



## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY JUNE 2016

### MARKETING & SALES OVERVIEW

**Web:** In June we saw fairly flat overall performance compared to 2015 with a 0.25% decrease in unique visitors. For organic specifically, we saw a majority of visits coming in via the home page, events page and the Stay section. In addition to cabins, we're also seeing a lot of popularity among the "Pets Allowed" section. This page has performed well for several months, but it's good to see that continue as the state is promoting pet-friendly vacations this summer. Beyond that, we're continuing to focus on meta data cleanup across the blog and other pages of the site with lower visibility. We'll keep working those updates in while also planning for Fall-centric optimizations.



**Our Door County – Family Made:** The 6<sup>th</sup> episode of Our Door County video explores local family business through the generations. It has brought nearly 1,478 views through YouTube and reached 17,807 through Facebook. July will focus on the history and exploration of our shipwrecks.

[https://www.youtube.com/watch?v=skaP0Z5IS\\_8](https://www.youtube.com/watch?v=skaP0Z5IS_8)

**EMarketing:** The May email deployed between 6/15 with a remail on 6/17. Total monthly newsletters sent for the year 2,889,540 (Including VG and fat bike email but not seasonal promotions). Sent emails in June 308,997, Overall delivery rate 99.90%, overall open rate 29.73%, CTR 3.37%, CTO 11.34%. Top five clicked items were: Cherry Report, Ice Cream Stops, Top Family Must Do's, View Full newsletter and Family Vacations.

We also sent out an enter to win blast that highlighted the Our Door County series. That too saw great open rates of 29.73% and CTO 13.16%. The contest will run until the end of the month and in the first week we received over 400 entries with photos and stories.

**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:** June 5<sup>th</sup> – 9<sup>th</sup>, Laura attended the Travel Alliance Partner (TAP) Conference in Duluth, MN. There were 30 qualified tour operators with which we had 25 minute appointments throughout the four days. Also, Jack attended the IPW Conference in New Orleans in June and met with nearly 50 tour planners. We received inquiries from 1 Bank Group, 7 General Groups and conducted 1 Meet and Greet service.

**Meetings:** Inquiries included - 1 Car Club, 1 Camp/Music Retreat, 1 Family Reunion, 11 Weddings

**Social:** In June, Visible Intelligence picked up comments referring to Door County on several Facebook pages with a significant fan base (Travelocity, Uber, Weight Watchers, The Knot and Auto Alliance). Facebook is up to 77,584 follower's vs 66,304 followers in June of 2015. June friend impressions referring to our page was 6,384,304 million. Twitter currently has 4,760 followers that brought us 8.9 million impressions. Instagram has grown tenfold since 2015 with 11,533 follower's vs 3,370 the same time last year.

**Media:** Between our digital ads, out of home, print, social and TV buys we garnered 7,792,796 million impressions in June. **PPC:** For June, Paid Search efforts through Adwords and Bing delivered 5,161 Web Visitors through 42,271 Impressions for a Web Visitor Rate of 12% with 21,676 Engagements for an Engagement Rate of 51%. Of the Web Visitors 30% came from Lodging terms.

**OTHER MEASUREMENTS**

**Lobby Traffic:** There were 6,941 visitors to the welcome center in June. (Down from 7,129 visitors in June 2015)

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for June 2016 were 8,571 (3,315 hard copy & 3,899 online) vs 6,318 in June 2015.

**COMMUNICATIONS & PUBLIC RELATIONS**

- 9 articles were reported as a result of our media marketing program and reached a total of 31,660,644 readers/listeners/viewers for June. A few highlights of media outlets that ran Door County stories included AAA Living Wisconsin, Atlanta Journal Constitution online, Parade online, Chattanooga Pulse, Examiner online and Taste of Home 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 \$15,469,606 worth of earned media coverage for Door County, including \$87,288 in June.
- The return on investment for our media marketing program to date is 893%. For every dollar we've spent, we've gotten back \$8.93 worth of media coverage measured in terms of ad value equivalency.
- We welcomed 5 journalists to Door County on a lighthouses themed press trip June 16-19 and we welcomed 11 journalists on a summer themed trip June 20-24. Thank you to all of our partners who welcomed journalists!
- We have three scheduled group editorial press trips with Geiger & Associates remaining this year including an 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 37 journalists/media outlets in June by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included AAA Living, Northwest Quarterly magazine, BRAVA Magazine, Wisconsin Fun Times, Wisconsin Journeys, FOX 11 WLWK, Hoffman Media, and TV stations in Madison, Milwaukee & Rockford.
- Views of DCVB produced videos across all online platforms totaled 103,794 in June. 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 also includes a continued YouTube ad campaign that drove 61,470 (59% of our monthly total) video views.

- Jen Rogers began her new career at the Door County Visitor Bureau on June 20, 2016 as our Communications & PR Manager. This new position will be working on communications & PR projects 80-85% of the time and administrative duties the remaining 15-20% of the time. Administrative duties will primarily include working on Board related items as well as any projects for the president/CEO. Jen is a proud CTA (she took the class in June of 2015) and has a degree from UWGB in communications with an emphasis in PR and electronic media. She has deep family roots in Door County and is very excited to join our team.

#### **Recent Media Hits & Other Notes**

- Wisconsin Public Television's popular program Wisconsin Hometown Stories featured an episode all about Door County that premiered on WPT June 24, 2016. Watch the complete episode online from WPT [here](#).
- Door County's famous cherries were mentioned in a story about Wisconsin's culinary and beer heritage on HuffingtonPost.com. Check out the complete story online [here](#).
- WLUK FOX 11's morning show reporter Lauren Kalil was in Door County on June 29, 2016 to shoot four live segments in and around Sturgeon Bay. Watch the segments from the Good Day Wisconsin program on Fox11Online.com [here](#).
- Travel journalist Jeff Game talked up Door County's music scene and other hot spots in an article that was published on Examiner.com. Check out the story [here](#).
- Wisconsin Secretary of Tourism Stephanie Klett talked about Door County on two separate radio interviews on WTMJ AM 620 last month. Listen to the first interview from WTMJ [here](#) where she talks about Washington and Rock Island (begins around the 3:16 mark) and the second interview from WTMJ [here](#) where she talked about Schoolhouse Beach on Washington Island (begins around the 3:00 mark).
- The Wall Street Journal is scheduled to run a story about Door County sometime the week of July 11. They had journalists and photographers here working on the story in June.
- Peter Greenberg is scheduled to record an upcoming episode of his syndicated radio show, Peter Greenberg Worldwide, from Door County on Tuesday July 26. Air times will be shared at a later date.