



# February 2017 Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015</b>	84,622	75,713	94,730	120,683	119,876	185,326	212,189	184,422	149,937	108,034	46,080	44,448	1,426,060
<b>2016</b>	63,405	60,289	80,863	101,543	131,388	173,247	201,583	187,873	172,040	125,824	50,258	58,397	1,406,710
<b>2017</b>	76,277	67,445											143,722
<b>2017 GOAL</b>	64,674	61,495	82,480	103,574	134,016	176,711	205,615	191,630	175,481	128,340	51,263	59,565	1,434,844
<b>% TO GOAL</b>	118%	110%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015</b>	59,255	52,503	65,603	83,227	85,337	125,205	146,355	128,295	108,051	78,766	36,293	34,273	1,003,163
<b>2016</b>	47,221	45,624	60,322	74,077	94,981	124,889	144,329	134,355	123,466	92,667	39,437	46,151	1,027,519
<b>2017</b>	58,595	50,842											109,437
<b>2017 GOAL</b>	48,165	46,536	61,528	75,559	96,881	127,387	147,216	137,042	125,935	94,520	40,226	47,074	1,048,069
<b>% TO GOAL</b>	122%	109%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May *	June	July	August	September	October	November	December	Average
<b>2015</b>	2.91	3.02	3.06	3.03	2.58	4.87	4.75	3.30	3.29	3.14	2.68	2.84	3.29
<b>2016</b>	3.22	3.33	3.46	3.55	3.62	3.62	3.66	3.60	3.30	3.09	2.71	2.91	3.34
<b>2017</b>	3.60	3.70											3.65

\* Google Analytics tracking missing from key pages on site May 2015

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2015</b>	3.44	3.56	4.02	3.49	4.08	4.31	4.35	4.32	4.24	3.56	3.07	3.28	3.81
<b>2016</b>	3.59	3.35	3.47	4.34	4.45	4.58	5.02	4.53	4.15	3.44	3.02	3.10	3.92
<b>2017</b>	3.58	3.41											3.50

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May*	June	July	August	September	October	November	December	Totals
2015	39,024	21,610	43,392	54,501	30,019	87,000	103,550	94,460	75,538	56,316	26,040	22,569	654,019
2016	30,943	31,015	39,684	50,397	69,140	91,729	114,452	103,485	103,174	73,631	26,980	31,466	766,096
2017	38,705	35,937											74,642
* Google Analytics tracking missing from key pages on site May 2015													

DoorCounty.com - Top Ten Most Requested Pages for the Month		
1) /Home	5) /stay/cottage-house	9) /experience
2) Experience/Events	6) /stay/log-cabin-log-house	10)/stay/pets-allowed
3) /stay	7) /stay/hotel-motel-inn	
4) /discover/guides-and-reports/visitor-guide/	8) /newsletter/august-2016/8-uniquely	

DoorCounty.com - Top Ten Sources for the Month		
1) Google/organic	5) yahoo	9) travelwisconsin.com
2) (direct)/(none)	6) Facebook	10) doorcounty.com
3) bing	7) Facebook.com	
4) m.facebook.com	8) Doorcounty	

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	826,778	594,789	839,094	1,204,160	1,097,071	1,201,542	1,286,647	925,223	1,065,510	1,045,703	1,088,533	563,186	11,738,236
2016	994,271	1,014,098	758,324	1,194,643	1,530,365	1,611,401	2,131,033	2,262,757	3,573,818	3,378,374	1,313,169	1,228,910	20,991,163
2017	1,730,644	1,649,293											3,379,937
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	555,825	388,349	555,850	772,633	739,233	768,594	847,893	686,341	679,592	739,724	856,575	407,601	7,998,210
2016	780,727	773,366	581,832	855,534	1,164,837	1,281,364	1,480,357	1,559,301	2,824,540	2,534,054	910,455	817,399	15,563,766
2017	1,103,020	1,043,540											2,146,560
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	104,557	81,847	125,202	150,854	150,023	168,039	162,788	119,717	181,124	169,600	1,388	81,295	1,496,434
2016	112,475	103,983	87,177	153,588	172,031	113,158	233,864	369,832	311,572	335,892	272,806	317,219	2,583,597
2017	381,660	362,131											743,791
Engagement	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	24,832	14,834	26,432	32,633	32,944	32,210	30,093	24,461	32,364	35,477	26,773	13,550	326,603
2016	28,766	20,520	15,324	31,493	34,883	34,678	65,406	43,487	79,971	61,204	30,010	25,511	471,253
2017	39,773	43,991											83,764

