



October 2008 Marketing Report

*Compiled by Jon Jarosh, Marketing Director
October 9, 2008*

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September, 2008 DCVB Marketing Director Key Activities

Put together an individual press trip for travel writer Arlene Becker, who was in Door County Sept. 16-19. Arranged lodging for 1 night in Baileys Harbor and 2 nights on Washington Island, ferry trip, meals, activities and attended a dinner meeting to discuss a variety of Door County story ideas with her for articles she's working on in Corporate Report Wisconsin magazine, Community Connection News – Midwest Happenings and Health Wise magazine.

Continued working with eBrains representatives on a variety of program initiatives including the September (Vol. 8, 2008) Insider Tip e-newsletter, web site updates, web marketing and web tracking.

Continued work on 2009 strategic plan and marketing/communications/public relations budget.

Attended planning/organizational meetings and helped coordinate the Oct. 6 Hwy 57 grand opening and Welcome to Door County sign unveiling ceremony in conjunction with WisDOT, Door County Highway Dept. and DCEDC.

Worked with the following media outlets to provide Door County images, info and support for Door County based articles and stories: Mid-Missouri Mature Living Magazine, Meetings Mid-America Magazine, Relish Magazine, Waterloo Courier newspaper, Midwest Living magazine, Chicago Tribune newspaper, Exchange Magazine, Sunnyland Tours 2009 Catalog and the Wisconsin Lodging Directory.

GEIGER & ASSOCIATES MEDIA MARKETING UPDATE – SEPTEMBER 2008

- ✓ Including the July 8-13, 2007, October 14-19, 2007, February 21-24, 2008, May 11-15, 2008, May 15-19, 2008, June 26-29, 2008, July 13-18, 2008, July 31-August 3, 2008 and August 20-24, 2008 press tours, a total of 142 journalists 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 & media liaison activities on behalf of the Door County Visitor Bureau, **133** articles have been placed in print, radio or online media.
- ✓ These articles have reached an audience of **10,729,409** readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau **\$861,295.00**. Program to date, the Ad Value Equivalency (AVE) represents a **162% ROI**, so for every \$1 we've spent on the program, we've gotten back that original dollar plus \$1.62 in AVE.
- ✓ In-kind contributions from local DCVB industry partners for the first 9 group editorial press tours total \$145,285.50. Complimentary airfare Geiger & Associates has arranged to have donated (for all press tours) on behalf of this program totals \$59,100.00. The total amount of in-kind contributions for this program thus far is \$204,385.50, which represents costs the DCVB did not incur. Had the DCVB incurred these costs, the ROI would have gone from 162% to 61%.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained include:
 - Not Born Yesterday (CA), September 2008 (obtaining)
 - Tribune Newspapers (TX), October 2008
 - Relish (national newspaper insert), October 2008
 - Tidewater Woman (VA), October 2008
 - JaxFax Travel Marketing Magazine, October 2008
 - Omaha World Herald (NE), October 2008
 - Daily Herald (IL), November 2008
 - Memphis Commercial Appeal, (TN), November 2008
 - News-Herald (OH), November 2008
 - Reunions Magazine, November/December 2008
 - SkyWest Magazine (United Express edition), November/December 2008
 - Macomb Observer and Oakland Observer (MI), Fall 2008
 - Valley Scene Magazine (CA), Fall 2008
 - Pathfinders Travel Magazine, Fall 2008
 - Greer Herald (FL), Winter 2008
 - American Fitness Magazine, 2008/2009
 - American Driver Magazine, January 2009
 - AAA Home & Away (WI) – Door County Kayak Tours, January 2009
 - AAA Journeys Northeast, January/February 2009
 - AAA Ohio, January/February 2009
 - McClatchy -Tribune Newspaper Syndicate, Winter/Spring 2009
 - AAA Going Places (TN), Spring 2009
 - Connect Marketing Publications (GA), Spring 2009
 - Prime Time for Seniors (CO), Spring 2009
 - Village News/Southwest News (TX), Spring 2009
 - News-Herald (OH), Spring 2009
 - Mature Life Features Syndicate, Spring 2009
 - Southwestern Publications (OK), Spring 2009
 - Great Escapes – Chicago by Countryman Press, April 2009
 - Toronto Sun, April 2009
 - AAA Home & Away – Scandinavia in Door County, May 2009
 - AAA Home & Away (IN), May/June 2009
 - Relish (national newspaper insert), July 2009
 - Wisconsin Trails –Segway Tours, July/August 2009
 - AAA Home & Away – Scandinavia in Door County, 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.
- ✓ Geiger & Associates continued the creation and refinement of itineraries and continued to secure complimentary airline tickets, lodging, meals and activities for journalists for the two remaining Door County press tours in 2008:
 - October 19-23, 2008 – Door County Fall Press Tour
 - December 11-14, 2008 – Door County Holiday/Shopping Themed Press Tour
- ✓ Completed distribution to DCVB industry partners of current articles that resulted from the media marketing program, as well as a master CD of all articles, to date.
- ✓ Prepared Geiger & Associates media marketing program proposal for 2009.
- ✓ Arranged for journalist Tim Cigelske (on assignment for AAA Home & Away, WI) to visit Door County on an individual editorial research trip for an upcoming article.



DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY SEPTEMBER, 2008

WEBSITE STATISTICS

	Sep-08	Sep-08	Aug-08	% Change	Sep-07	% Change	2008 YTD	2007 YTD	% Change
Site visits		247,470	298,739	-17%	250,343	-1%	2,176,488	1,686,642	29%
Unique visits		75,535	95,120	-21%	64,767	17%	615,759	489,831	26%

**Smarter Stats*

DASHBOARD

SEPTEMBER '08 TO DATE			Contract Impressions To Date*	Contract Clicks To Date
	Impressions	Clicks		
Insider Tip	277,215	7,244	1,988,191	81,110
PPC	2,156,459	6,422	33,230,029	66,075
HVN Q2*	96,040	1,372	380,170	5,431
PI*			15,647,032	103,970
Total	2,529,714	15,038	51,245,422	256,586

*PI does not include the spring '07 leads from a prior contract

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

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

DATABASE – approximately 146,000 records at the end of September.

EMAIL MARKETING - Volume 8/September Insider Tip – ‘A Taste of Napa Valley in Door County’, focusing on winery tours and on the Kingdom So Delicious promotion, deployed on September 9th to approximately 148,700 database records and was remailed to non-openers on September 16th. There was a 2% increase in open rates and 7,244 clicks from the Insider Tip to newsletter links. The top clicked items were the prize giveaway, the event calendar, the Kingdom So Delicious calendar of events, the winery map and the winery and brewery listings.

PAY PER CLICK (PPC) – For the month, 6,422 clicks were delivered to DoorCounty.com or to the site’s landing pages. There are over 33 million impressions to date; the accommodations, vacation and branded categories of keywords each had over a 100% click-to-action percentage.

Fall '07 Conversion Study Results – below are preliminary results:

	Gross Conversion	Gross Conversion average \$ spent	Net Conversion average \$ spent	Estimated total spending (Gross)	ROI (Gross)	Leads	Cost
eBrains PI	25.0%	\$897	\$947	\$9,022,819	\$179	40,257	\$50,400
Organic	61.0%	\$1,119	\$1,080	\$760,404	N/A	1,113	N/A

Using the Fall '07 PI leads program as ONE eBrains solution component only, this provides us with at least a \$9 million economic impact toward the \$22 million eBrains guarantee and triple the 50:1 ROI

