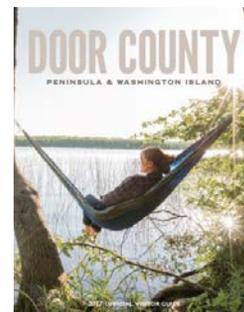


MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY DECEMBER 2016

MARKETING & SALES OVERVIEW

Publications: The new 2017 Visitor Guide is now available and is currently being distributed by Paper Boy. This year we printed 240,000 copies and again have the guide available online that includes direct links and videos.



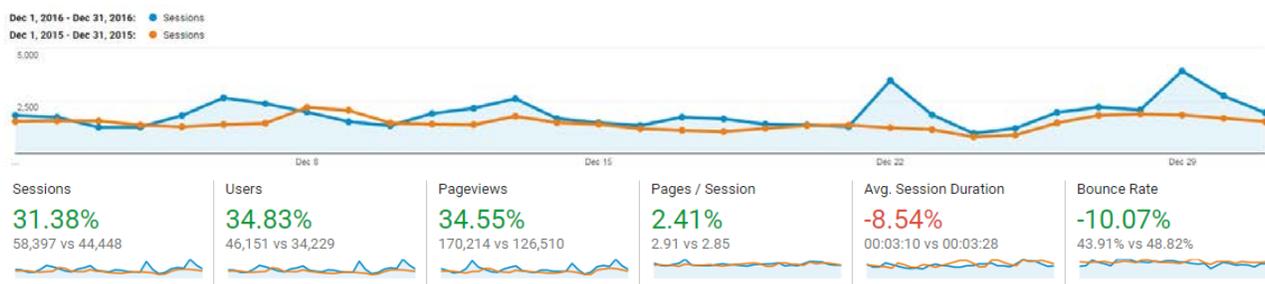
360 Video: This week we will be rolling out our 360 video series. They can be viewed on a desktop, mobile or with a VR player. They highlight iconic Door County attractions and scenery like climbing Cana Island, experiencing a fish boil, watching a sunrise and visiting places like Cave Point. As they roll out you can view them at www.DoorCounty.com/360



Our Door County- Winter Fun

The new Our Door County Videos launched last week. Winter Fun reveals some of the fun quirky things we do as locals in the winter to pass the time. To view the new video and more go to: www.DoorCounty.com/ourdoorcounty

Web: We saw strong overall performance in December with another month of organic search growth, increasing nearly 12% vs 2015. Overall site traffic increased 31% on nice gains through social and email. The big spikes can be contributed to the Order the New VG blast and remail.



EMarketing: The December email deployed 12/12 with a remail on 12/16. Total monthly newsletters sent for the year 5,031,742 (Including 2016 VG blast and fat bike email and mid-summer promo but not seasonal promotions or 2017 VG blast). Sent emails in December 362,183. Overall delivery rate 99.81%, overall open rate 21.7%, CTR 1.72%, CTO 7.94%. Top five clicked items were: Supper Clubs, 9 ideas for a Romantic Winter Getaway, Our Door County, Maple Cinnamon Apple Sauce and Winter at the Orchard.

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 December, we worked with 3 general group tours, 1 senior center group and sent an eNewsletter to 100 tour operators (Featuring Our Door County – Winter in Door) and another holiday eCard to 127 tour operators.

Meeting/Event Sales: We received 3 RFPs for annual meetings and 3 Wedding inquiries and conducted 1 hotel search .

Social: Facebook is up to 87,199 follower's vs 72,156 followers in December of 2015. December friend impressions referring to our page was 1,228,910. Facebook Video views reaching over 24k with the most coming from the sunset shot NYE and the Cinnamon Apple Savor Recipe. Twitter currently has 5,136 followers that brought us 2.88 million impressions. Instagram has grown to 18,770 follower's vs 5,518 the same time last year.

Media: Between our digital ads, out of home, print, and social we garnered 599,977 impressions in December. This includes social media ads, Beloit Visitor Center recharge stations and WI Tourism & Travel Guide.

PPC: For December, Paid Search efforts through AdWords delivered 477 Web Visitors through 3,999 Impressions for a Web Visitor Rate of 11.93% with 1,421 Engagements for an Engagement Rate of 36%. Of the Paid Web Visitors, 390 (82%) came from Lodging related terms.

OTHER MEASUREMENTS

Visitor Guide: The 2017 Visitor Guide is now being distributed and we are hearing great things about it. Hard copy visitor guide requests and online visitor guide visits (combined total) for December 2016 were 1,427 (402 hard copy & 1,025 online) vs 840 in December of last year. Hard copy Winter Guide visits were 303 and online winter guide visits were 1,368.

COMMUNICATIONS & PUBLIC RELATIONS

- 52 articles were reported from our media marketing program efforts in December and reached a total of 134,684,186 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included Experience Wisconsin, Yahoo News online, Midwest Living, Dallas Morning News online, Road and Track online, Travel + Leisure online, The Oklahoman newspaper, Parade online and Go Escape 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 \$16,693,473 worth of earned media coverage for Door County, including \$282,954 in December.
- The return on investment for our media marketing program to date is 916%. For every dollar we've spent, we've gotten back \$9.16 worth of media coverage measured in terms of ad value equivalency.
- We have seven group editorial press trips scheduled with Geiger & Associates in 2017 including a Winter themed trip January 26-29, Spring themed trip May 18-21, Islands of Door County themed trip June 5-8, Summer themed trip June 19-23, Silent Sports/Health & Wellness themed trip August 22-25, Food & Wine themed trip September 14-17 and a Fall themed trip October 9-12. Our goal in 2017 is to welcome a minimum of 70 journalists to Door County as part of our media marketing program efforts.
- DCVB media assistance was provided to 14 journalists/media outlets in December by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Parade.com, Destination Magazine, Journal & Topics newspapers, Lakeland Boating Magazine, Wisconsin Meetings

and TravelWisconsin.com. We also sent out 2 press releases to local and regional media outlets and hosted an individual travel journalist on an individual press trip December 27-28.

- Views of DCVB produced videos across all online platforms totaled 36,831 in December. 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.

Recent Media Hit Highlights

- Door County was at the top of the list in a recent story titled “The 5 Top Christmas Hideaways in America Revealed” that first posted to *World Property Journal* on Dec. 9, 2016. Check out the story on WorldPropertyJournal.com [here](#).
- Door County’s Cave Point County Park was included in an online story headlined “10 Natural Wonders in Wisconsin that are Absolutely Gorgeous in Winter” that posted in December on DiscoverWisconsin.com. Read it [here](#).
- *Parade.com*, the online home of Parade Magazine, included the Egg Harbor New Year’s Day Parade in an article by Tamra Bolton that posted on Dec. 23, 2016 headlined “How America Celebrates the Holiday Season.” Check out the story on Parade.com [here](#) (scroll down to see the Egg Harbor mention).
- *Travel + Leisure* recently highlighted snowshoeing in Door County at the Ridges Sanctuary in an online story titled “Get Your Thrills in Safe Doses on These Vacations for Adventure Travel Novices.” Check out the story on [travelandleisure.com](#) [here](#).
- The *News-Gazette* (East-Central, Illinois) ran a story in their Sunday January 1, 2017 edition titled **Door County’s Fall Colors** where travel journalist Frank Hosek talked about visiting Door County during the fall season. Check out the online version of the story on [news-gazette.com](#) [here](#).