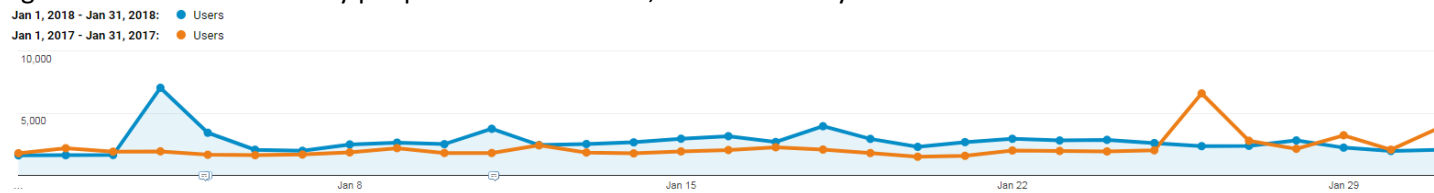


MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY January 2018

MARKETING & SALES OVERVIEW

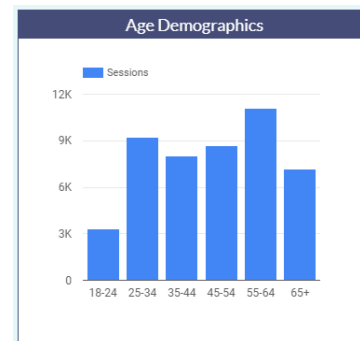
DOORCOUNTY.COM

The site had nearly 93,000 visitors in January, a really strong figure for the middle of the winter and an increase of 22% over Jan '17. It was also about 80% more traffic than we had in November and December. There are a few reasons the spike in traffic – a ton was generated via the email that went out on 1/4 offering a free 2018 Visitor Guide, so it's not surprising that the guide was one of the most-viewed pages last month. We also had a lot of traffic throughout the month, starting 1/8 from Facebook, Instagram and even Twitter that easily beat last year's levels. Mobile was once again the most common way people accessed the site, which will likely remain the case forever now.



Other noteworthy items: After the homepage the Visitor Guide and Nature of Romance saw the most activity on the site followed by Calendar of Events, Social, Stay and the Snow Report. Also for the first time since March of 2017, we saw year-over-year growth in organic traffic to the site. While the increase in organic sessions was a modest 1% its still great to see. The other thing we saw consistently despite a drop in organic traffic during the second half of last year was an increase in pages per session from this group, and that continued in January with a 24% increase. So the organic traffic we're getting is consuming a lot more content than they used to. Top search queries driving organic traffic, as usual, had "Door County" in them. The snow report and snowmobile trails were among other common searches.

Demographics & Geography: We continue to see very consistent numbers when looking at the cities driving the most traffic. Chicago was #1, as it was every month in 2017, and the few cities behind Chicago are largely unchanged: Madison, Milwaukee, Sturgeon Bay, and Green Bay. Just outside the top 5 are Appleton, Minneapolis, De Pere, and Oshkosh. It seems the top age bracket for site visitors switches back and forth between 25-34 and 55-64, and in January it was the latter. Much like overall traffic the number of unique page views was up considerably last month over Jan '17.



E-NEWSLETTER

The January newsletter had great numbers – it was sent out to just under 218,000 recipients, more than any month in 2017. Engagement numbers were strong for mid-winter, with the 21% open rate being the best since October, and also above the 19% open rate in January '17. There was a three-way tie when it came to top content clicked; 36 hours in Door County, 6 ideas for indoor winter fund and the new ask DoCo series which featured What to do in the winter.

SOCIAL MEDIA

Our social media efforts continue to soar into the new year. (See monthly report for details) Our top post was the Explore the Door Live aboard the ferry to Washington Island reaching over 73.9k and garnering 858 Likes and 385 shares. Our blended video efforts between live and produced continue to bring us great engagement. A new initiative we will be starting in February is our SnapChat story. To keep content on our story daily we have partnered with the community coordinators to do take overs each week so our story never ends. They also have the option to do Instagram takeovers during their major events.

MEDIA

January's media buy brought in just over 1.5 million impressions through our participation in the Brand USA International Guide. Facebook and Instagram lead generation campaigns in IL/MN/WI, Facebook and Instagram Nature of Romance push in MKE/GB/APP. The Beloit visitor center and the Wisconsin Tourism Travel Guide. Google Adwords in CHI/MKE/GB/MAD/APP.

