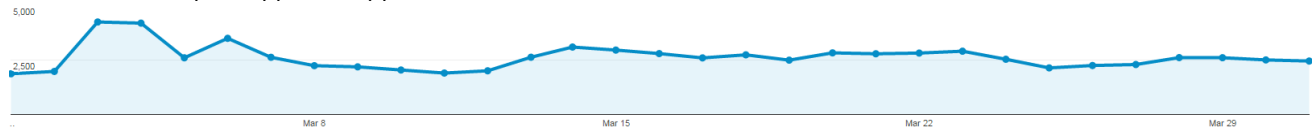


**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
MARCH 2016**

MARKETING & SALES OVERVIEW

Web: We are seeing some positive improvements in organic search as well as growth in rankings over the past few weeks. The YOY comparison still shows the double bounce from the Booking Searches but that will level out in the coming months once we can compare apples to apples.



Our Door County – It’s all Natural: March marked the third month of Our Door County video series and has shown the best performance yet. The spot gives an inside look at the natural side of Door County. It has brought nearly 4,000 views through YouTube and 4,600 through Facebook. April will focus on biking, running and paddling throughout Door County. To view March’s video go to <https://www.youtube.com/watch?v=4PutURteWjY>

Sales: Groups Tour Inquiries in March Included: 5 General Group Tours, Mailer to Circle WI leads (91) Meeting Inquiries in March Included: 1 Event, 1 Family Reunion, 1 Military Reunion, SOB mailer to Garden Clubs (117), 16 Wedding Inquiries. We have also been preparing for the Midwest Marketplace on April 17th – meeting with tour operators from throughout the Midwest.

EMarketing: The March email deployed between 3/12 and 3/18 (day of week testing) with the remain on 3/22: Total monthly newsletters sent for the year 1,694,662, sent emails for March 334,214, Overall delivery rate 99.88%, overall open rate 22.05%, CTR 3.22%, CTO 14.58. After A/B testing it was established that our best open days has shifted to Monday and Friday versus Tuesdays and Thursdays.

GLOSSARY:

CTR = Unique or Total Clicks divided by Total Delivered

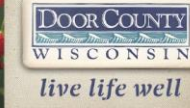
CTO = Unique or Total Clicks divided by Unique or Total Opened

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 March, Visible Intelligence picked up comments referring to Door County on several Facebook pages; a few with a significant fan base (Perkins, Washington Post and Chicago Tribune Living). Facebook is up to 74,114 followers and March friend impressions referring to our page was 4.6 million. Twitter currently has 4,547 followers that brought us 2.5 million impressions.

Media: Our major marketing push is just around the corner. This will include our Live Life Well branding campaign on digital billboards. Here is an example of a few of the creative elements. There will be 13 board designs that will rotate throughout the campaign.



OTHER MEASUREMENTS

Lobby Traffic: There were 1,158 visitors to the welcome center in March. (Down from 1,306 visitors in March 2015)

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for March 2016 were 3,455 (1,419 hard copy & 2,036 online) vs 6,152 in March 2015.

COMMUNICATIONS & PUBLIC RELATIONS

- 14 articles were reported as a result of our media marketing program and reached a total of 39,967,510 readers/listeners/viewers for March. A few highlights of media outlets that ran Door County stories included WBBM News Radio, Trailer Life Magazine, Best of the Midwest Travel 2016 (magazine by Midwest Living), Milwaukee Journal Sentinel online, Chicago Tribune online and World News online. 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 \$14,898,613 worth of earned media coverage for Door County, including \$200,684 in March.
- The return on investment for our media marketing program to date is 883%. For every dollar we've spent, we've gotten back \$8.83 worth of media coverage measured in terms of ad value equivalency.
- 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 & a fall themed trip October 17-21.
- DCVB media assistance was provided to 20 journalists/media outlets in March by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Coastal Living, Country Gardens, AAA Living, Milwaukee Journal Sentinel, TravelWisconsin.com, NBC 5 in Chicago and the Chicago Tribune.
- Views of DCVB produced videos across all online platforms totaled 41,152 in March. This total includes videos from the Our Door County series, Explore The Door series, aerial highlight video, TV ads, etc. that are hosted on video portals which currently include YouTube, Vimeo and Facebook. That's a monthly increase of 460% over March of 2015.
- Capture Door County – finalized the second photo book from the contest, titled *Seasons Behind The Door*, which will be available in early May. Also finalized wholesale ordering info and began preparing promotional efforts for the book.
- 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 complete show will be available to watch on DiscoverWisconsin.com after April 9, and the episode will be rebroadcast on both Dec. 17, 2016 and Sept. 30, 2017. A premier showing of the episode played 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 "Ridges a Special Boreal Habitat" in their Sunday March 13, 2016 travel section. Check out the story on JSONline.com [here](#).

- The **Daily Journal** ran a story headlined “The Play is the Thing in Door County” in their Saturday March 19, 2016 issue that highlighted some of Door County’s performing arts. Check out the online version of the story on Daily-Journal.com [here](#).
- The **Milwaukee Journal Sentinel** ran a story headlined “Al Johnson’s Swedish Pancakes, Goats a Staple in Sister Bay” in their Sunday April 3, 2016 travel section. Check out the online version of the story on JSOnline.com [here](#).
- The **Chicago Tribune** newspaper ran a Door County story headlined “Opening The Door to Solitude” in their Sunday April 3, 2016 travel section. Check out the online version of the story on ChicagoTribune.com [here](#).
- **Trailer Life** magazine ran a story highlighting Door County’s Washington Island in their April 2016 issue. Check out a PDF clipped version of the story [here](#).