Social Media: Twitter													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
2015	3,585	3,652	3,709	3,781	3,872	3,992	4,096	4,153	4,219	4,261	4,302	4,350	21%
2016	4,411	4,459	4,547	4,588	4,661	4,760	4,878	4,955	5,019	5,068	5,086	5,136	16%
2017	5,201	5,264											
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	2,257,152	1,533,877	1,517,133	704,372	2,271,820	2,700,702	2,634,001	4,648,946	5,502,863	2,459,054	4,013,608	9,737,951	39,981,479
2016	2,709,041	7,170,397	2,556,102	3,822,978	5,736,414	8,969,016	22,713,222	6,557,849	3,986,430	2,503,666	1,616,196	2,882,856	71,224,167
2017	2,816,512	4,663,206											7,479,718

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	1,815	2,153	2,240	2,253	5,507	5,556	5,507	4,096	5,507	2,251	1,015	1,006	38,906
2016	2,577	5,584	7,131	8,905	14,312	5,161	1,365	8,939	9,289	1,357	831	477	65,928
2017	3,316	4,711											8,027

Door County E-Newsletter - Number of E-Mails Sent (with remails)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	328,573	319,563	310,628	316,865	341,409	349,020	486,954	359,538	350,421	348,142	347,933	344,699	4,203,745
2016	688,006	336,747	334,214	285,196	292,101	617,581	324,801	364,339	363,905	362,390	364,584	362,183	4,696,047
2017	366,226	365,269											731,495

Door County E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2015	24.80%	23.60%	27.70%	28.70%	26.80%	27.10%	32.90%	24.74%	25.71%	24.20%	21.67%	20.06%	25.67%
2016	23.32%	20.69%	22.05%	29.88%	30.54%	29.73%	31.08%	26.95%	29.14%	26.27%	22.19%	21.70%	26.13%
*2017	19.00%	18.40%											18.70%

*\*New deployment platform and template introduced for 2017*

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2015	2.60%	2.90%	3.60%	4.30%	3.41%	4.00%	5.09%	3.13%	3.85%	2.83%	2.01%	1.61%	3.28%
2016	3.53%	1.82%	3.22%	3.58%	4.18%	3.37%	3.90%	2.71%	3.63%	3.11%	1.66%	1.72%	3.04%
*2017	1.38%	1.44%											1.41%

*\*New deployment platform and template introduced for 2017*

<b>Advertising - Gross Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>2015</b>	5,346	2,679,900	5,336,400	9,945,248	5,628,037	1,183,348	673,070	441,307	2,900,619	1,587,416	6,390	6,390	30,393,471
<b>2016</b>	599,103	54,767	613,755	2,418,226	8,905,652	7,792,796	1,157,356	5,096,104	4,521,300	3,376,859	745,927	599,977	35,881,822
<b>2017</b>	985,753	833,234											1,818,987

<b>Advertising - Media Placed 2017</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Paid</b>	\$6,875	\$6,678											\$13,553
<b>Co-Op Dollars</b>	\$6,375	\$750											\$7,125

<b>Online Video Views</b> <i>(includes YouTube channels, Vimeo channel and live or embedded Facebook videos featuring DCVB video content such as Explore The Door, Our Door County, aerial videos, TV ads, etc)</i>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015</b>	6,731	7,223	8,932	8,134	13,319	16,888	20,796	24,895	21,995	23,020	18,771	19,107	189,811
<b>2016</b>	27,083	22,279	41,152	44,323	159,171	103,794	93,713	200,640	59,224	104,412	46,546	36,831	939,168
<b>2017</b>	108,900	58,593											167,493

