



# February 2008 Marketing Report

*Compiled by Jon Jarosh, Marketing Director  
February 14, 2008*

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## January DCVB Marketing Director Key Activities

Worked with Mary Denis to begin process of setting up new sales department and began a facilities audit of available meetings/events space in Door County for use in collateral materials.

Continued working with eBrains representatives on a variety of program initiatives including the January Insider Tip e-newsletter, web site updates, and web tracking.

Finished filming, editing and producing episode 13 in the Explore The Door series, which was released on January

Worked with the Deluxe920 Magazine, the Shepherd Express, Midwest Living, Best of the Midwest, The Leelanau Enterprise, The Fish Whisperer TV Show and Lakeland Boating Magazine to provide Door County images, info and support for upcoming articles and stories.

## GEIGER & ASSOCIATES MEDIA MARKETING UPDATE - FEBRUARY 2008

- ✓ Including the first two Geiger press tours, 43 journalists have visited Door County (as part of a group or individual trip) for the purposes of editorial research. To date, these press tours generated 38 articles that have been placed in print, radio or online media and reached an audience of 3,133,479 readers/listeners/viewers. If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau \$172,857.00.
- ✓ Obtained anticipated editorial dates from journalists for upcoming articles resulting from press tours; some approximate dates obtained so far are:
  - 1) Legends of Rod and Reel (formerly the Fish Whisperer) television show on the Outdoor Network, February 27, 2008, 2:00 p.m.
  - 2) Journal & Topics (IL), February/March 2008
  - 3) Entertainment News Syndicate, February/March 2008
  - 4) Entertainment News Syndicate, February/March 2008
  - 5) San Diego magazine, February/March 2008
  - 6) Hometown News Group (WI), February/March 2008
  - 7) News Publishing Group (WI), February/March 2008
  - 8) Art Showcase Magazine (MI), March or May 2008
  - 9) Stone magazine, March 2008
  - 10) Evansville Living Magazine (IN), March 2008
  - 11) AAA Living, March/April 2008 (biking)
  - 12) Emerald Coast and Bay Life magazines (FL), second quarter 2008
  - 13) Toronto Sun (Canada), Spring 2008 (article submitted)
  - 14) London Free Press (Canada), Spring 2008 (article submitted)
  - 15) View magazine, April/May 2008
  - 16) AAA Living, May/June 2008 (cooking schools)
  - 17) Log Home Living, July 2008
  - 18) Relish (national newspaper insert), September 2008
  - 19) AAA Living, September/October 2008 (The Swede Life)
  - 20) Country Living, 2008
  - 21) Reunions magazine, 2008
  - 22) Bassmaster, TBA (article submitted)
  - 23) AAA Home & Away – Midwest, 2009
- ✓ Reconfirmed with the DCVB the upcoming press tour and media weekend dates and themes:
  - 24) May 11-15, 2008 – Spring themed press tour
  - 25) May 15-19, 2008 – Lighthouse Walk and maritime heritage media weekend
  - 26) June 26-29, 2008 – Arts-focused media weekend
  - 27) July 13-18, 2008 – Summer themed press tour
  - 28) July 31-August 3, 2008 – food-focused media weekend
- ✓ Wrote three press kit features – fact sheet, heritage feature and cultural feature – and submitted them to the DCVB for review. Preliminary planning and information gathering continues for Door County press kit development.
- ✓ Wrote two press releases and distributed to regional media on behalf of the DCVB – Snow Flies in Door County and Nature of Romance – distributed in January.
- ✓ Secured and reconfirmed complimentary transportation, lodging, meals and activities for journalists participating in the February 21-24, 2008 press tour.



**DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY  
January, 2008**

**WEBSITE STATISTICS**

Jan-08	Jan-08	Dec-07	% Change	Jan-07	% Change	2008 YTD	2007 YTD	% Change
Site visits	178,573	134,009	25%	103,816	72%	178,573	103,816	72%
Unique visits	39,055	29,314	33%	30,472	28%	39,055	30,472	28%

*\*Smarter Stats*

**INSIDER TIP E-Newsletter**

Volume 1/January, 2008 Insider Tip deployed on 1/23/08 to 89K+ opted-in Door County consumers; “Winter is Wonderful in Door County!” With an overall open rate of 17%, but a 30% increased click through rate over the December Insider Tip, reflecting those interested in winter in Door County were highly interested in the winter outdoors content. The open to click rate went up from 25% to 33%; over 4800 clicks to newsletter links. The eNewsletter focused on winter outdoor activities and winter romance, events and the new 2008 Visitor Guide. The top clicked items were the Prize Giveaway, the link to the new 2008 Visitor Guide sign-up page, the Winter Activity Guide, the Photo Gallery of winter images and the online version of the Visitor Guide. The newest organics opened at the highest rate with 37 newly opted-in names from the site opening at an astounding 119%.