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



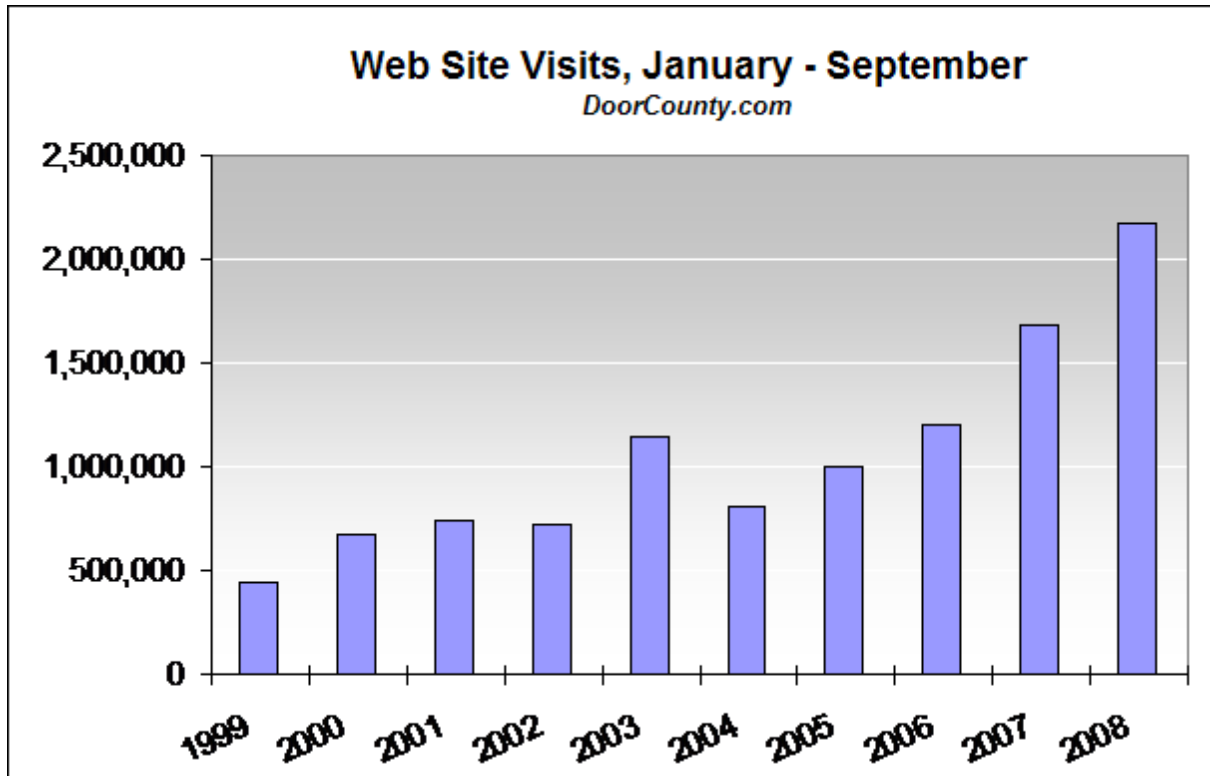
Web Site Visits – www.DoorCounty.com

Monthly Web Site Visits

Beginning in September 2002, sessions reflect doorcounty.com and doorcountyvacations.com.

DoorCounty.com redesign went live around 4 PM on May 17, 2006.

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	332,707
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	179,422	301,311	298,739
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343	247,470
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	2,176,488



YTD, web site visitor sessions up 29%

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
440,410	668,896	742,260	722,732	1,145,173	805,836	997,478	1,202,745	1,686,642	2,176,488



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

Through September 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 **3.75%** of the site's traffic since September 2006, based on site visits.

Show episodes were viewed **4,735** times in September, and have been viewed a total of **110,566** times on DoorCounty.com, an average of **4,423** views per month (*this actual number is higher in the summer, lower in the winter*)

In addition to on-line views, **1,929** episodes of the show were downloaded in September. Lifetime downloads of all show episodes total **34,455**.

In September, the show recorded **3,486** views on YouTube. Show segments have been posted on YouTube since October '06 and have been viewed a total of **33,288** times.

