



January 2009 Marketing & Communications Update

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January 2009 Marketing/Communications Staff Key Activities

- Held Four Community Brand Culturalization and Community Marketing Fund Meetings
- CTA Five Focus Groups and Two Subject Matter Expert Panel Meetings
- Update Circle Wisconsin profile for 2009 Tour Planner
- Confirm Bank Travel sponsorship and appointments
- Placed ad in Midwest Living
- Fielded eight sales inquiries for tours and reunions
- Worked with the following media outlets to provide Door County images, info and support for Door County based articles, stories and interviews: The St. Ignace News, Wisconsin Trails, AAA Living Magazine, Oshkosh Northwestern, Military Officer magazine, My Midwest Magazine, Great Lakes Scuttlebutt, Association News Magazine, Mad Dog and Merrill Radio Show on 1280 AM WNAM Radio, Midwest Living - Best of the Midwest, Door County Advocate, Great Lakes Cruising Coalition, Boelter + Lincoln / Wisconsin Department of Tourism, Voyageur magazine, Green Bay Press-Gazette, www.SoGoNow.com, Peoria Charter Coach Tours Magazine and The Business News
- Provided assistance to one movie production company that was already working in Door County and one movie production company that was interested in working in Door County



2009 Strategic Conversation Key Measurements

Annual Goal	January	YTD	% to Annual Goal
3,151,000 web visits on DoorCounty.com	120,297 visits	120,297	4%
48 Group Tour Inquiries	7 inquiries	7 inquiries	15%
210 Group Tour Contacts	*		
44 Meeting Planner Inquiries	1 inquiry	1 inquiry	2%
600 Meeting Planner Contacts	*		
125 Certified Tourism Ambassadors	*		
\$825,000 Ad Value Equivalency through Geiger & Associates	\$70,800	\$70,800	9%
\$4,000,000 Ad Value Equivalency as reported by Cision	\$30,151	\$30,151	1%
8,500,000 impressions through Geiger	448,260 impressions	448,260 impressions	5%
58,300 video views of Explore The Door on DoorCounty.com	3,002 views	3,002 views	5%

***This goal has no measurable results at this time.**

GEIGER & ASSOCIATES MEDIA MARKETING UPDATE – JANUARY 2009

- ✓ Including the 11 press tours conducted by Geiger & Associates since July 2007 a total of 164 journalists have visited Door County (as part of a group or individual trips) for the purposes of editorial research.
- ✓ As a result of Geiger & Associates group editorial press tours and media liaison activities on behalf of the Door County Visitor Bureau, 179 articles have been placed in print, radio or online media.
- ✓ These articles have reached an audience of 14,904,459 readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau \$1,124,671.00. Program to date, the Ad Value Equivalency (AVE) represents a **182% ROI**, so for every \$1 we've spent on the program, we've gotten back that original dollar plus \$1.82 in AVE.
- ✓ In-kind contributions from local DCVB industry partners for the 11 group editorial press tours conducted by Geiger & Associates since July 2007 total \$162,134.30. Complimentary airfare Geiger & Associates has arranged to have donated (for all press tours) on behalf of this program totals \$67,600.00. The total amount of in-kind contributions for this program thus far is \$229,734.30 representing costs the DCVB did not incur. Had the DCVB incurred these costs, the ROI would have gone from 182% to 79%.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained so far are:
 - McClatchy-Tribune Newspaper Syndicate, Winter/Spring 2009
 - Northwest Traveler (NWA in-flight), March 2009
 - Wisconsin Trails, March/April 2009
 - AAA Going Places (TN), March/April 2009
 - FabulousTravel.com, FabulousFoods.com, FabulousLiving.com, March/April 2009
 - Connect Marketing Publications (GA), Spring 2009
 - Prime Time for Seniors (CO), Spring 2009
 - Village News/Southwest News (TX), Spring 2009
 - News-Herald (OH), Spring 2009
 - Mature Life Features Syndicate, Spring 2009
 - Southwestern Publications (OK), Spring 2009
 - Odyssey Couleur magazine, Spring 2009
 - Champion Newspaper (GA), Spring 2009
 - Saturday Evening Post, Spring 2009
 - Great Escapes – Chicago by Countryman Press, April 2009
 - Toronto Sun, May 2009
 - AAA Home & Away – Scandinavia in Door County, May 2009
 - AAA Home & Away (IN), May/June 2009
 - Relish (national newspaper insert), July 2009 (two articles)
 - Wisconsin Trails –Segway Tours, July/August 2009
 - Chagrin Valley Times (OH), August/September 2009
 - Memphis Commercial Appeal (TN), 2009
 - Mature Living, 2009
 - Greer Herald (SC), 2009
 - Daily Herald (IL), 2009
 - Macomb Observer and Oakland Observer (MI), 2009
 - Valley Scene Magazine (CA), 2009
 - AAA Home & Away – Scandinavia in Door County, 2009
 - Wildlife Conservation magazine, 2009
 - Old House Interiors, 2009
 - American Fitness Magazine, 2009
 - Timber Home Living, 2009
- ✓ Continued planning and arranging for sponsored airline tickets and complimentary accommodations, meals and activities for the February 26-March 1, 2009 press tour.
- ✓ Determined with the DCVB the dates for the remaining three 2009 press tours – June 21-25, 2009, with optional overnight stay on Washington Island June 26, 2009; October 18-22, 2009; and December 10-13.
- ✓ Sent the newest TZC members a CD with all articles received to date (through January 2009) resulting from the media marketing program.
- ✓ Developed “Geiger Goes Green” memo and began distribution to industry partners (on CD) of current articles resulting from the media marketing program.
- ✓ Geiger & Associates continues to respond on a daily basis to media inquiries for Door County press kits, information, images and copy verification to accompany anticipated editorial coverage.
- ✓ Geiger & Associates continues to obtain copies of publicity resulting from group editorial press tours and media liaison efforts on behalf of the Door County Visitor Bureau, and provide copies of that publicity to the DCVB.



**DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY
January, 2009**

The close of January, 2009 takes us to through the last month of the '08/'09 Online Marketing Contract. Over the course of the contract, we delivered 101,000 new opted-in consumers to the Door County database, created and deployed the Peninsula's Insider Tip communications program, executed a pay-per-click sponsored search component, collected and reported website and search consumer surveys & conversion studies, executed opted-in email newsletter consumer conversion studies, delivered a website assessment, an online audit, created and posted two videos of Door County, delivered a full @Plan/Nielsen assessment and created and managed the welcome auto-responder emails.

FINAL CONTRACT DASHBOARD - Even though not all components have been measured and reported via the Dashboard and many other services and components were a part of the \$450,000 contract, the measured contract items delivered essentially a \$1.58 CPC (cost per click) and a \$7.84 CPM (cost per thousand impressions).

JANUARY '09 TO DATE/CONTRACT FINAL		
	Impressions	Clicks
Insider Tip	2,806,668	98,018
PPC	38,515,290	76,697
Hastings Video Network (HVN)	394,170	5,631
PI*	15,647,032	103,970
Total	57,363,160	284,316

**does not include SEO numbers, nor welcome/auto-responder emails
some impressions and clicks are estimated against a standard search metric

DATABASE – approximately 141,000 records at the end of contract.

WEBSITE VISIT STATS:

January, 2009	Jan-09	Dec-08	% Change	Jan 09/Jan 07	Jan 09/Jan 08	2009 YTD	2008 YTD	% Change
Site visits	120,297	107,298	12%	16%	-31%	120,297	174,415	-31%
Unique visits	36,689	31,185	18%	17%	-6%	36,689	39,055	-6%

WEBSITE VISIT STATS – The January website visits are down YOY 31%; this is likely attributable to the general economy, reduction of consumers spending and travel. Also in January 2008, we were engaged in a PPC campaign and not in January 2009. The deployment of the Visitor Guide promotional email went out in January 2008 and not until February in 2009. This should help increase site visits in February.

