



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

MARKETING & SALES OVERVIEW



Savor Door County – To compliment the So Delicious So Door County seasonal promotion we created 20 recipe shorts all using locally grown or made products. The video's open with the local ingredient and is then followed by a sped up version of a chef making the recipe. To see the first round of videos, visit www.DoorCounty.com/savordoortcounty

Web: We continued a positive trend with a 4.7% increase in unique visitors and a 0.3% increase in organic search traffic. We saw our biggest gain YOY in Organic search visits via mobile devices, increased about 17.5% compared to last year. The overall site performance improvements YOY helped lead to Organic showing a 6% bounce rate improvement and gains in pages/session, visit duration and goal conversion rate.

Chicago remains our primary geographic area visiting our site (44%) and the top visited pages were the homepage, stay, events, hotel/motel/inn, experience, and family fun. Organic search was the top source to the site and direct traffic (those going to DoorCounty.com directly) came in second. Mobile again increased with 103,485 visiting the site via mobile & tablet while desktop brought 84,388 visits. We will continue to optimize the site for mobile as it has become the more utilized device for the site.

EMarketing: The July email deployed between 8/16 with a remail on 8/19. Total monthly newsletters sent for the year 3,578,680 (Including VG and fat bike email but not seasonal promotions). Sent emails in August 364,339, Overall delivery rate 99.83%, overall open rate 26.95%, CTR 2.71%, CTO 10.05%. Top five clicked items were: 8 Unique Beer & Cocktail Experiences, SDSD, Full Newsletter, Catch a Beat & a Breeze, and Explore the Waters.

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

Groups Sales: In August we were in contact with 2 bank travel groups, 9 general tour groups, conducted 3 meet and greets sent a monthly eBlast to 101 tour qualified tour operators and reached out to 85 tour operators interested in faith-based tours.

Meeting/Event Sales: We received inquiries for 2 family reunions, 1 RFP for an annual meeting, 9 weddings and 1 car club. A mailer was sent to 76 photography clubs throughout the Midwest to take advantage of photo ops this fall.

Social: In July, Visible Intelligence picked up comments referring to Door County on several Facebook pages with a significant fan base (Carmex, Nissan, Berkeley Running Company, Hallmark). Facebook is up to 82,391 follower's vs 69,018 followers in August of 2015. July friend impressions referring to our page was just over 20 million. Facebook Video views reached nearly 78k. Twitter currently has 4,955 followers that brought us 6.5 million impressions. Instagram has grown tenfold since 2015 with 14,512 follower's vs 4,128 the same time last year.

Media: Between our digital ads, out of home, print, and social we garnered 5.1 million impressions in August. **PPC:** For August, we added additional dollars to our PPC buy to beef up visits to the site. The buy delivered 8,939 Visitors through 62,942 Impressions for a 14% Visitor Rate, and 42,460 Engagements for an Engagement Rate of 67%. Of the Site Visitors, 1,047 (12%) came from Accommodation Terms

OTHER MEASUREMENTS

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for August 2016 were (TBD hard copy & 4,741 online) vs TBD in August 2015.

COMMUNICATIONS & PUBLIC RELATIONS

- 22 articles were reported as a result of our media marketing program and reached a total of 36,910,747 readers/listeners/viewers for August. A few highlights of media outlets that ran Door County stories included Fido Friendly magazine, Kenosha News, Wausau Daily Herald, Post-Bulletin, The Daily Journal, AARP online, Minnesota Good Age magazine, Travel + Leisure online, St. Louis Homes & Lifestyles Magazine and the Chicago Tribune and Chicago Tribune 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 \$15,845,911 worth of earned media coverage for Door County, including \$242,453 in August.
- The return on investment for our media marketing program to date is 899%. For every dollar we've spent, we've gotten back \$8.99 worth of media coverage measured in terms of ad value equivalency.
- We welcomed 13 journalists to Door County on an outdoor recreation themed press trip August 23-26.
- We have two scheduled group editorial press trips with Geiger & Associates remaining this year including an arts & culture themed trip September 12-15 and a fall themed trip October 17-21.
- DCVB media assistance was provided to 24 journalists/media outlets in August 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 online, TravelWisconsin.com, Canadian World-Traveler, USA Today, Chicago Tribune, OnMilwaukee.com, WFRV CBS 5, Wisconsin Public Television, Milwaukee Public Television, Group Tour Magazine and KMOX radio in St. Louis.
- Put together two individual press trips for journalists on assignment for OnMilwaukee.com and the Chicago Tribune.
- Views of DCVB produced videos across all online platforms totaled 200,640 in August. This total includes videos from the Our Door County series, Explore The Door series, Savor Door County series, Facebook Live, aerial highlight video, TV ads, etc. that are hosted on video portals which currently include YouTube, Vimeo and Facebook. These were all organic views and represented the biggest month we've ever had in terms of video content views in a month.

Recent Media Hit Highlights

- Door County spokesperson Jon Jarosh talked about Door County during the Charlie Brennan Show's Travel Tuesday segment on KMOX radio in St. Louis on August 2. Listen to the interview online [here](#) (scroll down to Tuesday August 2).
- *Local 5 Live*, a TV show that airs weekdays from 9-10 AM on WFRV CBS 5, was broadcast live from the shores of Door County on Friday August 5, 2016. Check out several clips from the show featuring a variety of Door County interviews on WeAreGreenBay.com [here](#).
- Destination Door County was highlighted in a lengthy feature story in the August 2016 issue of *Western New Family Magazine*. Check out the story in the digital issue online [here](#).
- Door County's Peninsula State Park was included in a *Chicago Tribune* story headlined "3 Midwest State Parks Make for Colorful Autumn Escape" that ran in the Sunday August 21, 2016 travel section of the newspaper. Check out the online version of the story on ChicagoTribune.com [here](#).
- *Bassmaster.com* published an article about Door County Fish Boils on August 20, 2016. View the story online [here](#).
- *OnMilwaukee.com* Publisher Andy Tarnoff wrote about a recent Door County trip he took in a story that posted on August 22, 2016. View the story online [here](#).