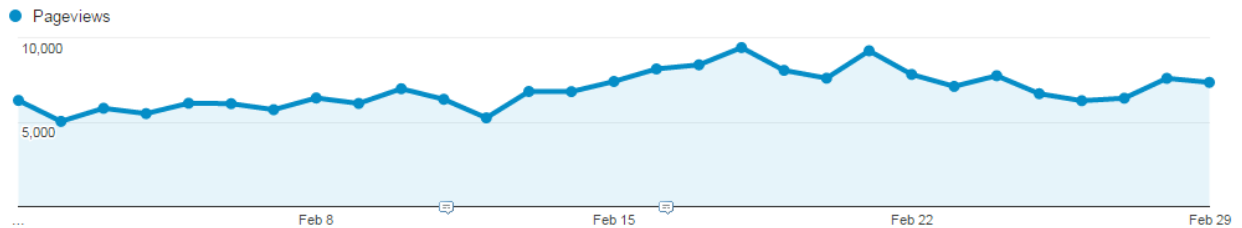


MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY February 2016

MARKETING & SALES

Web: The majority of the technical issues have been corrected on the site and we are starting to see positive improvements in organic search as well as growth in rankings over the past few weeks. Once the last round of enhancements were made we shifted our social ads, increased our paid search efforts and created an Enter to Win contest to drive traffic to the site.



Ongoing Web: Moving forward we have implemented a monthly monitoring and maintenance schedule that will include speed tests, overall health of the site, content audits, SEO enhancements and CMS support as needed. The niche sites are next on the docket for a revamp. One of the major enhancements for the niche sites will be dynamic Inline listings for each group or meeting property where they can have specific copy that speaks to that operator or planner.



Our Door County – Art in Residence: February marked the second month of Our Door County video series. The spot gives an inside look at three different types of visual artists in Door County; the glass-blower, the painter and the photographer. March will be a focus on nature and spring. To view February’s video go to <https://www.youtube.com/watch?v=F6VJ-qbOeQQ>

Sales: We’ve been busy answering call and emails for upcoming group tours (finalizing itineraries, finding step-on guides, etc) and reunions. We also took the month of February to follow up with contacts made at the ABA Conference in January and reached out to several WI associations to ensure Door County stays on their radar for any upcoming meetings/retreats/events. We’ve updated our Guide to Weddings piece which will be available online and in print for any inquiries we receive throughout the year.

EMarketing: The February newsletter email deployed on 2/18 with a rmail on 2/23. Total monthly newsletters sent for the year 1,024,753 (including new VG eblast, but not including Seasonal Promotions. There were 200,426 initial emails sent (without remails) Open rate was 20.69%, CTR 1.82%, Click to open 8.77%. We introduced our new template and have started doing A/B testing on things like call to action buttons, overall design and day/time of deployment.

The screenshot shows a website layout with several content blocks and their performance metrics:

- RECONNECT WITH THE THINGS YOU LOVE:** #1 | 11.9%
- Top 9 Ways to Indulge in Door County:** #3 | 9.0%
- See Door County Through a Painter's Perspective:** #2 | 9.1%
- Snow Conditions Report:** 4 | 4.7%
- Featured Partners:** #5 | 4.5%

NOR: Nature of Romance general ecard deployed on 1/28 with a re-mail on 1/30. Open rate was 16.61%, CTR 1/62% and CTO 9.74%. The partner ecard deployed 2/17 to 44,162 emails and had an overall open rate of 41.53%.

GLOSSARY:

CTR = Unique or Total Clicks divided by Total Delivered

CTO = Unique or Total Clicks divided by Unique or Total Opened

Clicks = Clicks on a link on the home page of the newsletter and clicks on to the other newsletter pages

PPC = Pay Per Click

Social: In February, Visible Intelligence picked up comments referring to Door County on several Facebook pages; one with a significant fan base MSN. Facebook is up to 73,494 followers and February friend impressions referring to our page was 11.7 million. Twitter currently has 4,459 followers that brought us 7.2 million impressions.

