

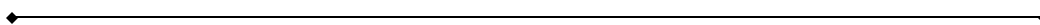


# March 2008 Marketing Report

*Compiled by Jon Jarosh, Marketing Director  
March 13, 2008*

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## February DCVB Marketing Director Key Activities

Welcomed 24 journalists to Door County and spent time with them February 20-24 as part of a Geiger & Associates Winter Press Tour. The trip went very well.

Continued to work with Mary Denis to set up the new sales department and collected 35 facilities audits of interested meetings/events space in Door County for use in collateral materials.

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

Worked with FOX 11, 435 South Magazine, Northwest Quarterly Magazine, Madison Magazine, Midwest Living's Best of the Midwest 2008 magazine. Midwest Living & Reunions Magazine to provide Door County images, info and support for upcoming articles and stories.

## GEIGER & ASSOCIATES MEDIA MARKETING UPDATE – MARCH 2008

- ✓ Conducted the February 21-24, 2008 press tour with 24 journalists and six Geiger staff.
- ✓ Including the July 8-13, 2007, October 14-19, 2007 and February 21-24, 2008 press tours, a total of 67 journalists (39 for the current contract) have visited Door County (as part of a group or individual trips) for the purposes of editorial research. As a result, 43 articles have been placed in print, radio or online media to date and have reached an audience of 3,643,595 readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau \$301,203.00.
- ✓ In-kind contributions from local DCVB industry partners for July and October 2007 and February 2008 group editorial press tours total \$70,387.50. Complimentary airfare Geiger & Associates has arranged to have donated (for all press tours) on behalf of this program totals \$26,500.00. The total amount of in-kind contributions for this program thus far is \$96,887.50, representing costs the DCVB did not incur.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained so far are:
  - San Diego magazine, March 2008
  - Hometown News Group (WI), March 2008
  - News Publishing Group (WI), March 2008
  - Art Showcase Magazine (MI), March or May 2008
  - Evansville Living Magazine (IN), March 2008
  - AAA Living, March/April 2008 (biking)
  - Emerald Coast and Bay Life magazines (FL), second quarter 2008
  - Toronto Sun (Canada), Spring 2008 (article submitted)
  - London Free Press (Canada), Spring 2008 (article submitted)
  - View magazine, April/May 2008
  - Stone magazine, May 2008
  - AAA Living, May/June 2008 (cooking schools)
  - Log Home Living, July 2008
  - Relish (national newspaper insert), September 2008
  - AAA Living, September/October 2008 (The Swede Life)
  - Country Living, 2008
  - Reunions magazine, 2008
  - Bassmaster, TBA (article submitted)
  - AAA Home & Away – Midwest, 2009
- ✓ Began preliminary planning for upcoming 2008 press tours and media weekends (5 total)
- ✓ A comprehensive follow-up packet was sent to each of the participating journalists on the February 21-24, 2008 press tour, including:
  - Personalized thank you notes
  - Evaluation form
  - DCVB winter activity guides, images and podcast information
  - Other general area information (for most areas visited)
  - Restaurant menus, recipes, chef backgrounds and information
  - Attraction brochures/press kits including rates, history and general information
  - Accommodations information for each property journalists stayed at, including rates, history and general information
- ✓ 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.



## DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY February, 2008

### WEBSITE STATISTICS

Feb-08	Feb-08	Jan-08	% Change	Feb-07	% Change	2008 YTD	2007 YTD	% Change
Site visits	160,761	178,573	-11%	92,824	73%	339,334	196,640	73%
Unique visits	38,647	39,055	-1%	27,498	41%	77,702	57,970	34%

*\*Smarter Stats*

### INSIDER TIP & DATABASE UPDATE

To date, 517,000 Insider Tip emails have been sent with an overall delivery rate of 98%, an open rate of 27% overall and an overall CTR of 8%.

The DCVB on-line community has changed considerably between spring of '07 and today:

	February '07	February '08
Organics	18,000 approx.	20,913
PI Internet leads	0	45,880
Append programs	0	22,550
Total		89,343

Via the current Spring '08 PI Internet leads program, the opted-in database will grow by another 60,000 email addresses.