Snow Day text email blast – Deployed on 1/18 to 43,784 organic only email addresses from the eNewsletter database; deployed on a Friday afternoon, just after fresh snow to entice last minute weekend travel to enjoy the fresh snow and watch the big game.

**OTHER:**

- PPC - In January, we delivered 2,255 clicks and over 968,000 impressions of Door County via the PPC campaign at Yahoo and Google; 23,407 clicks to date and over 9.5 million impressions to date. January saw an increase across the board in the number of actions performed by consumers who came through PPC, with a very strong increase in visitor guide requests. As part of our optimization process, we moved the volume of clicks around to determine impact on performance, and click to action percentage jumped approx. 20 basis points. This means that there were significantly more actions performed on the site for every click purchased. Text ad testing will begin in mid-February in our continued effort to optimize the performance of the campaigns. Door County lodging had an 18.14% click through rate in Google, up by more than 5% over December, and 11.59% click through for Yahoo.
- The website analysis/user study is in progress as is the Spring '07 conversion study.

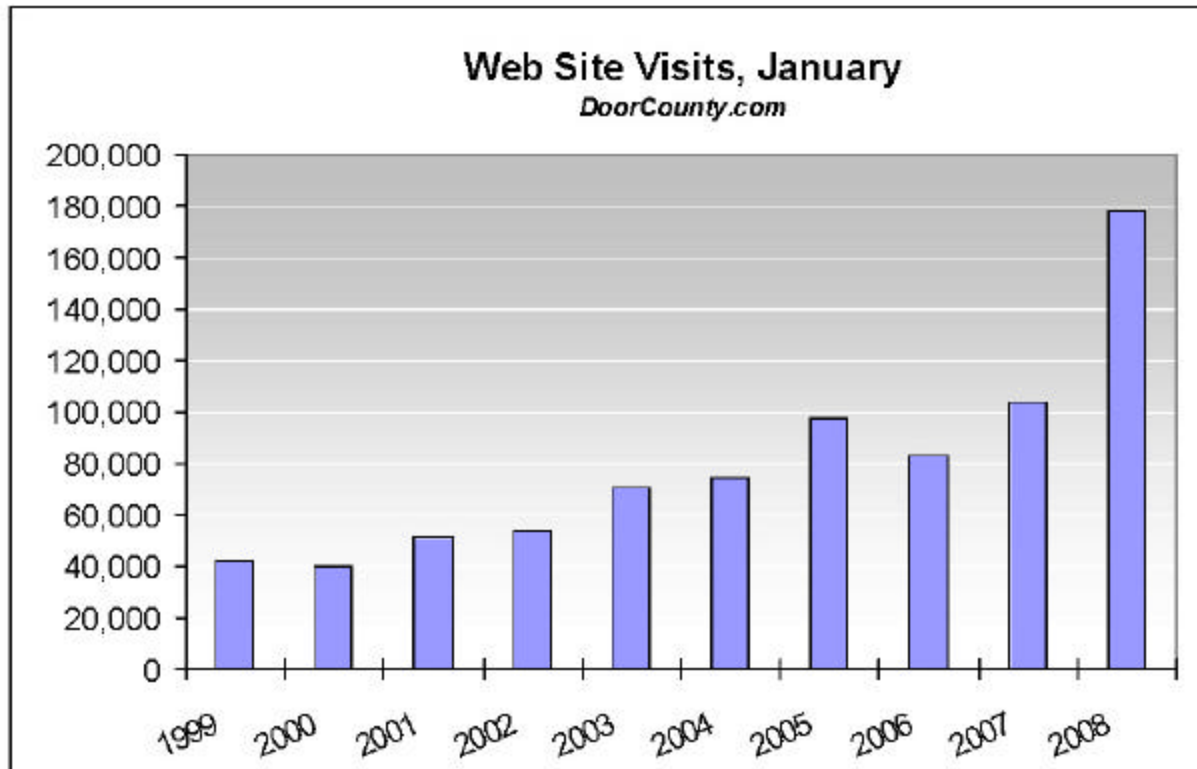


## Monthly Web Site Visits

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
Jan	42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816	178,573
Feb	48,205	45,410	49,120	51,463	70,790	65,981	67,857	74,979	92,624	
March	33,695	59,056	61,063	56,241	60,416	65,816	67,740	102,660	113,408	
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	108,761	115,601	
May	42,543	77,528	88,004	86,389	109,573	88,332	116,243	148,685	185,350	
June	49,959	95,165	102,765	93,826	153,921	104,912	133,497	158,433	211,342	
July	68,402	118,051	126,759	116,524	218,637	128,884	163,689	183,213	312,647	
Aug	67,756	97,548	109,763	99,099	190,006	111,089	163,708	179,422	301,311	
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343	
Oct	33,845	55,935	68,811	87,003	117,792	72,977	105,599	126,675	235,005	
Nov	17,530	27,511	33,193	44,555	57,630	40,207	65,862	70,212	142,318	
Dec	20,314	28,972	31,562	46,887	53,486	53,100	70,049	79,142	134,009	
<b>YTD Total</b>	<b>512,099</b>	<b>781,214</b>	<b>873,826</b>	<b>901,177</b>	<b>1,374,081</b>	<b>972,120</b>	<b>1,229,008</b>	<b>1,477,774</b>	<b>2,197,974</b>	<b>178,573</b>



YTD, web site visitor sessions up 42%

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



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

Through January 31, 2008