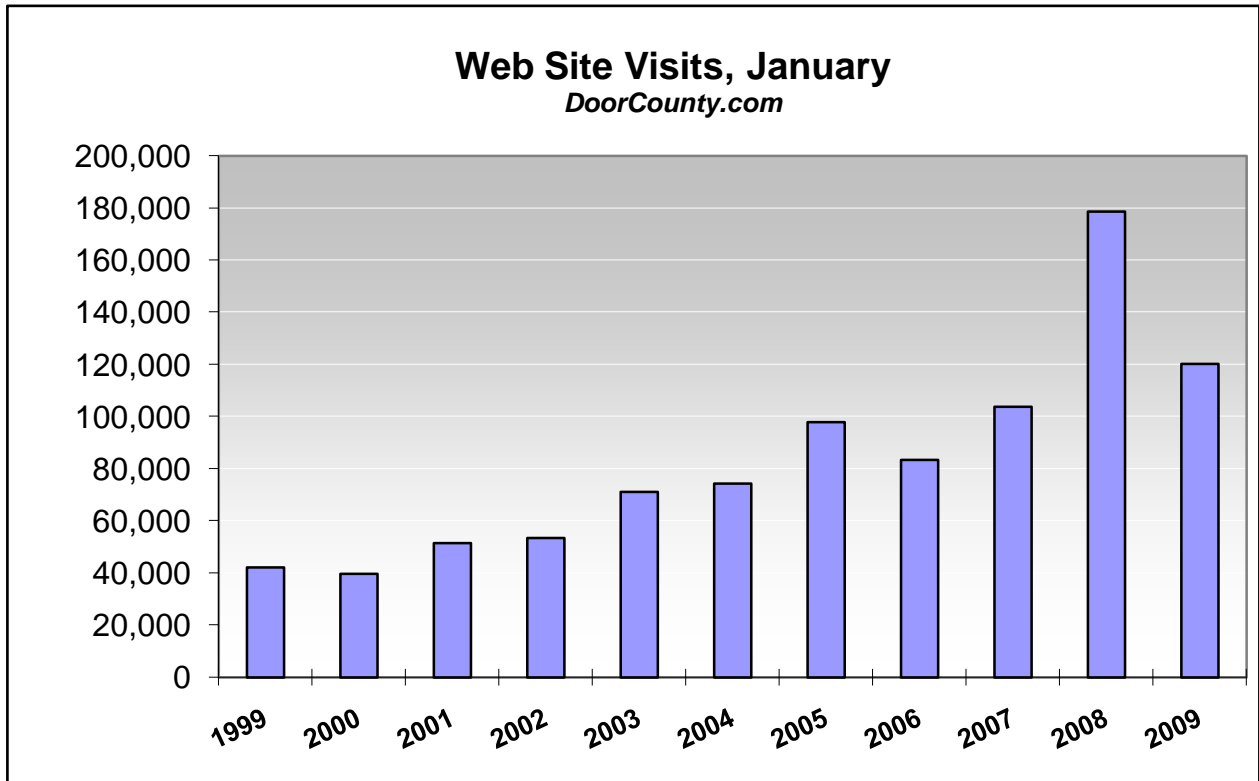
Between the \$9 million dollar economic impact from the Fall '07 PI leads conversion study and the estimated \$37 million from the cumulative PPC visitor economic impact, we have exceeded our \$22 million visitor spending guarantee. Add to that, the \$22 million economic impact from the spring '07 PI leads (different contract) and the still to be completed conversion study of the Spring '08 leads. Though we are not measuring all of the solution components being delivered, the economic impact of the deliverables we are measuring will exceed the guarantee.



Monthly Web Site Visits

*Beginning in September 2002, sessions reflect doorcounty.com and doorcountyvacations.com.
DoorCounty.com redesign went live around 4 PM on May 17, 2006.*

Month	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Jan	42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816	178,573	120,297
Feb	48,205	45,410	49,120	51,463	70,790	65,981	67,857	74,979	92,824	160,761	
March	33,695	59,056	61,063	56,241	80,416	65,816	67,740	102,660	113,408	188,788	
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	109,761	115,601	223,337	
May	42,543	77,526	88,004	86,393	109,573	88,332	116,243	148,685	185,350	270,300	
June	49,959	95,185	102,765	93,826	153,921	104,912	133,497	158,433	211,342	275,813	
July	68,402	118,051	126,759	115,524	218,637	128,884	153,689	183,213	312,647	332,707	
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	179,422	301,311	298,739	
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343	247,470	
Oct	33,845	55,935	66,811	87,003	117,792	72,977	105,599	125,675	235,005	209,754	
Nov	17,530	27,511	33,193	44,555	57,630	40,207	55,882	70,212	142,318	123,734	
Dec	20,314	28,872	31,562	46,887	53,486	53,100	70,049	79,142	134,009	107,298	
TOTAL	512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	2,197,974	2,617,274	



YTD, web site visitor sessions are down 32.6%

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816	178,573	120,297



Info/Statistics for Door County's on-line video travel show

Through January 31, 2009

Some recent statistics about the show

To date, *Explore The Door* web activity has represented **4.05%** of the site's traffic since September 2006, based on site visits.

Explore The Door show episodes were viewed **3,002** times in January, and have been viewed a total of **124,949** times on DoorCounty.com, an average of **4,309** views per month since the show began.

In addition to on-line views, **1,732** episodes of the show were downloaded in January. Lifetime downloads of all show episodes totals **40,928**.

In January, the show received **3,100** views on YouTube. Show segments have been posted on YouTube since October of 2006 and have been viewed a total of **46,428** times.