### OTHER:

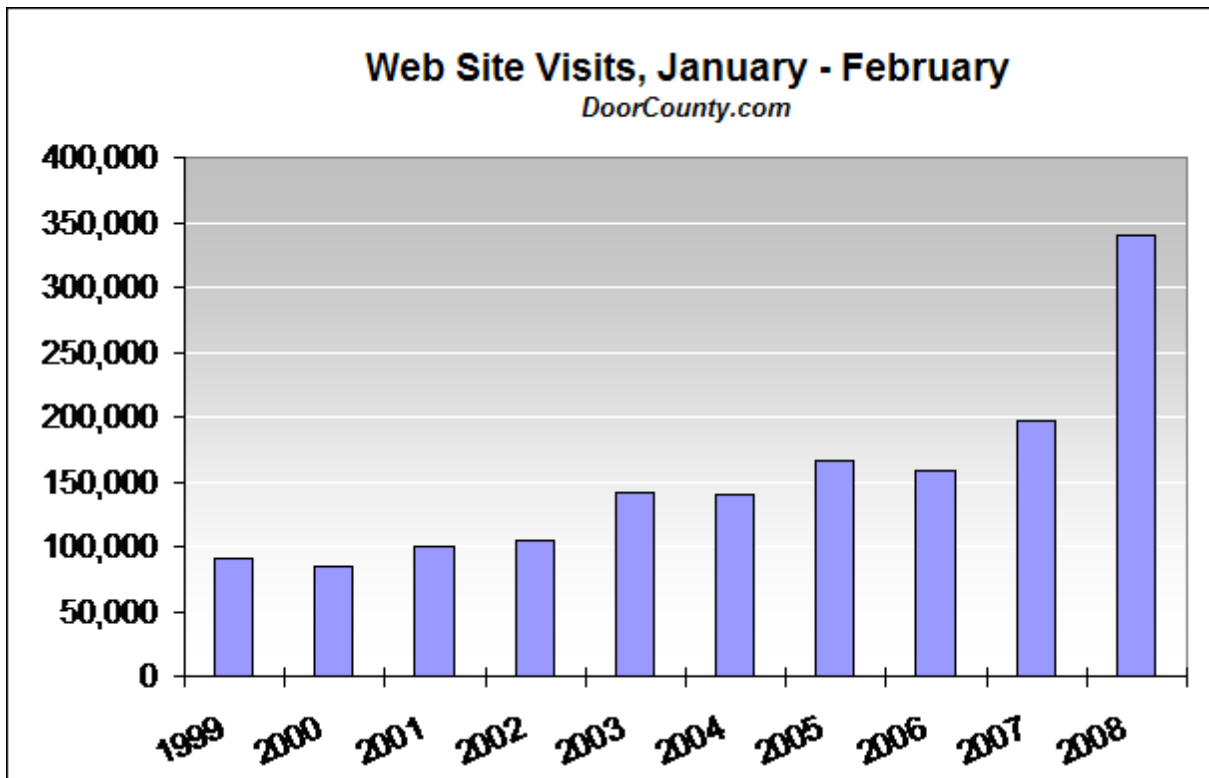
- PPC - In February, we delivered 2,336 clicks and over 1,628,000 impressions of Door County via the PPC campaign at Yahoo and Google; 25,743 clicks to date and over 11 million impressions to date. The branded category of terms had the highest click through rate from the search engines and the majority of the sponsored search consumers are moving to your 'booking page' and to your 'maps page'. The highest impressions in the month of February came from your 'seasonal' and 'fall/winter' categories of keywords while the most clicks in February came from the 'branded' category, the 'accommodations' category and the 'lighthouse' category of keywords.
- When the weather warms and spring/summer travel planning begins, we will increase the monthly PPC budgets, using our seasonal approach to driving traffic.
- 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	92,824	160,761
March	33,695	59,056	61,063	56,241	80,416	65,816	67,740	102,660	113,408	
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	109,761	115,601	
May	42,543	77,526	88,004	86,393	109,573	88,332	116,243	148,685	185,350	
June	49,959	95,185	102,765	93,826	153,921	104,912	133,497	158,433	211,342	
July	68,402	118,051	126,759	115,524	218,637	128,884	153,689	183,213	312,647	
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	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	66,811	87,003	117,792	72,977	105,599	125,675	235,005	
Nov	17,530	27,511	33,193	44,555	57,630	40,207	55,882	70,212	142,318	
Dec	20,314	28,872	31,562	46,887	53,486	53,100	70,049	79,142	134,009	
YTD Total	512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	2,197,974	339,334



