



June 2008 Marketing Report

*Compiled by Jon Jarosh, Marketing Director
June 12, 2008*

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May DCVB Marketing Director Key Activities

Continued working on summer ad campaign strategies, creative pieces and implementation.

Welcomed a total of 25 travel writers to Door County during the Spring Geiger press trip (May 11-15) and the Maritime Heritage media weekend (May 15-19). Toured with both groups and answered questions, assisted with photographs & discussed different story ideas with journalists.

Continued working with eBrains representatives on a variety of program initiatives including the May (Vol. 4, 2008) Insider Tip e-newsletter, web site updates, web marketing and web tracking.

Worked with Inside Wisconsin Business magazine, CBS Channel 5 WFRV TV, FOX 11 WLUK TV, WGBA NBC 26 TV, Marketplace Magazine, Peninsula Pulse, Sheybogan Press, WisMoms.com, Mad Dog and Merrill Radio Show on 1280 AM WNAM, Women Magazine, Exchange Magazine, Golf For Women Magazine, Insight On Business Magazine, Time Out Chicago, WPR, On The Water Magazine and Children's Essentials magazine to provide Door County images, info and support for Door County based articles and stories.

GEIGER & ASSOCIATES MEDIA MARKETING UPDATE – JUNE 2008

- ✓ Including the July 8-13, 2007, October 14-19, 2007, February 21-24, 2008, May 11-15, 2008 and May 15-19, 2008 press tours, a total of 92 journalists (64 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, **63** articles have been placed in print, radio or online media.
- ✓ These articles have reached an audience of **7,449,264** readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau **\$612,880.00**. The Ad Value Equivalency (AVE) represents a **143% ROI**.
- ✓ 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 and May 15-19, 2008 group editorial press tours total \$95,429.75. Complimentary airfare Geiger & Associates has arranged to have donated (for all press tours) on behalf of this program totals \$38,000.00. The total amount of in-kind contributions for this program thus far is \$133,429.75 representing costs the DCVB did not incur.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained so far are:
 - Toronto Sun (Canada), June 2008 (obtaining)
 - London Free Press (Canada), June 2008 (obtaining)
 - Desoto Magazine, June 2008 (obtaining)
 - Ranch & Coast (photo), June 2008 (obtaining)
 - Emerald Coast Magazine (FL), June/July 2008
 - Evansville Living Magazine (IN), July 2008
 - Reunions Magazine, Summer 2008
 - Relish (national newspaper insert), September 2008
 - AAA Living, September/October 2008 (The Swede Life)
 - SkyWest Magazine (United Express edition), September/October 2008
 - American Driver Magazine, January 2009
 - AAA Journeys, January/February 2009
 - AAA Home & Away – Midwest, 2009
 - Art Showcase Magazine (MI), TBA 2008
 - View Magazine, TBA
 - San Diego Magazine, TBA
 - Hometown News Group (WI), TBA
 - News Publishing Group (WI), TBA
- ✓ 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.
- ✓ Continued planning and information gathering for Door County press kit development.
- ✓ Conducted the May 11-15 and May 15-19, 2008 press tours with a total of 25 participating journalists.
- ✓ Designed, developed and completed 10 press kit feature drafts for DCVB approval and distribution.
- ✓ Geiger & Associates is creating itineraries, making arrangements and preparing for three more press tours between now and the end of July:
 - June 26-29, 2008 – Arts-focused media weekend
 - July 13-18, 2008 – Summer press tour
 - July 31-August 3, 2008 – Culinary themed media weekend



DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY June, 2008

WEBSITE STATISTICS

	May-08	May '08	Apr-08	% Change	May '07	% Change	2008 YTD	2007 YTD	% Change
Site visits		270,300	223,337	21%	185,350	46%	1,021,759	610,999	67%
Unique visits		66,476	51,967	28%	58,361	14%	243,883	188,498	29%

**Smarter Stats*

DASHBOARD

MAY '08 TO DATE			Contract Impressions To Date*	Contract Clicks To Date
	Impressions	Clicks		
Insider Tip	164,438	7,424	1,218,883	59,569
Pay Per Click	1,116,013	6,788	13,902,816	39,040
HVN Q1*	116,760	1,668	199,080	2,844
PI*	4,139,416	272	12,166,704	772
Total	5,536,627	16,152	27,487,483	102,225

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

**impressions and/or clicks may be estimated against a search metric*

DATABASE – approximately 120,000 records (after May’s deployment); includes the most recent spring ’08 PI (Per Inquiry) Internet leads.