50 different segments have been filmed and included as part of the first **17** episodes of the show.

The latest episode of the show, Episode 17, premiered in September on DoorCounty.com.

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

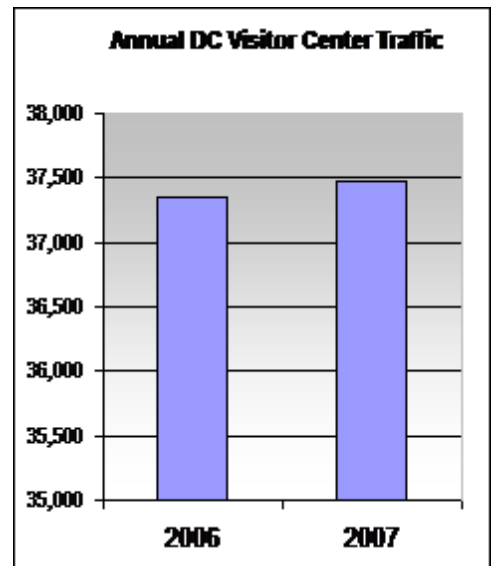
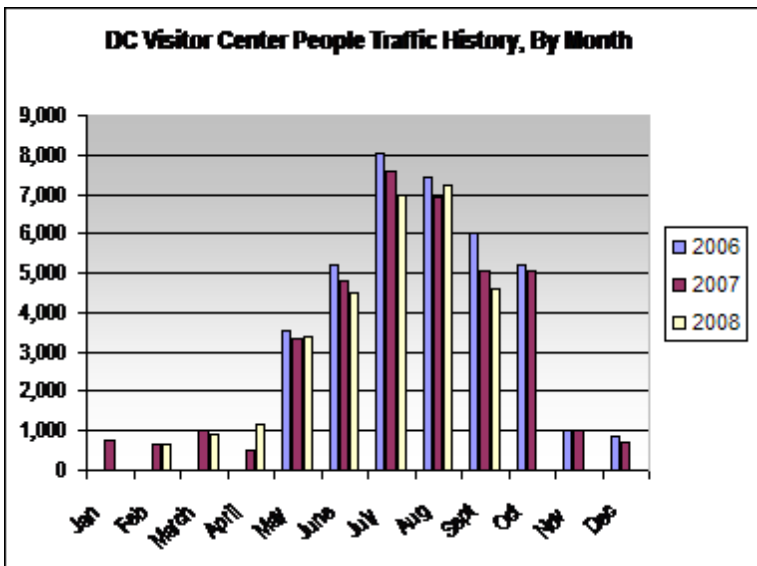
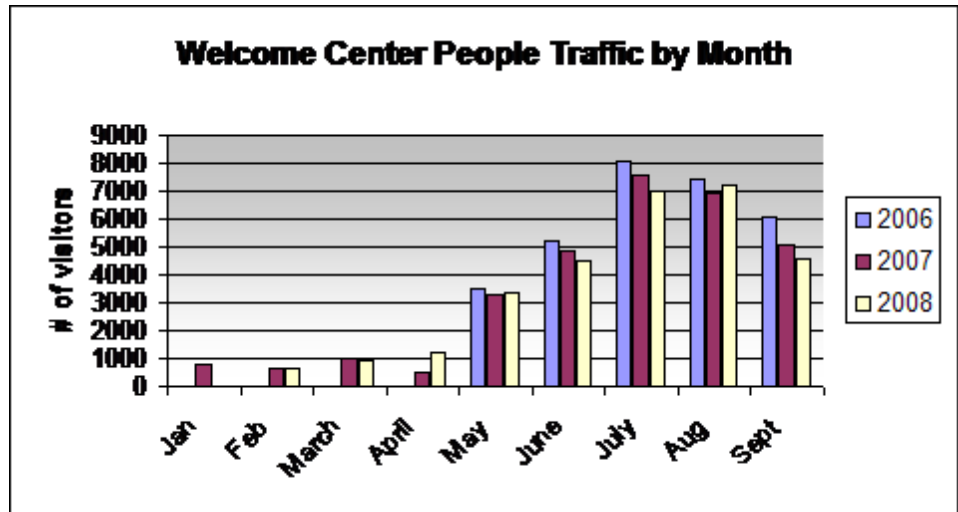
	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759	n/a						
February	-	676	658						
March	-	989	929						
April	-	529	1,180						
May	3,535	3,313	3,387						
June	5,196	4,826	4,525						
July	8,058	7,596	6,978						
August	7,423	6,902	7,244						
September	6,040	5,076	4,581						
October	5,208	5,075							
November	1,019	1,035							
December	867	693							
Total	37,346	37,469	29,482						