53 different segments have been filmed and included as part of the **18** episodes of the show that have been produced to date.

The first episode of *Explore The Door* was posted on DoorCounty.com on September 20, 2006.

In addition to the show being available on DoorCounty.com, it is also available through the iTunes music store, through YouTube as mentioned above, through other on-line video sharing sites and via local access TV stations in Door County. Local feedback continues to be very positive.

Show Overview

Explore The Door, a video travel podcast about Door County, was created to highlight for potential visitors the eclectic mix of attractions and activities that can be experienced in Door County. While a majority of DCVB programs act as direct marketing pieces, *Explore The Door* is designed to be an image marketing tool. The program, through audio/visual interaction rather than the static images and text of traditional web sites, is meant to encourage travelers who are researching their vacation options to choose Door County as their travel destination. With increasing traveler consumption of on-line media content, specifically video, it gives Door County an opportunity to influence and persuade potential visitors to choose Door County in a way that had not been available to the DCVB prior to the start of this video travel podcast image marketing initiative. We believe we've been and continue to be ahead of the curve with this initiative, as other destinations around the country are still trying to catch up and implement similar programs for their destinations.

Door County Visitor Center People Traffic

A people counter was installed in DCVB lobby in late April 2006

	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759	n/a*	651					
February	-	676	658						
March	-	989	929						
April	-	529	1,180						
May	3,535	3,313	3,387						
June	5,196	4,826	4,525						
July	8,058	7,596	6,978						
August	7,423	6,902	7,244						
September	6,040	5,076	4,581						
October	5,208	5,075	5,519						
November	1,019	1,035	892						
December	867	693	663						
Total	37,346	37,469	36,556	651					

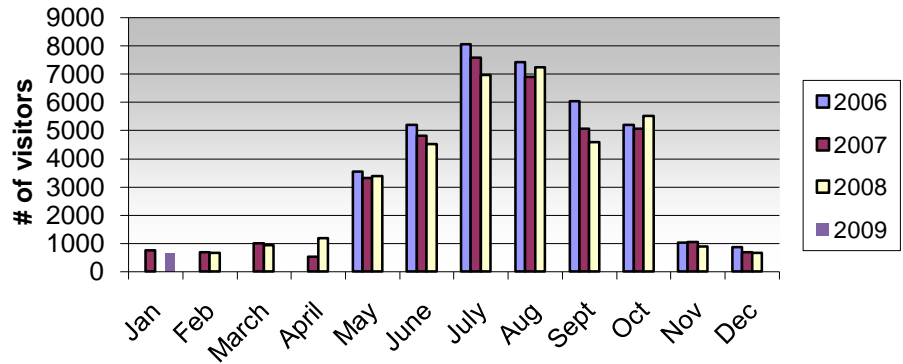
*Due to an equipment malfunction, data is not available for January 2008