OTHER:

Volume 4/May Insider Tip – Deployed on May 6th to 92,398 opted-in consumers with a remain to non-openers on May 13th. “Door County is Picture Perfect” promoted moving all around the county with a camera, promoted Door County events, the Festival of Blossoms and promoted the spring photo gallery. We picked photography as a major topic based on some of the findings from the Online Audit and the Nielsen @Plan projects. The most highly clicked items were the prize giveaway, the Festival of Blossoms feature, the Vacation Guide link, the spring photo gallery and the lighthouses link within the Featured Itinerary Idea.

Per Inquiry (PI) Internet leads/Spring ’08 – Approximately 27,233 leads gathered to date, approximately 33,767 to still be acquired. All will be added to the Door County database and are fully opted-in to receive communications.

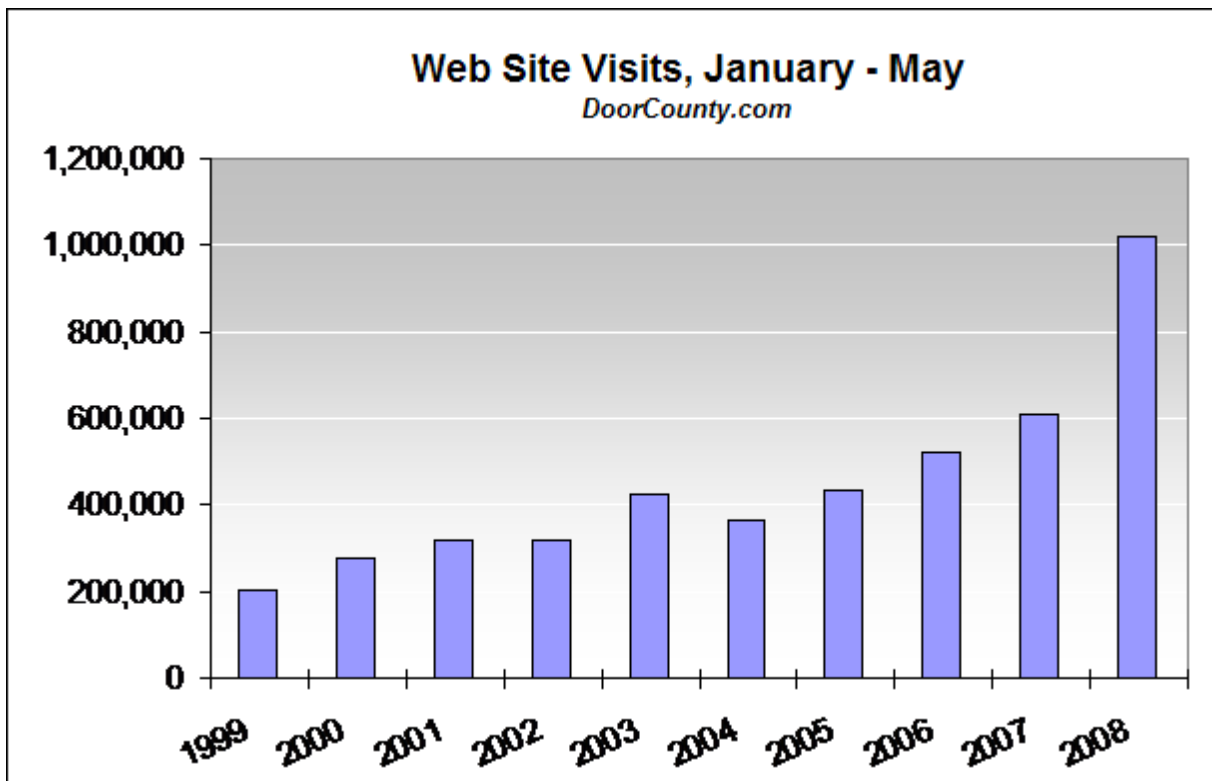
Pay Per Click – The PPC program has been escalated for the summer season; 6,788 clicks to the site in May and over 1million impressions of DoorCounty.com on Yahoo and Google. The ‘Branded’ category of keywords (door county, door county, Wisconsin, door county wi, door county wis, etc.) are receiving the highest click through rate (5.03% in May) and is also the category of keywords with the highest ‘click to action’ (consumers clicked from the offer at Yahoo and Google to ‘action’ pages on the site; signed up for the Insider Tip, ordered the Vacation Guide, etc.). The booking page was the highest action taken by the PPC consumers for the month of May, telling us that searching consumers are very interested in finding lodging.