### 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 just now trying to catch up and implement similar programs for their destinations.

### Some recent statistics about the show

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

Through the end of January, *Explore The Door* web activity has represented about 3.56% of the site's traffic since September 2006, based on site visits.

Show episodes were viewed **3,267** times in January 2008, and have been viewed a total of **73,396** times on DoorCounty.com since the show began.

In addition to on-line views, show episodes were downloaded **1,649** times in January 2008. **21,178** episodes of the show have been downloaded from the site and through iTunes since the show began.

Show segments posted on YouTube were viewed **986** times in January 2008. Show segments have been posted on YouTube since June 2007, and since then they have gotten a total of **11,423** views.

38 different segments have been filmed and included as part of the 13 episodes of the show that have been released.

In addition to the show being available on DoorCounty.com, it is also available through the iTunes music store, through YouTube as mentioned above, and is also available via local access TV stations in Door County communities that have local access TV channels. There is no charge to the DCVB for local access air play.

Based on the revised marketing budget that passed on December 20, 2007, new equipment was purchased in early February 2008 to help produce the show.



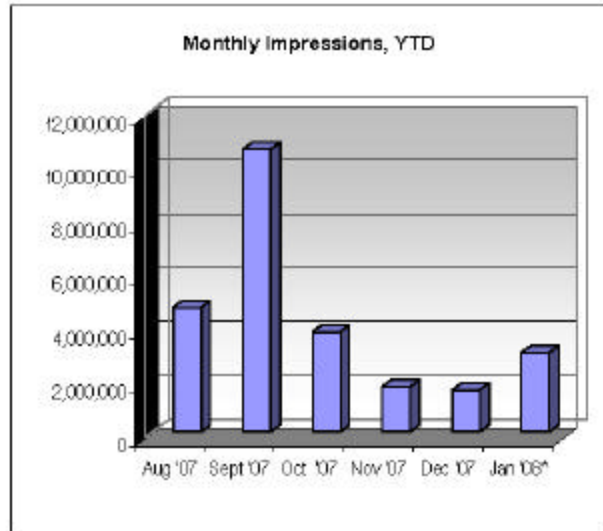
## Door County 2007-08 Media Coverage Summary

### Year To Date

Impressions				Ad Value Equivalency			
Annual Goal	YTD Goal	YTD Actual	% of goal	Annual Goal	YTD Goal	YTD Actual	% of goal
50,000,000	25,000,000	25,112,184	100%	\$2,900,000	\$1,450,000	\$1,054,320	73%

### Monthly

	Hits	Impressions	AVE
Aug '07	68	4,639,502	\$583,447
Sept '07	37	10,528,917	\$131,391
Oct '07	31	3,734,289	\$78,395
Nov '07	16	1,694,221	\$96,713
Dec '07	17	1,561,622	\$92,197
Jan '08*	33	2,953,633	\$72,177
Feb '08			
March '08			
April '08			
May '08			
June '08			
July '08			
<b>TOTALS</b>	<b>202</b>	<b>25,112,184</b>	<b>\$1,054,320</b>



### Quarterly

	Hits	Impressions	AVE	
1st Quarter	136	18,902,708	\$793,233	(Aug, Sept, Oct)
2nd Quarter*	66	6,209,476	\$261,087	(Nov, Dec, Jan)
3rd Quarter	0	0	\$0	(Feb, March, April)
4th Quarter	0	0	\$0	(May, June, July)
<b>TOTALS</b>	<b>202</b>	<b>25,112,184</b>	<b>\$1,054,320</b>	

\* monthly reporting not yet complete due to 4-5 week lag time in reporting by BurrellesLuce

Data taken from the DCVB's ongoing media monitoring program as contracted through BurrellesLuce Media Monitoring Services