YTD Info

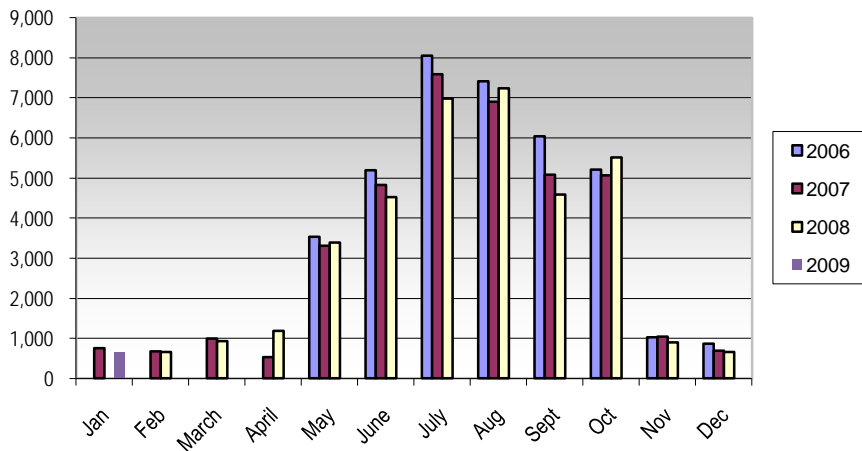
January

Year	# Visitors
2006	0
2007	759
2008	0
2009	651

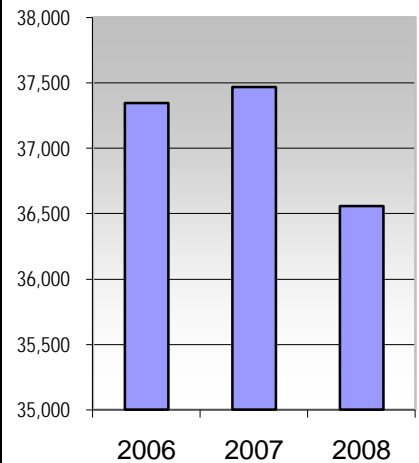
Welcome Center People Traffic by Month



DC Visitor Center People Traffic History, By Month



Annual DC Visitor Center Traffic



Door County 2009 Media Coverage Summary

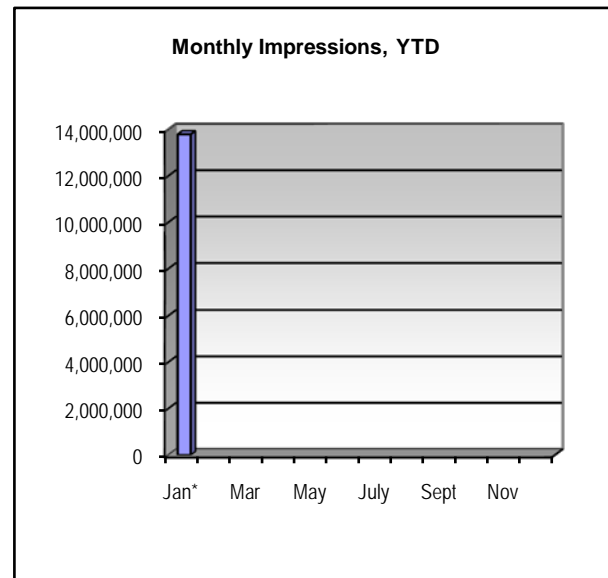
As reported from our Cision Media Monitoring Contract

Ad Value Equivalency

<i>2009 AVE Goal</i>	<i>YTD Goal</i>	<i>YTD Actual</i>	<i>% of Goal</i>
\$4,000,000	\$333,333	\$30,151	1%

Monthly

	Hits	Impressions	AVE
Jan*	89	13,796,095	\$30,151
Feb			
Mar			
April			
May			
June			
July			
Aug			
Sept			
Oct			
Nov			
Dec			
TOTALS	89	13,796,095	\$30,151



Quarterly

	Hits	Impressions	AVE	
1st Quarter*	89	13,796,095	\$30,151	<i>(Jan, Feb, March)</i>
2nd Quarter	0	0	\$0	<i>(April, May, June)</i>
3rd Quarter	0	0	\$0	<i>(July, Aug, Sept)</i>
4th Quarter	0	0	\$0	<i>(Oct, Nov, Dec)</i>
TOTALS	89	13,796,095	\$30,151	

* monthly reporting not yet complete due to 3-4 week lag time in reporting by Cision

GLOSSARY

INTERNET/WEB

SEM=Search Engine Marketing (which includes both SEO & PPC)

SEO=Search Engine Optimization/organic search results

PPC=Pay Per Click

PI* (Per Inquiry) Internet Leads – Validated and opted-in consumers who have signed up to get future communications from Door County from the eBrains proprietary network of internet websites

WVTT=Website Visitor Tracking Technology/website survey

HVN=the Hastings Video Network

Appends (database append or permission append)=attaching email addresses or opted-in permissions to Door County's existing database.

@Plan=online Nielsen research tool

Organic database=email sign-ups that come directly from being on doorcounty.com

PUBLIC RELATIONS

Hits=number of articles found by BurrellesLuce

Impressions=number of estimated people that have seen the content

AVE=Ad Value Equivalency – the amount of money a paid ad would have cost to get the same amount of coverage in the media outlet

***PI – Unabridged explanation:** We place an offer for our tourism client partners on our proprietary PI Internet network, i.e. Click here for information about Vacation Ideas in Door County. The network is host of websites that typically are co-registration in nature in that the consumers are able to request more information about a variety of offers available to consumers. When a prospect clicks on the Door County offer, they are taken to a landing page which provides more information about what will be provided, i.e. Vacation Guide and on-going emails from Door County. eBrains uses a double confirmation process for the PI Internet lead generation, with both a text confirmation email, i.e. Thank you for Your Interest in Door County..." and a follow-up html email with photos / link to the Door County website. Prior to delivering the "opt-in" leads to Door County, all leads are "cleansed" to re-validate the postal address (if applicable) and to re-verify the email address. Door County only pays for the actual leads delivered after this lead cleansing process, which assures that the highest quality leads are delivered.