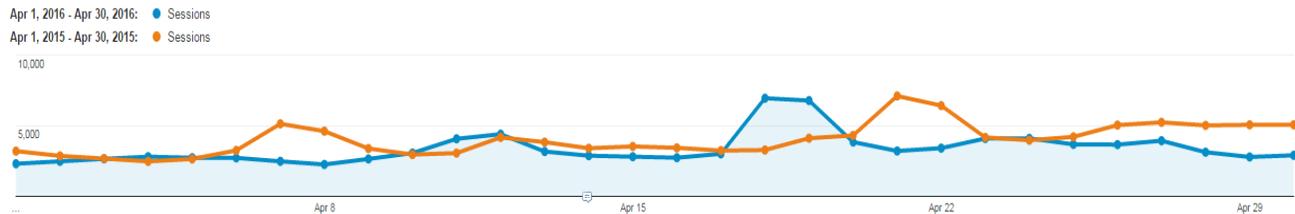




**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
APRIL 2016**

MARKETING & SALES OVERVIEW

Web: While traffic still shows down compared to last year, we saw less of a drop-off in April compared to prior months. Total unique visits were down 11% while organic traffic was down 24%. On a positive note, looking at the web numbers holistically, we are seeing great improvements with Pages Per Session (+17.3%), Average Session Duration (+19.7%), Bounce Rate (-18.61%) and New Sessions (+5.6%).



The Stay section helped close the organic search gap. This observation is reinforced by general improvements in rankings for "lodging" terms where we had traditionally been beaten by sites like Trip Advisor and lately are ranking in the top spot in most cases.

We're also seeing strong mobile performance as well as improvements in our Bing traffic - both of which had been a concern for much of the latter half of 2015. The improved site speed is almost certainly improving our mobile visibility and traffic. The stability over the past couple months helps with indexation and rankings in Bing.

Device Type	Visits	Mobile OS	Visits
Desktop	51,146	iOS	31,900
Mobile	34,319	Android	17,139
Tablet	16,078	Windows	1,138



Our Door County – Run, Bike, Paddle: April marked the fourth month of Our Door County video series. This episode explores Door County's active side and what it means through the eyes of the local residents. May's episode will focus on the value of Tourism and will be the feature video during National Tourism Week. To see the latest episode, go to www.DoorCounty.com/ourdoorcounty.

Sales: Groups: We attended the Midwest Marketplace held in Lake Geneva this month. Overall, the event was very successful having met with roughly 30 qualified tour operators from throughout the Midwest. Door County also had a great showing with four other businesses in attendance. Follow up with these marketplace appointments, 7 general tour requests and 2 church groups was conducted. Meetings: April's mailer focused on reaching out to outdoor rec/sports enthusiasts by utilizing the Run, Bike Paddle-Our Door County video. We also received inquiries from 3 events, 3 meetings, 2 retreats and conducted two hotel rate/availability searches.

EMarketing:

The April email deployed on 4/11 with the remail on 4/15:

- Total monthly newsletters sent for the year 1,979,858 (including new Visitor Guide eBlast and fat bike contest email, but not including any seasonal promotions)
- Sent emails for April 285,196
- 156,040 initial emails sent (without remails)
- Overall delivery rate 99.84%
- Overall open rate 29.88%
- CTR 3.58%
- CTO 11.99%

The Season of Blossoms General eCard deployed on 4/18 with a remail on 4/22:

- Sent emails 282,566
- 157,237 initial emails sent (without remails)
- Overall delivery rate 99.91%
- Overall open rate 35%
- CTR 8.69%
- CTO 24.82%

The Season of Blossoms Partner eCard deployed on 4/26 (no remail):

- Sent emails 29,200
- Overall delivery rate 97.97%
- Overall open rate 46.71%
- CTR 8.47%
- CTO 18.14%

GLOSSARY:

