



## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY May 2016

### MARKETING & SALES OVERVIEW

**Web:** Organic traffic in May was up 42% compared to the previous 42 days. While we expect sharp seasonal growth month over month, that shift far outpaced the site wide total increase of 23%. Mobile has also shown spectacular growth outpacing desktop for the first time by 11%.



**Our Door County – Destination Door:** The 5<sup>th</sup> episode of Our Door County video series also doubled as our power of tourism video. The spot gives an inside look through the eyes of locals and explores what tourism means to county residents, seasonal residents, visitors and the businesses and charities that exist in Door County, set against the backdrop of Door County's breathtaking scenery. It has brought nearly 1,000 views through YouTube and 13,394 through Facebook. June will focus family roots in Door County. To view May's video go to <https://www.youtube.com/watch?v=sGOqG1bPMrl>

**EMarketing:** The May email deployed between 5/13 with a remail on 5/17. Total monthly newsletters sent for the year 1,2,271,959 (Including VG and fat bike email but not seasonal promotions). Sent emails in May 292,101, Overall delivery rate 99.88%, overall open rate 30.54%, CTR 4.18%, CTO 13.69%. Top five clicked items were: Tall Ship Festival article, Traditional Belgian Gallettes, Top Historic Places to See, Discovery of Door County and View full newsletter link.

#### 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*

**Sales:** Groups: On May 17<sup>th</sup>, Circle WI held its annual strategic planning meeting with the board of directors. Laura attended as a board member to help brainstorm ways to position WI as a premier group tour destination. We are gearing up for the Travel Alliance Partner Conference being held in Duluth, MN June 5-9. The DCVB, along with 5 other WI businesses/organizations will meet with 30 qualified tour operators. Group Inquiries for May included - 5 General Tours, 1 Senior Center and a Mailer to 53 Circle WI leads. Meetings: Inquiries included - 3 Association Annual Meetings, 2 Business Retreats, 1 RV Club, 1 Car Club, 2 Reunions, 25 Weddings, Silent Sports Mailer to 120 clubs/groups.

The screenshot displays the Door County website interface. At the top, it says "SEE WHAT'S WAITING FOR YOU IN DOOR COUNTY" with navigation links: DISCOVER | EXPERIENCE | DINE | STAY | SHARE. The main banner features a lake scene with a person in a yellow kayak and the text "LIFE IS making history." Below this, there are several article teasers: "The Discovery of Door County", "Top Historic Places to See", "Traditional Belgian Gallettes", "Lake to Table: The Flaxing Industry", "Blossom Report", and "Season of Blossoms". A "Featured Partners" section lists local businesses like "Alpine Resort & Golf at Long Harbor" and "Somerset Inn & Suites". At the bottom, there's a "Featured Events & Specials" section and a call to action: "Start Planning your Trip with the 2016 Official Door County Visitor Guide!".

**Social:** In May, Visible Intelligence picked up comments referring to Door County on several Facebook pages; a few with a significant fan base (TreeHugger, Real Simple and National Audubon Society). Facebook is up to 76,514 followers vs 65,210 followers in May of 2015. May friend impressions referring to our page was 7.5 million. Twitter currently has 4,661 followers that brought us 5.7 million impressions. Instagram has grown tenfold since 2015 with 9,387 followers vs 2,928 the same time last year, it is also joined the ranks in the top 20 referrers to the site.

**Media:** Our big media push is underway and we are seeing some great results. In just 3 weeks we saw nearly 4,000 visitor guide requests come in from the Comcast Chicago RFI buy and the use of video in our YouTube ads has increased video consumption to 159,171 vs 13,319 the same time last year. Between our digital ads, out of home, print, social and TV buys we garnered 8.9 million impressions in May. **PPC:** For May, Paid Search efforts through Adwords and Bing delivered 14,312 Web Visitors through 109,369 Impressions for a Web Visitor Rate of 13% with 66,551 Engagements for an Engagement Rate of 61%. Of the Web Visitors, 2,085 (15%) came from Lodging terms.

## OTHER MEASUREMENTS

**Lobby Traffic:** There were 4,249 visitors to the welcome center in May. (Down from 4,821 visitors in May 2015)

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for May 2016 were 9,364 (5,295 hard copy & 4,072 online) vs 6,712 in May 2015.

## COMMUNICATIONS & PUBLIC RELATIONS

- 9 articles were reported as a result of our media marketing program and reached a total of 16,899,042 readers/listeners/viewers for May. A few highlights of media outlets that ran Door County stories included Milwaukee Journal Sentinel, Wisconsin Gazette, Country Extra Magazine and Glimmer 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 \$15,382,318 worth of earned media coverage for Door County, including \$296,988 in May.
- The return on investment for our media marketing program to date is 895%. For every dollar we've spent, we've gotten back \$8.95 worth of media coverage measured in terms of ad value equivalency.
- We welcomed 12 journalists to Door County on a spring themed press trip May 19-22. The weather was absolutely gorgeous and the cherry blossoms were at their finest!
- We have five scheduled group editorial press trips with Geiger & Associates remaining this year including an 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 34 journalists/media outlets in May 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 magazine, FOX 11 WLUK, NBC 26 WGBA, Midwest Features Syndicate, Chicago Tribune, TravelWisconsin.com, NBC 4 WTMJ and FOX 32 WFLD.
- In May we distributed a regional media release [recapping the winners](#) from our National Tourism Week breakfast event and distributed a [national release](#) about our Trail Genius initiative.
- Views of DCVB produced videos across all online platforms totaled 159,171 in May. 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. This total includes a new YouTube ad campaign that started in May which drove 105,619 (66% of our monthly total) video views.
- National Travel & Tourism Week materials were distributed 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 just before National Travel & Tourism Week began and other online, broadcast and print media messaging was placed with member outlets to help spread the word on the importance of tourism.

- Conducted phone, then in-person interviews for the Communications & PR Manager position. Had some great candidates apply, and ultimately offered the job (and she accepted) to Jennifer Rogers, CTA. Her DCVB career is scheduled to begin on June 20, 2016.

#### **Recent Media Hits**

- Door County was included in a travel story headlined “Truly Worth-It Girlfriend Getaways” in the June 2016 issue of **Redbook**. The magazine is available on newsstands nationwide.
- The **Milwaukee Journal Sentinel** ran an extensive feature story on Rock Island State Park in their Sunday May 22, 2016 travel section. Check out the online version of the story [here](#).
- **Experience Wisconsin** magazine included a 2-page feature on Door County’s iconic fish boils in their Spring/Summer 2016 issue. Check out the story on pages 16-17 in the online version of the magazine [here](#).
- **WTMJ NBC 4** in Milwaukee featured Door County in a segment of their morning news program on Sunday May 22, 2016. Watch the clip and see the story on TMJ4.com [here](#).
- **FOX 32 WFLD** in Chicago featured Door County and highlighted local foods during an in-studio interview on their morning news show Friday May 27, 2016. Watch the online version of the clip [here](#).