**YTD, web site visitor sessions up 42%**

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
90,477	85,181	100,712	105,055	141,908	140,442	165,781	158,389	196,640	339,334



## Info/Statistics for Door County's on-line video travel show Through February 29, 2008

### Some recent statistics about the show

Filming and production for episode 14 in the *Explore The Door* series was completed in February and the episode was released on February 29.

Through February, *Explore The Door* web activity has represented about **3.61%** of the site's traffic since September 2006, based on site visits.

Show episodes were viewed **2,625** times in February 2008, and have been viewed a total of **76,021** times on DoorCounty.com since the show began.

In addition to on-line views, show episodes were downloaded **1,025** times in February 2008. **22,203** episodes of the show have been downloaded from the site and through iTunes since the show began.

Show segments posted on YouTube were viewed **1,202** times in February 2008. Show segments have been posted on YouTube since June 2007, and since then they have gotten a total of **12,625** views.

**41** different segments have been filmed and included as part of the 14 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, and local feedback for the show has been extremely positive.

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

### 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 just now 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

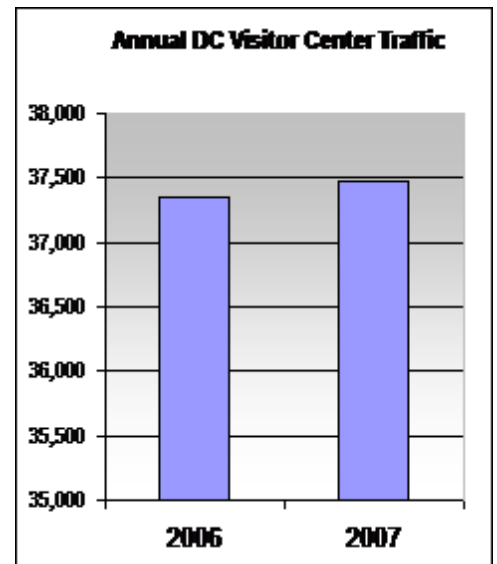
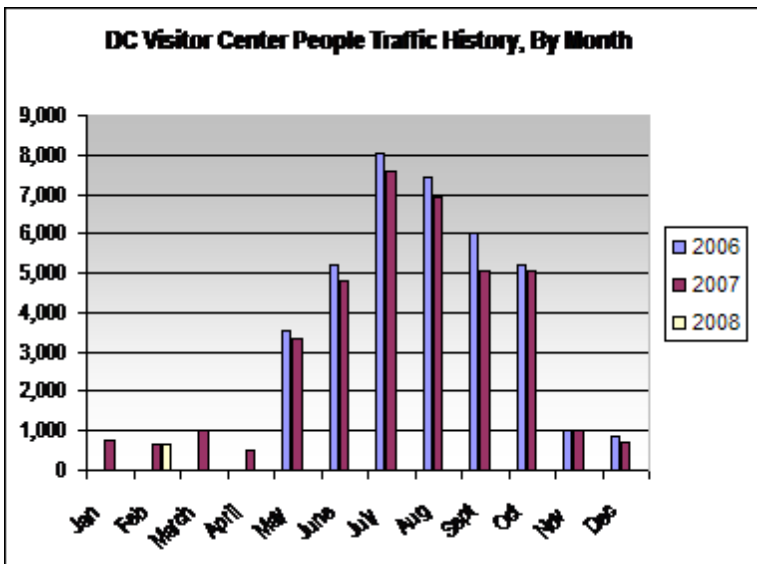
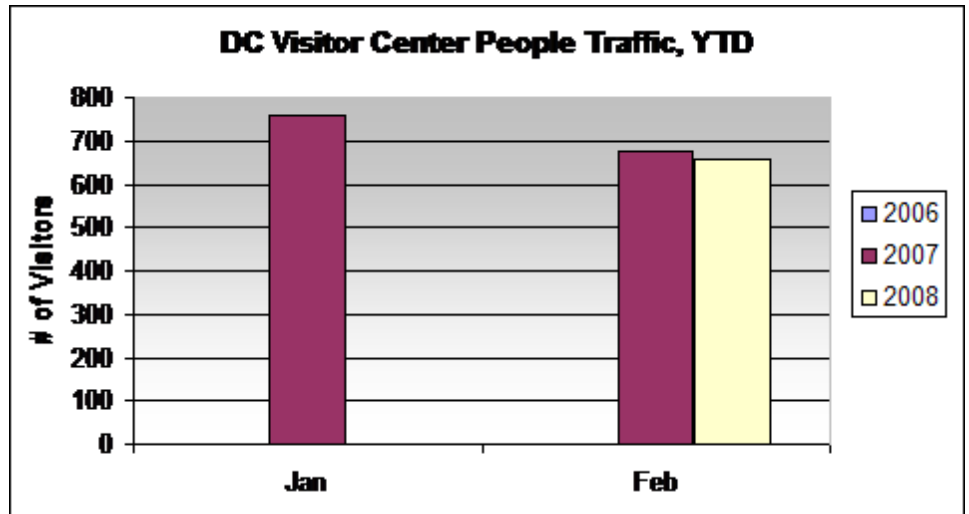
	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759	n/a						
February	-	676	658						
March	-	989							
April	-	529							
May	3,535	3,313							
June	5,196	4,826							
July	8,058	7,596							
August	7,423	6,902							
September	6,040	5,076							
October	5,208	5,075							
November	1,019	1,035							
December	867	693							
<b>Total</b>	<b>37,346</b>	<b>37,469</b>	<b>658</b>						