CTR = Unique or Total Clicks divided by Total Delivered

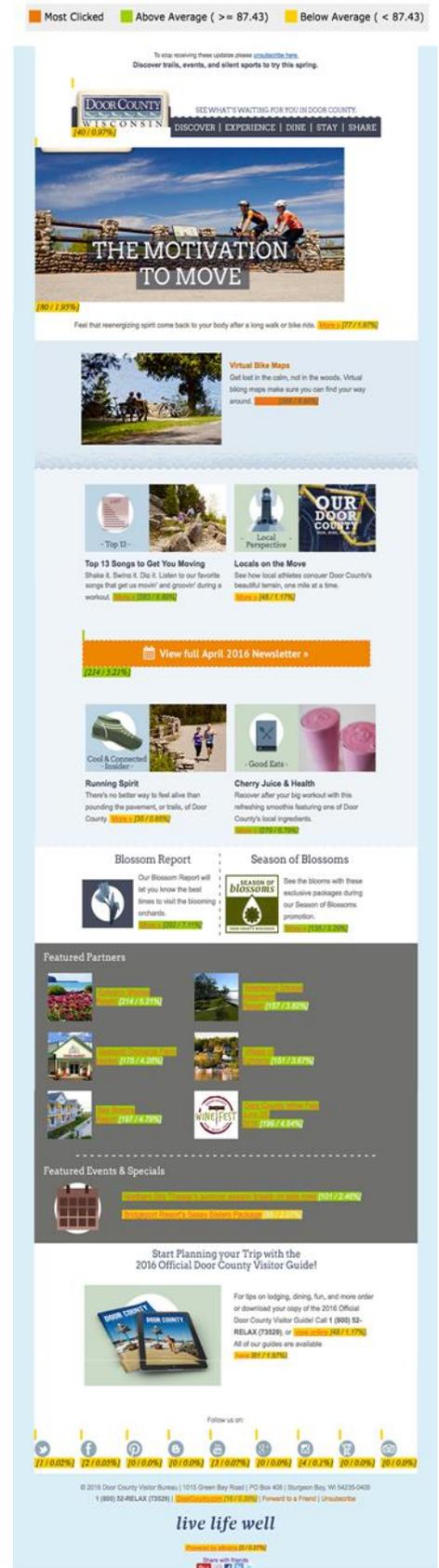
CTO = Unique or Total Clicks divided by Unique or Total Opened

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 April, Visible Intelligence picked up comments referring to Door County on several Facebook pages; a few with a significant fan base (The Gazette, Cracker Barrel Old Country Store and Chevrolet Cruze). Facebook is up to 75,334 followers and April friend impressions referring to our page was 3.1 million. Twitter currently has 4,588 followers that brought us 3.8 million impressions.

Media: In April we started our outdoor digital billboards in Milwaukee and print insert in Midwest Living. Combined with our social advertising, TripAdvisor, WI Tourism Travel Guide, and Beloit Visitor Center we garnered roughly 2.4 million media impressions.



OTHER MEASUREMENTS

Lobby Traffic: There were 1,537 visitors to the welcome center in April. (Down from 1,922 visitors in April 2015)

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for April 2016 were 9,755 (6,942 hard copy & 2,843 online) vs 6,298 in April 2015. The hard copy increase can be contributed to the "Send me a guide" option on the enter to win a fat bike promotion.

COMMUNICATIONS & PUBLIC RELATIONS

- 7 articles were reported as a result of our media marketing program and reached a total of 24,274,037 readers/listeners/viewers for April. A few highlights of media outlets that ran Door County stories included The Chicago Tribune, Coastal Living, Coastal Living online and the Sun-Sentinel online. View all articles from the program via our Google Drive folder at <http://tinyurl.com/l6ym2mc>.
- We broke the \$15 million in AVE mark last month! Since our media marketing program began, the program has generated \$15,085,330 worth of earned media coverage for Door County, including \$186,717 in April.
- The return on investment for our media marketing program to date is 886%. For every dollar we've spent, we've gotten back \$8.86 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 22 journalists/media outlets in April by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Men's Journal, Redbook, Discover America (print guides), 1380 WBEL, Milwaukee Journal Sentinel, Marinalife Magazine, Livin' Large (a Lifetime TV Network reality show).
- Distributed 1 national media release via wire about our Season of Blossoms promotion and 2 regional media releases about our new Capture Door County book and tourism numbers for 2015.
- Views of DCVB produced videos across all online platforms totaled 44,323 in April. 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 545% over April of 2015.
- Capture Door County – the second photo book from the contest, titled *Seasons Behind The Door*, was released on April 25, 2016. A PR campaign was launched to promote the book and wholesale order information was sent to members via our industry e-newsletter two different times in April.
- National Travel & Tourism Week materials were finalized and included a number of messages targeted at the local community to showcase the importance of tourism to Door County. An 8-page "[Power of Tourism](#)" piece was produced as was a [2-page fact sheet](#) on the economic impact of tourism in Door County. A media release was distributed and other online, broadcast and print media messaging was placed with member outlets to help spread the word on the importance of tourism.

Recent Media Hits

- The *Milwaukee Journal Sentinel* newspaper ran a feature story about parks in Door County in the Sunday April 24, 2016 issue. Journalist Chelsey Lewis talked about some of the lesser visited parks in the county and the opportunities they can offer. Check out the online version of the story [here](#).
- *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 the online version of the story from MotorHome.com [here](#).
- The *Discover Wisconsin* TV show featured Door County in an episode titled "Made in Door County" that premiered the weekend of April 9-10, 2016 throughout the Midwest. The full "Made in Door County" episode is available to watch online on Discover Wisconsin's site [here](#).
- Coastal Living magazine included a feature on Sturgeon Bay in their May 2016 issue as part of their annual "America's Happiest Seaside Towns" contest. Check out an online version of the story [here](#).