



# FEBRUARY 2018

## Monthly Report

Room Tax Collections <small>(30% Municipalities/4% DCTZC/66% DCVB)</small>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	\$68,112	\$78,975	\$62,553	\$70,362	\$240,921	\$549,249	\$1,053,656	\$949,416	\$625,129	\$600,368	\$93,021	\$66,111	\$4,459,019
2017	\$67,870	\$78,173	\$67,606	\$85,993	\$243,688	\$593,791	\$1,114,882	\$967,527	\$658,280	\$598,522	\$96,546	\$71,554	\$4,660,677
2018													\$0

Sales Tax Collections <small>(1/2% collected in Door County)</small>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	\$262,179	\$204,410	\$195,203	\$287,266	\$185,645	\$304,099	\$358,121	\$438,177	\$492,873	\$449,303	\$418,609	\$318,205	\$3,914,090
2017	\$211,998	\$266,562	\$211,766	\$185,464	\$234,900	\$281,925	\$354,873	\$506,672	\$489,378	\$433,956	\$490,129	\$297,835	\$3,965,458
2018	\$197,823	\$294,339											\$492,162

DoorCounty.com - Web Site Visits (sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	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
2017	76,277	67,445	76,988	99,972	126,490	167,265	197,398	168,426	147,155	121,310	50,603	52,794	1,352,123
2018	92,834	61,979											154,813
2018 Goal	77,803	68,794	78,528	101,971	129,020	170,610	201,346	171,795	150,098	123,736	51,615	53,849	1,379,165
% to Goal	119%	90%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	11%

DoorCounty.com - Web Site Unique Visits (users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	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
2017	58,595	50,842	55,755	73,728	92,645	120,365	144,000	120,895	108,400	90,977	39,219	40,439	995,860
2018	71,055	46,581											117,636

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2016	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
2017	3.60	3.70	3.80	3.54	3.70	3.89	3.85	3.50	3.90	3.90	3.36	3.49	3.69
2018	3.66	4.13											

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2016	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
2017	3.58	3.41	3.40	3.22	3.36	3.44	3.44	3.42	3.47	3.30	2.59	3.06	3.31
2018	3.30	4.08											

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May*	June	July	August	September	October	November	December	Totals
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	41,817	57,049	71,136	95,896	102,656	102,829	90,935	77,295	30,030	32,231	776,516
2018	42,449	26,734											69,183

DoorCounty.com - Top Ten Most Requested Pages for the Month			FEBRUARY 2018
1) /Home	5) /stay/log-cabin-log-house	9) /stay/hotel-motel-inn	
2) /experience/events	6) /social-contest-2018/thank-you	10) /stay/resort-condo	
3) /social-contest-2018	7) /discover/guides-and-reports/visitor-guide		
4) /stay	8) /stay-cottage-house		

DoorCounty.com - Top Ten Sources for the Month			FEBRUARY 2018
1) Google/organic	5) google/cpc	9) Instagram / Instagram Ad	
2) (direct) / (none)	6) Door County Visitor Bureau / Email	10) midwestliving.com/referral	
3) Facebook/Facebook Ad	7) m-facebook.com/referral		
4) bing/organic	8) yahoo/organic		

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	1,603,254	2,687,615	2,259,999	1,435,229	1,284,035	3,663,514	2,488,993	2,534,517	2,129,113	3,660,362	27,126,568
2018	3,072,518	1,743,557											4,816,075
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	938,185	1,891,205	1,540,501	1,434,702	1,368,385	1,745,392	1,347,353	1,574,426	1,312,850	1,860,703	17,160,262
2018	1,837,851	957,819											2,795,670
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	333,465	348,118	312,141	231,287	460,568	539,086	409,225	479,657	393,911	670,987	4,922,236
2018	546,738	532,621											1,079,359
Engagement	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	32,927	43,020	31,885	41,407	39,918	60,790	49,173	49,598	33,445	66,286	532,213
2018	65,342	38,704											104,046
2018 Goal	40,966	45,311	33,915	43,880	32,842	42,235	41,116	62,614	50,648	51,085	34,448	68,275	547,335
% to Goal	160%	85%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	19%
Likes	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2016	72,921	73,486	74,087	75,303	76,495	77,563	81,042	82,364	84,598	86,485	86,912	87,148	20%
2017	87,739	88,349	88,780	89,837	91,086	92,516	93,673	94,867	97,690	99,648	100,489	101,720	16%
2018	103,071	103,645											

<b>Social Media: Instagram</b>													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2017	19,129	19,735	20,390	21,199	20,955	21,616	22,336	23,170	24,454	25,758	26,662	27,252	42%
2018	28,530	29,300											
Comment Likes	January	February	March	April	May	June	July	August	September	October	November	December	Total
2017	13,320	10,969	10,416	11,025	18,711	14,257	25,873	45,631	30,539	35,793	28,211	28,914	273,659
2018	45,098	42,117											87,215
2018 Goal	13,720	11,298	10,728	11,356	19,272	14,685	26,649	47,000	31,455	36,867	29,057	29,781	281,868
% to Goal	329%	373%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	31%