<b>Media Marketing Program - Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015</b>	28,017,364	1,823,856	20,098,799	22,527,085	3,830,004	19,201,677	30,984,433	36,995,848	9,122,770	2,746,629	6,293,744	16,144,032	197,786,241
<b>2016</b>	767,047	4,699,826	39,967,510	24,274,037	16,899,042	31,660,644	16,773,144	36,910,747	13,325,257	65,351,054	16,580,936	134,684,186	401,893,430
<b>2017</b>	1,622,190	23,245,548											24,867,738
<b>2017 GOAL</b>	30,460,385	9,619,628	29,867,350	18,720,410	16,305,274	23,766,590	25,752,035	25,565,560	19,797,333	69,351,188	8,808,801	34,275,847	312,290,401
<b>% TO GOAL</b>	5%	242%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015</b>	0	9	0	0	7	14	19	12	5	8	0	0	74
<b>2016</b>	0	12	0	0	12	16	0	13	5	14	0	0	72
<b>2017</b>	11	0											11
<b>2017 GOAL</b>	10				8	22		8	8	14			70
<b>% TO GOAL</b>	110%				0%	0%		0%	0%	0%			16%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	\$70,320	\$72,596	\$80,581	\$330,607	\$1,209,143	\$282,586	\$168,520	\$154,576	\$174,956	\$40,256	\$56,902	\$93,224	\$2,734,267
2016	\$147,959	\$94,919	\$200,684	\$186,717	\$296,988	\$87,288	\$133,852	\$242,453	\$264,471	\$136,292	\$163,845	\$282,954	\$2,238,422
2017	\$84,480	\$358,050											\$442,530

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	134	451	110	206	188	179	176	89	125	67	149	1	1,875
2016	71	614	102	73	58	118	111	209	108	108	109	226	1,907
2017	41	329											370

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	33	19	13	15	12	9	15	13	15	23	8	1	176
2016	41	22	8	15	5	12	9	19	7	4	7	3	152
2017	5	12											17

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	97	85	171	188	209	181	373	120	101	149	52	59	1,785
2016	1,000	338	158	182	162	18	338	90	170	145	216	3	2,820
2017	1,508	36											1,544

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	82	35	42	56	66	76	54	37	31	28	20	21	548
2016	41	35	21	26	40	17	24	21	16	6	9	1	257
2017	12	10											22

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015</b>	870	858	1,306	1,922	4,821	7,129	12,401	10,292	7,822	7,223	1,283	1,241	57,168
<b>2016</b>	807	966	1,158	1,537	4,249	6,941	11,837	9,597	8,224	7,823	1,460	847	55,446
<b>2017</b>	665	822											1,487

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015 Hard Copy</b>	2,996	1,992	3,950	3,645	3,467	2,419	2,105	1,683	1,137	637	405	233	24,669
<b>2015 Online</b>	1,636	1,428	2,202	2,653	3,245	3,899	5,306	4,689	3,499	2,417	580	607	32,161
<b>2016 Hard Copy</b>	4,734	1,812	1,419	6,942	5,295	3,315	2,527	2,059	1,391	438	0	402	30,334
<b>2016 Online</b>	2,773	1,822	2,036	2,813	4,072	5,256	5,937	4,741	3,357	1,828	460	1,025	36,120
<b>2017 Hard Copy</b>	7,076	1,670											8,746
<b>2017 Online</b>	1,556	1,076											2,632

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2015</b>	901	914	1,025	1,371	1,835	2,110	3,256	3,122	1,888	2,490	593	741	20,246
<b>2016</b>	763	913	1,077	1,165	1,534	1,977	3,122	2,655	2,057	2,208	577	814	18,862
<b>2017</b>	890	814											1,704