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

YTD Info

January - September

Year	# Visitors
2006	30,252
2007	30,666
2008	29,482



Door County Fall 2008 Media Coverage Summary

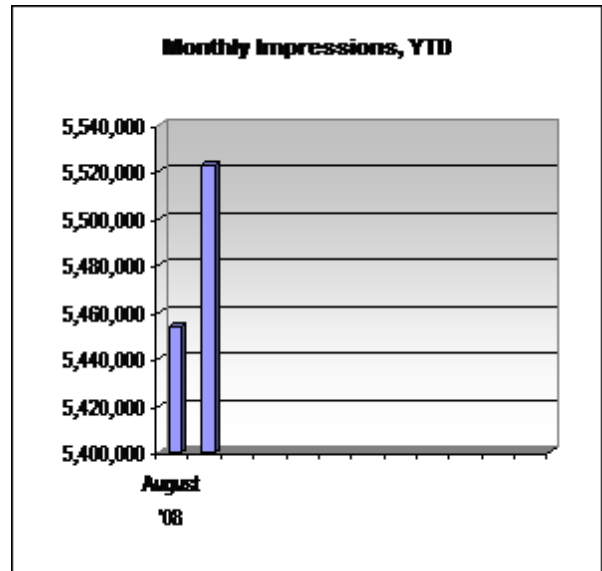
From our BurrellesLuce Media Monitoring Contract

Year To Date

Impressions				Ad Value Equivalency			
Fall '08 Goal	YTD Goal	YTD Actual	% of goal	Fall '08 Goal	YTD Goal	YTD Actual	% of goal
20,833,333	8,333,333	10,976,667	132%	\$1,208,333	\$483,333	\$1,465,649	303%

Monthly

	Hits	Impressions	AVE
August '08	84	5,453,958	\$636,069
Sept. '08*	59	5,522,709	\$829,580



TOTALS **143** **10,976,667** **\$1,465,649**

Quarterly

	Hits	Impressions	AVE	
1st Quarter	143	10,976,667	\$1,465,649	(Aug, Sept, Oct)
2nd Quarter	0	0	\$0	(Nov, Dec, Jan)
3rd Quarter	0	0	\$0	(Feb, March, April)
4th Quarter	0	0	\$0	(May, June, July)
TOTALS	143	10,976,667	\$1,465,649	

* 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 Activities Report

September 2008

Meeting Planners

Inquires:

- Glass Impressions Corvette Club
- Sharpe – vintage auto touring group

Article for Meetings Mid America on three top picks for outdoor adventure

Tour Operators

Sales Piece Mailing:

- 30 Bank Travel Leads
- 30 Circle Wisconsin '07 DC Fam Tour Attendees
- 33 American Bus Association Leads
- 16 Ontario Motorcoach Association Leads
- 30 Circle Wisconsin '08 Marketplace Appointments & Attendees

Inquiries:

- Elderberries Club
- Progressive Travel
- Southwest Tour & Travel
- Bonnie Squyres Tour

Follow up with Holt Tours DC Fam Tour

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.