Media: Our major marketing push does not happen for a couple months so we are bridging the gap with national coverage on TripAdvisor and paid ads through social. We did however partner with Beloit CVB to include our mobile charging station and chairs in their lobby for the remainder of the year. Pay Per Click for February, efforts through Adwords and Bing delivered 5,584 Web Visitors through 48,987 Impressions for a Web Visitor Rate of 11.4% with 24,849 Engagements for an Engagement Rate of 50.73%. Of the Web Visitors, 870 (16%) came from Lodging terms.



OTHER MEASUREMENTS

Lobby Traffic: There were 966 visitors to the welcome center in February. (Up from 858 visitors in Feb 2015)

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for February 2016 were 3,634 (1,812 hard copy & 1,822 online) vs 3,420 in February 2015.

COMMUNICATIONS & PUBLIC RELATIONS

- 9 articles were reported as a result of our media marketing program and reached a total of 4,699,826 readers/listeners/viewers for February. A few highlights of media outlets that ran Door County stories included The Know online, Milwaukee Journal Sentinel and JOnline.com, World Property Journal online and Motorhome Magazine. View all articles from the program via our Google Drive folder at <http://tinyurl.com/l6ym2mc>.
- Since our media marketing program began, the program has generated \$14,697,929 worth of earned media coverage for Door County, including \$94,919 in February.
- The return on investment for our media marketing program to date is 879%. For every dollar we've spent, we've gotten back \$8.79 worth of media coverage measured in terms of ad value equivalency.
- We welcomed 12 travel journalists to Door County on our winter themed press trip Feb. 18-21, and fortunately the fledgling snow and ice conditions still allowed us to keep most of the activities on our winter themed itinerary.
- We have six scheduled group editorial press trips with Geiger & Associates remaining this year including a spring themed trip May 19-22, islands & lighthouses themed trip June 16-19, summer themed trip June 20-24, outdoor recreation themed trip August 23-26, arts & culture themed trip September 12-15 and a fall themed trip October 17-21.
- DCVB media assistance was provided to 19 journalists/media outlets in February by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Experience Wisconsin, Chicago Tribune, Milwaukee Journal Sentinel, Wisconsin Public Television, Cottage Journal and locally WDOR radio, DoorCountyDailyNews.com, Door County Advocate, Peninsula Pulse and the Washington Island Observer.

- Capture Door County Photo Contest – worked on finalizing the second photo book from the contest, titled *Seasons Behind The Door*, which should be available in early May. More details about ordering the book wholesale will be available in the coming weeks.
- A new **Discover Wisconsin** episode titled “Made in Door County” will have its’ broadcast debut on Saturday April 9, 2016 at 10 AM on FSN or 6:30 PM on WFRV Channel 5. The show features four Door County businesses and highlights the local products they make. The episode includes Country Ovens in Forestville, Door County Candy in Sturgeon Bay, Door Peninsula Winery in Carlsville and Seaquist Orchards in Sister Bay. These businesses participated as part of the DCVB’s co-op advertising program. The show will be available on DiscoverWisconsin.com after the weekend, and the episode will be rebroadcast on both Dec. 17, 2016 and Sept. 30, 2017. A premier showing of the episode is scheduled during the Door County Tourism Summit luncheon on Wed. April 6 at Stone Harbor.

Recent Media Hits

- The **Milwaukee Journal Sentinel** ran a story headlined “Maritime History on Display in Sturgeon Bay” in their Sunday 2/28/2016 travel section. Check out the story on JSOnline.com [here](#).
- The **Milwaukee Journal Sentinel** ran a story headlined “Door County also has reeled in fisherman” in their Sunday 2/28/2016 special Journal Sentinel Sports Show section. Check out the story on JSOnline.com [here](#).
- **Badger Sportsman** magazine ran a Door County ice fishing photo story that was spread out over 4-pages in their March/April 2016 issue.
- **Motor Home** magazine ran a feature story highlighting Door County in their April 2016 issue. Headlined “Spring Into Door County, Wisconsin” the story shares a spring visit to the area through the eyes of travel journalist James Richardson. Check out a PDF clipped version of the story [here](#).