



MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY NOVEMBER 2016

MARKETING & SALES OVERVIEW



Our Door County- Winter in Door

The new Our Door County Videos launched in late November. Winter in Door explores how residents embrace the slower pace of the season and how they find plenty of ways to stay busy during the shoulder season. To date this video has outperformed all the others in the series. To view the new video and more go to:

www.DoorCounty.com/savordoorcounty

Web: We again saw positive trends in November with 18% more organic search visits and 8.7% more overall users vs the previous year. We've now seen five straight months of gains in organic search traffic. We're also once again showing very strong gains in Google Mobile traffic, which is up 45%. This far outpaces nationwide increases in mobile adoption and again is largely due to the site loading much faster on mobile devices compared to last year. So far seasonal traffic is looking strong compared to last year. The Fall landing page had more than double the organic visits compared to 2015. The winter page is already receiving a lot of attention and has over 60% more visits than 2015.

EMarketing: The November email deployed 11/11 with a re-mail on 11/14. Total monthly newsletters sent for the year 4,669,559 (Including VG and fat bike email and mid-summer promo but not seasonal promotions). Sent emails in November 364,584. Overall delivery rate 99.84%, overall open rate 22.19%, CTR 1.66%, CTO 7.5%. Top five clicked items were: Holiday Lights, Savor: Corn Chowder, Full Nov Newsletter, Holiday Highlights, Live Life Well Header.

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 November, we worked with 5 general group tours, 1 senior center group and sent an eNewsletter to 100 tour operators (Featuring the newest Our Door County – The Music Makers)

Meeting/Event Sales: We received inquiries from 2 annual meetings and 5 Weddings, conducted 1 hotel search and emailed wedding info to 207 leads received from the Mad City Bridal Show in Madison.

Social: Facebook is up to 86,950 follower's vs 72,130 followers in November of 2015. November friend impressions referring to our page was just over 19.5 million. Facebook Video views reaching over 40k with the most coming from the new Our Door County Winter in Door episode. Twitter currently has 5,086 followers that brought us 1.6 million impressions. Instagram has grown to 18,292 follower's vs 5,163 the same time last year.

Media: Between our digital ads, out of home, print, and social we garnered 746,000 impressions in November.

PPC: For November, Paid Search efforts through AdWords delivered 831 Web Visitors through 6,592 Impressions for a Web Visitor Rate of 12.61% with 2,800 Engagements for an Engagement Rate of 43%. Of the Paid Web Visitors, 297 (36%) came from Lodging related terms.

OTHER MEASUREMENTS

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for November 2016 were 460 (0 hard copy & 460 online) vs 985 in November of last year. Online winter guide visits were 1,315. The 2017 Visitor Guide has been sent to press and will be available for distribution the first week in January. There are roughly 450 books left at the DCVB and requests have been shifted to the 2017 guide and the Winter Guide. Sunshine House is only sending winter guides and is out of VG inventory.

COMMUNICATIONS & PUBLIC RELATIONS

- 24 articles were reported from our media marketing program efforts in November and reached a total of 16,580,936 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included Metro News Calgary, AAA Living, Des Moines Register online, St. Louis Post-Dispatch online and Group Tour 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 \$16,410,519 worth of earned media coverage for Door County, including \$163,845 in November.
- The return on investment for our media marketing program to date is 908%. For every dollar we've spent, we've gotten back \$9.08 worth of media coverage measured in terms of ad value equivalency.
- DCVB media assistance was provided to 10 journalists/media outlets in November by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included KFIZ radio in Fon du Lac, WMAQ NBC 5 in Chicago, Moon Wisconsin and Moon Door County Travel Handbooks, Food Republic and Restaurant Startup and Growth Magazine. We also sent out 2 press releases to local and regional media outlets.
- Views of DCVB produced videos across all online platforms totaled 46,546 in November. 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 include our YouTube channels, Vimeo and Facebook.
- The DCVB is partnering with 8 local tourism organizations to collect new and gently used coats, scarves, hats, mittens, and other warm clothing as part of the Wisconsin Department of Tourism's "[Big Bundle Up](#)" donation campaign. The campaign runs until January 2, 2017. All items collected locally will be donated throughout the county. For more information and to view local drop off locations, click [here](#).
- The DCVB won a Tourism Trailblazer Award from the Wisconsin Association of Convention and Visitors Bureaus (WACVB) on 11/4/2016 at the organization's annual fall tourism conference. The award was in the Outstanding Partnerships category for our Capture Door County *Seasons Behind The Door* photo book initiative, which included an online photo contest that generated over 24,000 photo entries. More than 120,000 votes were cast to help select the 232 photos that were ultimately selected for inclusion in the fine-art Door County photography book, which was released in April, 2017. The WACVB presents these awards each year in an effort to increase the visibility of Wisconsin's tourism industry and destination marketing organizations. For more information, check out a press release about the award announcement [here](#).

Recent Media Hit Highlights

- *The Oklahoman* out of Oklahoma City included a feature travel story about Door County in their Sunday December 4, 2016 issue. Check out the online version of the story headlined "Door County, Wisconsin hangs out welcome sign" on NewsOK.com [here](#).
- Door County was highlighted in a "one tank trip" travel feature in the *Northwest Indiana Times* newspaper's travel section on Sunday November 20, 2016. Check out the online version of travel-journalist Christine Bryant's winter-themed story at NWITimes.com [here](#).

Recent Media Hit Highlights continued

- Door County was included in a story titled “50 Most Scenic Drives Across The Country” that ran on RoadAndTrack.com and posted on 11/7/2016. Check out Door County’s mention in the story by journalist Nancy Rones [here](#).
- [Food Republic](#) correspondent Chris Chamberlain published a story about Door County’s iconic fish boils on November 21, 2016. Check out the online story on FoodRepublic.com [here](#).
- Door County was included in a *Wisconsin Public Television* program titled “Wisconsin Winter From The Air” that premiered on WPT on November 30, 2016. Watch the entire show online at wpt.org.com [here](#).