<b>Social Media: Twitter</b>													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2016	4,411	4,459	4,547	4,588	4,661	4,760	4,878	4,955	5,019	5,068	5,600	5,120	16%
2017	5,201	5,264	5,368	5,439	5,531	5,674	5,731	5,858	5,947	6,034	6,067	6,062	15%
2018	6,114	6,178											
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	108,000	90,700	121,000	62,800	105,000	141,000	94,300	80,700	76,900	77,600	161,619	288,285	1,407,904
2017	51,700	50,300	52,500	226,000	238,000	50,100	48,700	63,300	50,900	42,000	41,000	36,600	951,100
2018	40,100	36,800											76,900
2018 Goal	53,251	51,809	54,075	232,000	244,210	51,603	50,161	65,199	53,427	43,100	43,100	37,698	979,633
% to Goal	75%	71%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	4,356	7,920	9,886	7,837	6,338	5,409	8,916	4,210	2,745	2,697	68,341
2018	2,988	2,652											5,640

<b>Door County E-Newsletter - Number of E-Mail Subscribers</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2017	190,046	190,194	190,242	190,260	190,445	196,070	200,066	201,811	208,021	209,186	212,923	215,634	13%
2018	217,799	217,426											

<b>Door County E-Newsletter - Open Rates</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%	20.00%	20.30%	22.10%	26.90%	21.25%	22.15%	23.93%	23.25%	20.78%	17.39%	21.29%
2018	20.73%	18.86%											

\*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
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%	2.46%	2.54%	2.97%	3.33%	3.21%	3.25%	3.95%	3.41%	1.79%	4.40%	2.84%
2018	2.42%	1.45%											
*New deployment platform and template introduced for 2017													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2016	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
2017	985,753	833,234	1,013,617	7,603,408	21,657,197	8,729,671	3,703,971	5,517,368	30,509,295	5,855,064	2,353,032	1,925,577	90,687,187
2018	1,544.15	845,954											847,498.15

Advertising - Media Placed 2018													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$13,555	\$9,886											\$23,441
Co-Op Dollars	\$2,075	\$2,500	\$1,950	\$3,650									\$10,175

Online Video Views <small>(includes YouTube channels, Vimeo channel and live or embedded Facebook videos featuring DCVB video content such as Explore The Door, Our Door County, AskDoCo, aerial videos, TV ads, etc)</small>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	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
2017	108,900	58,593	230,569	93,567	310,189	108,740	156,202	273,789	131,248	67,796	30,235	118,576	1,688,404
2018	209,008	64,757											273,765

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	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
2017	1,622,190	23,245,548	46,255,024	59,347,949	63,113,257	471,473	9,467,495	12,243,846	9,599,786	43,134,997	25,556,173	20,199,694	314,257,432
2018	28,732,589	1,167,205											29,899,794
2018 Goal	17,721,602	15,698,403	31,791,266	27,335,006	22,590,866	24,368,782	30,670,553	30,799,275	18,825,760	86,966,427	15,205,237	36,454,027	358,427,204
% to Goal	162%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	0	12	0	0	12	16	0	13	5	14	0	0	72
2017	11	0	0	0	9	16	0	15	9	12	0	0	72
2018	9	0											9
2018 Goal	10				10	24	4	10		12			70
% to Goal	90%				0%	0%	0%	0%		0%			13%

Media Marketing Program - Ad Value Equivalency (AVE)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	\$249,878	\$323,850	\$1,422,511	\$98,393	\$42,510	\$176,288	\$62,018	\$133,193	\$125,645	\$165,135	\$3,241,951
2018	\$551,054	\$22,137											\$573,191

Group and Meeting Web Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	-	-	-	-	-	-	-	135	171	260	145	119	830
2017	134	287	563	361	322	328	281	270	313	416	248	194	3,717
2018	494	335											829
2018 Goal	136	293	574	368	328	335	287	275	319	424	253	198	3,790
% To Goal	363%	114%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%

Wedding Web Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	256	26	27	32	155	1,543	2,237	2,892	2,921	4,790	2,468	1,846	19,193
2017	3,638	2,959	2,639	2,089	2,565	2,599	2,511	2,645	2,513	3,126	2,083	2,210	31,577
2018	3,976	3960											7,936
2018 Goal	3,711	3,018	2,692	2,131	2,616	2,651	2,561	2,698	2,563	3,189	2,125	2,254	32,209
% To Goal	107%	131%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	25%

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	807	966	1,158	1,537	4,249	6,941	11,837	9,597	8,224	7,823	1,460	847	55,446
2017	665	822	945	1,610	4,535	7,172	12,919	10,047	8,502	7,746	1,231	1,044	57,238
2018	726	463*											1,189

\* The February 2018 number for Welcome Center visitors reflects Feb 1-18. The counter broke Feb 19 and will be replaced.

Visitor Guide Requests & Online Views													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016 Hard Copy	4,734	1,812	1,419	6,952	5,295	3,315	2,527	2,059	1,391	438	0	402	30,344
2016 Online	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
2017 Hard Copy	7,076	1,670	4,436	2,446	3,252	3,204	2,186	1,643	971	475	260	0	27,619
2017 Online	1,556	1,076	1,387	2,423	3,067	4,214	4,316	3,033	2,289	1,481	703	1,218	26,763
2018 Hard Copy	10,073	1,142											11,215
2018 Online	4,431	1,932											6,363

Incoming Telephone Calls to Door County Welcome Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2016	763	913	1,077	1,165	1,534	1,977	3,122	2,655	2,057	2,208	577	814	18,862
2017	890	814	1,317	1,007	1,668	1,995	2,425	2,139	1,812	1,919	564	731	17,281
2018	915	792											1707

Chat Tickets <small>(Includes Text, Social &amp; Online Inquiries)</small>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2018	-	-											

\*To be implemented in 2018

DCVB Memberships													
	January	February	March	April	May	June	July	August	September	October	November	December	EOY Totals
Platinum	629	627											
Silver	52	58											