Google Adwords increased vs Jan '17 generating 2,988 clicks at an average 4.7% click thru rate (CTR). Cabins ad group generated the most impressions and clicks and had a very high CTR of 7.30%. Hotels and Resorts ad groups CTR are around 1% - however DCVB gets the first organic listing. Also, the ads showing up before DCVB are from online travel agents (OTA's) and local resorts and hotels.

GROUP & MEETING SALES

Groups: In January we attended the American Bus Association Annual Conference. Door County had approximately 40 sales appointments with qualified tour operators throughout the region and country. Overall response was great indicating many just brought a tour or are planning one for 2018/2019. Other groups we worked with include: a YWCA group tour, 3 general group tours and conducted 1 hotel search.

Meetings/Weddings: We received inquiries 1 garden group, 1 Astronomical Society Association, 2 car clubs and 1 yoga/meditation retreat and 3 wedding inquiries. Next month we will begin our first of three paid social ads promoting weddings in Door County.

COMMUNITY OUTREACH & UPDATES

Our new marketing manager has been making her rounds to meet with the different community coordinators. So far all the meetings were extremely productive and our support was welcomed with open arms. Cambria has created a binder of all the good things to know as well as a Google Document (created at the coordinators request) that includes monthly reporting for all communities, coordinator and board contact information, event schedules, grant applications submitted and social calendar.

Updates include: Baileys Harbor has negotiated a contract with the town to receive 40% of the towns 30% for additional tourism promotion setting the bar for the other communities that have to renegotiate every year. Ephraim has hired a new coordinator Lane Sauve and she will be joining us at the Travel & Adventure show in Chicago this year. Sister Bay Advancement Association is pushing for a ½% Premier Resort Tax and will be going to referendum February 20th. Egg Harbor is in the interview process to hire a new coordinator and they are currently moving their welcome center to the old library.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- **13** articles were reported from our media marketing program efforts in January and reached a total of **28,732,589** readers/listeners/viewers. A few media outlets that ran Door County stories during the reported time included Midwest Living, Experience Wisconsin, Daily Herald (IL), Chicago Tribune online, Backpacker online and the World Property Journal. View all articles from the program via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$20,486,478** worth of earned media coverage for Door County, including **\$551,054** in January.
- The return on investment for our media marketing program to date is **1015%**. For every dollar we've spent, we've gotten back **\$10.15** worth of media coverage measured in terms of ad value equivalency.
- We welcomed 9 journalists to Door County for our first press trip of the year with Geiger & Associates Public Relations. The winter themed trip took place January 25-28.
- We have 6 press trips remaining in 2018 as part of our media marketing program with Geiger & Associates, including a spring themed trip in May, a family activities themed trip in June, a summer themed trip in June, a cherry themed trip in July, an outdoor recreation themed trip in August and a fall themed trip in October.
- DCVB media assistance was provided to 13 journalists/media outlets in January by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included the Milwaukee Journal Sentinel, Brand USA, Midwest Living's Best of the Midwest 2018 Travel Guide, FOX 11 and NBC 26. We also sent out 1 national press release and 3 regional press releases in January.
- Put together an individual press trip for travel journalist Kevin Revolinski Jan. 12-13.
- Premiered a new video series called #AskDoCo, which is a fun, short form video series that aims to answer a variety of visitor questions we get on a regular basis. The first episode answered the question "What do you do in the winter?" Future episodes will answer questions like why is that road windy, when will the leaves turn colors and is Washington Island open in the winter? The show is available to watch on our YouTube channel, via Facebook and on DoorCounty.com.
- We continued efforts of producing Explore The Door live video content for our social media channels, including live broadcasts of the winter fleet coming into Sturgeon Bay, aboard the Washington Island ferry ice boat in Death's Door, a wine tasting and a snow report during the big storm we got January 14-15.
- Views of DCVB produced videos across all online platforms totaled **209,008** in January. Organic views were 100% of the total for the month. These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door series, AskDoCo series (which premiered in January 2018), Savor Door County series, Historic Door County series, Facebook Live, aerial highlight video, TV ads, etc. that are hosted on video portals which include our YouTube channels, Vimeo, Facebook along with our own site, DoorCounty.com.



Recent Media Highlights

The January/February 2018 issue of *Midwest Living* had a 2-page story that featured a recipe from chef Janice Thomas at the Savory Spoon Cooking School. The current issue is on newsstands until late February, 2018.

The February 2018 issue of *Natural Awakenings Chicago* included an article about Door County headlined "Winter Comfort Food" by travel journalists Lisa Kivirist and John Ivanko. Check out the online version of the story on nachicago.com [here](#).

The White Gull Inn was featured in a story titled "Top 5 Warm Winter Weekend Getaways Revealed" in *World Property Journal* online. Check out the story [here](#).