**Glossary of terms/acronyms can be found on page 8 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	
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	
YTD Total	512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	2,197,974	1,021,759



YTD, web site visitor sessions up 40.2%

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
200,941	279,170	318,377	316,255	422,644	365,520	432,105	519,495	610,999	1,021,759



Info/Statistics for Door County's on-line video travel show

Through May 31, 2008

Some recent statistics about the show

Through May 31, *Explore The Door* web activity has represented about **3.64%** of the site's traffic since September 2006, based on site visits.

Show episodes were viewed **4,662** times on DoorCounty.com in May 2008, and have been viewed a total of **88,548** times on DoorCounty.com since the show began.

In addition to on-line views, show episodes were downloaded **1,593** times in May 2008. **25,168** episodes of the show have been downloaded from the site and through iTunes since the show began.

Show segments posted on YouTube were viewed **2,695** times in May 2008. Show segments have been posted on YouTube since June 2007, and since then they have gotten a total of **20,216** views.

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

In addition to the show being available on DoorCounty.com, it is also available through the iTunes music store, through YouTube as mentioned above, and is also available via local access TV stations in Door County communities that have local access TV channels. There is no charge to the DCVB for local access air play, and local feedback for the show continues to be extremely positive.

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

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

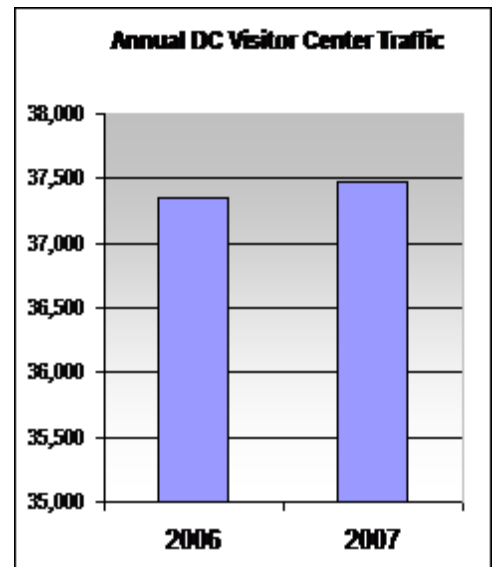
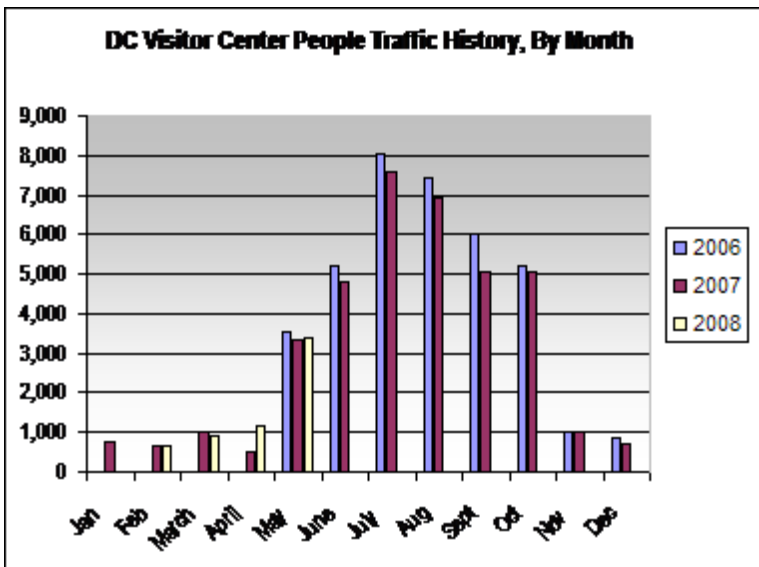
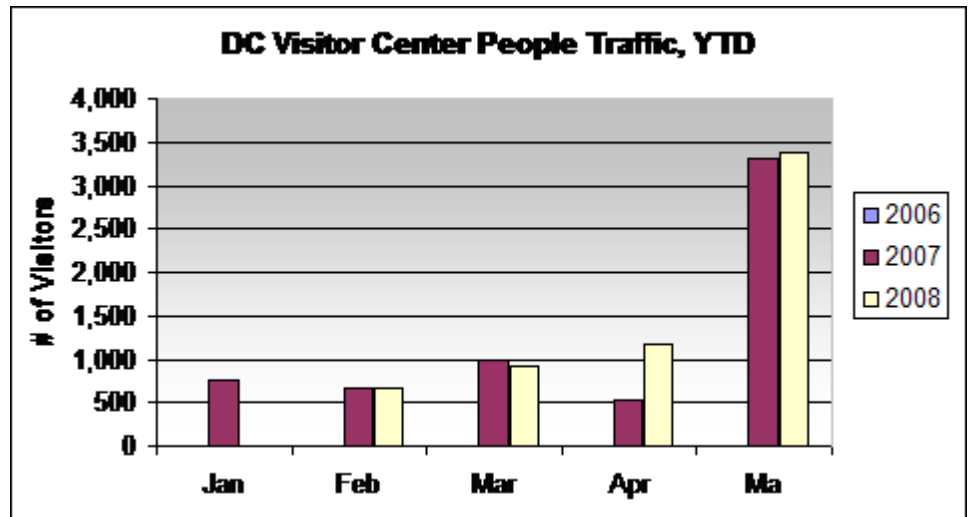
	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759	n/a						
February	-	676	658						
March	-	989	929						
April	-	529	1,180						
May	3,535	3,313	3,387						
June	5,196	4,826							
July	8,058	7,596							
August	7,423	6,902							
September	6,040	5,076							
October	5,208	5,075							
November	1,019	1,035							
December	867	693							
Total	37,346	37,469	6,154						

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

YTD Info

January - May

Year	# Visitors
2006	3,535
2007	6,266
2008	6,154



Door County 2007-08 Media Coverage Summary

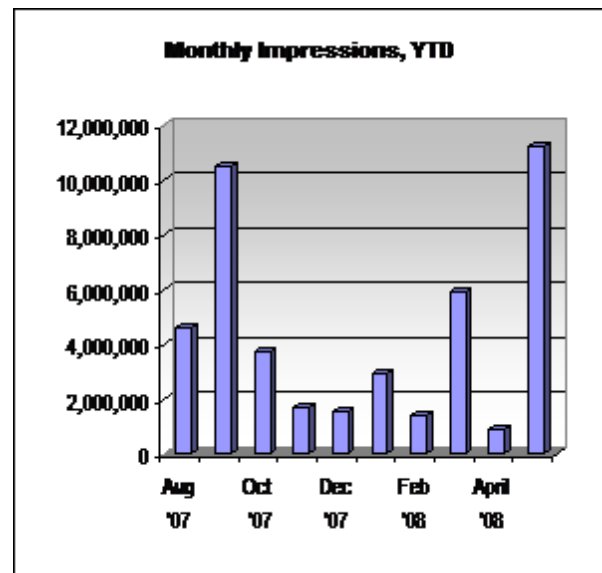
From our BurrellesLuce Media Monitoring Contract

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	41,666,667	44,550,131	107%	\$2,900,000	\$2,416,667	\$1,640,147	68%

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*			
July '08*			
TOTALS	293	44,550,131	\$1,640,147



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*	46	11,222,116	\$277,164	(May, June, July)
TOTALS	293	44,550,131	\$1,640,147	

* 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.

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.