Due to an equipment malfunction, data for January 2008 is not available. The counter issue has been fixed.

## YTD Info

January - December

Year	# Visitors
2006	0
2007	1,435
2008	658



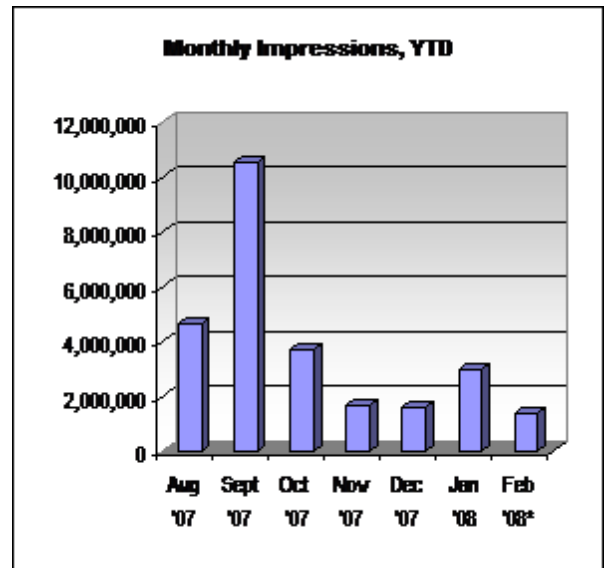
# Door County 2007-08 Media Coverage Summary

## Year To Date

Impressions				Ad Value Equivalency			
<i>Annual Goal</i>	<i>YTD Goal</i>	<i>YTD Actual</i>	<i>% of goal</i>	<i>Annual Goal</i>	<i>YTD Goal</i>	<i>YTD Actual</i>	<i>% of goal</i>
50,000,000	29,166,667	26,517,903	91%	\$2,900,000	\$1,691,667	\$1,123,620	66%

## 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*	14	1,405,719	\$69,300
March '08			
April '08			
May '08			
June '08			
July '08			
<b>TOTALS</b>	<b>216</b>	<b>26,517,903</b>	<b>\$1,123,620</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*	14	1,405,719	\$69,300	(Feb, March, April)
4th Quarter	0	0	\$0	(May, June, July)
<b>TOTALS</b>	<b>216</b>	<b>26,517,903</b>	<b>\$1,123,620</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