							
<b>Total</b>	<b>37,346</b>	<b>37,469</b>	<b>10,679</b>						

Due to an equipment malfunction, data is not available for January 2008

## YTD Info

January - June

Year	# Visitors
2006	8,731
2007	11,092
2008	10,679



# Door County 2007-08 Media Coverage Summary

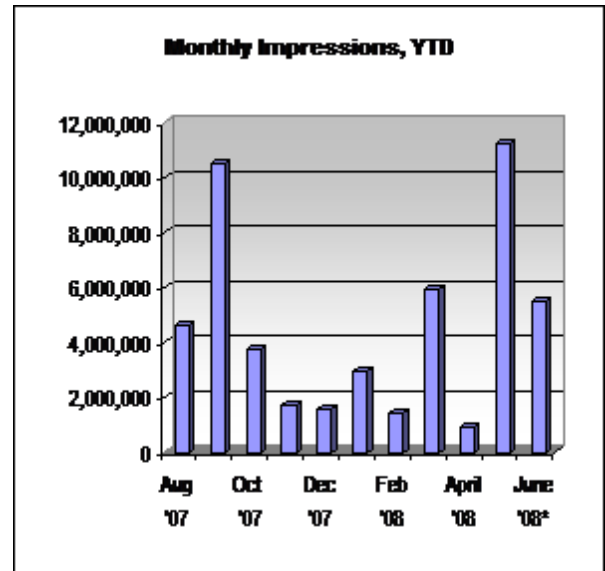
From our BurrellesLuce Media Monitoring Contract

## Year To Date

Impressions				Ad Value Equivalency			
Annual Goal	YTD Goal	YTD Actual	% of goal	Annual Goal	YTD Goal	YTD Actual	% of goal
50,000,000	45,833,333	50,033,270	109%	\$2,900,000	\$2,658,333	\$1,914,363	72%

## Monthly

	Hits	Impressions	AVE
Aug '07	68	4,639,502	\$583,447
Sept '07	37	10,528,917	\$131,391
Oct '07	31	3,734,289	\$78,395
Nov '07	16	1,694,221	\$96,713
Dec '07	17	1,561,622	\$92,197
Jan '08	33	2,953,633	\$72,177
Feb '08	14	1,405,719	\$69,300
March '08	24	5,903,725	\$215,954
April '08	7	906,387	\$23,409
May '08	46	11,222,116	\$277,164
June '08*	53	5,483,139	\$274,216
July '08*			
<b>TOTALS</b>	<b>346</b>	<b>50,033,270</b>	<b>\$1,914,363</b>



## Quarterly

	Hits	Impressions	AVE	
1st Quarter	136	18,902,708	\$793,233	(Aug, Sept, Oct)
2nd Quarter	66	6,209,476	\$261,087	(Nov, Dec, Jan)
3rd Quarter	45	8,215,831	\$308,663	(Feb, March, April)
4th Quarter*	99	16,705,255	\$551,380	(May, June, July)
<b>TOTALS</b>	<b>346</b>	<b>50,033,270</b>	<b>\$1,914,363</b>	

\* monthly reporting not yet complete due to 4-5 week lag time in reporting by BurrellesLuce

This data taken from the DCVB's ongoing media monitoring program as contracted through BurrellesLuce Media Monitoring Services. These figures are separate from Geiger & Associates, as not all of the articles generated by the Geiger press trips get picked up by BurrellesLuce. Additionally, photographs are not included in the AVE calculations provided by BurrellesLuce.



### **Group/Meeting Sales Mid-Year Activities Report**

- Sent out facilities survey to lodging and attractions –
  - Received 38 returned lodging surveys
  - Received 69 returned attractions/services surveys
- Met with creative to determine collateral for use in sales
- Developed suggested itinerary and receptive list
- Responded to 20 Tour operator leads
- Responded to 12 Meeting Planner leads
- Developed hotel lead form and sent out 5 leads
- Joined Circle Wisconsin, MPI and WSAE
- Wrote Circle Wisconsin Tour Planner profile
- Attended Opening Reception and Circle Wisconsin Dine-Around as sponsor of Heartland Travel Showcase – met over twenty tour operators
- Researched data base for car clubs in Wisconsin, Illinois, Michigan and Minnesota – mailed letter and collateral to 224 clubs
- Conducted 15 hotel site inspections
- Attended Circle Wisconsin Summer Marketplace – met with 23 companies



## GLOSSARY

### **INTERNET/WEB**

SEM=Search Engine Marketing (which includes both SEO & PPC)

SEO=Search Engine Optimization/organic search results

PPC=Pay Per Click

PI\* (Per Inquiry) Internet Leads – Validated and opted-in consumers who have signed up to get future communications from Door County from the eBrains proprietary network of internet websites

WVTT=Website Visitor Tracking Technology/website survey

HVN=the Hastings Video Network

Appends (database append or permission append)=attaching email addresses or opted-in permissions to Door County's existing database.

@Plan=online Nielsen research tool

Organic database=email sign-ups that come directly from being on doorcounty.com

### **PUBLIC RELATIONS**

Hits=number of articles found by BurrellesLuce

Impressions=number of estimated people that have seen the content

AVE=Ad Value Equivalency – the amount of money a paid ad would have cost to get the same amount of coverage in the media outlet

**\*PI – Unabridged explanation:** We place an offer for our tourism client partners on our proprietary PI Internet network, i.e. [Click here for information about Vacation Ideas in Door County](#). The network is host of websites that typically are co-registration in nature in that the consumers are able to request more information about a variety of offers available to consumers. When a prospect clicks on the Door County offer, they are taken to a landing page which provides more information about what will be provided, i.e. Vacation Guide and on-going emails from Door County. eBrains uses a double confirmation process for the PI Internet lead generation, with both a text confirmation email, i.e. "Thank you for Your Interest in Door County..." and a follow-up html email with photos / link to the Door County website. Prior to delivering the "opt-in" leads to Door County, all leads are "cleansed" to re-validate the postal address (if applicable) and to re-verify the email address. Door County only pays for the actual leads delivered after this lead cleansing process, which assures that the highest quality leads are delivered.