



# March 2013

## Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	53,977	54,348	67,237	68,460	97,760	142,312	174,049	186,541	122,162	89,074	36,243	38,395	1,130,558
2012	56,759	55,059	65,624	79,352	121,806	147,737	179,423	170,508	124,107	92,311	40,577	41,304	1,174,567
2013	63,770	55,941	69,321										189,032
2013 GOAL	57,894	56,160	66,936	80,939	124,242	150,692	183,011	173,918	126,589	94,157	41,389	42,131	1,198,058
% TO GOAL	110%	100%	104%	0%	0%	0%	0%	0%	0%	0%	0%	0%	16%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	38,287	39,239	47,596	48,440	69,071	97,568	115,820	113,787	81,355	61,817	20,716	28,516	762,212
2012	40,972	40,381	46,082	55,162	84,072	99,244	119,251	115,157	83,247	65,224	29,834	29,901	808,527
2013	44,969	39,543	47,802										132,314
2013 GOAL	41,791	41,188	47,004	56,262	85,751	101,222	121,634	117,455	84,912	66,549	30,431	30,499	824,698
% TO GOAL	108%	96%	102%	0%	0%	0%	0%	0%	0%	0%	0%	0%	16%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2011	7.20	6.16	7.70	7.05	6.38	6.59	6.44	5.24	6.50	5.81	4.75	4.81	6.22
2012	5.65	5.78	6.20	6.23	5.85	6.05	6.31	6.08	6.03	4.85	4.31	4.53	5.66
2013	5.00	5.09	5.33										5.14

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2011	6.48	6.30	7.15	7.16	7.15	7.28	7.19	6.13	5.52	6.27	4.53	4.55	6.31
2012	6.11	6.31	7.01	7.10	6.45	7.15	7.27	7.18	7.02	5.06	4.14	4.32	6.26
2013	5.38	5.47	6.10										5.65

<b>DoorCounty.com - Mobile Web Site Usage</b> <i>(mobile site went live in July, 2011)</i>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	n/a	n/a	n/a	n/a	n/a	n/a	16,092	16,889	11,716	9,582	3,478	4,309	62,066
<b>2012</b>	7,014	6,861	9,092	11,831	20,398	27,585	37,251	33,290	25,185	18,002	8,146	9,681	214,336
<b>2013</b>	15,219	13,336	16,952										45,507

<b>DoorCounty.com - Top Ten Most Requested Pages for the Month</b>		
1) Home Page	5) /events	9) /plan-your-trip/visitor-guide
2) /where-to-stay	6) /where-to-stay/pets-allowed	10) /plan-your-trip/interactive-map
3) /what-to-do	7) /plan-your-trip	
4) /where-to-stay/waterfront	8) /where-to-dine	

<b>DoorCounty.com - Top Ten Sources</b>		
1) google/organic	5) yahoo / organic	9) m.facebook.com/referral
2) (direct) / (none)	6) google/cpc	10) travelwisconsin.com/referral
3) bing/organic	7) facebook.com/referral	
4) DoorCounty/Email	8) doorcounty.com/referral	

<b>Social Media: Facebook</b>													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	286,488	245,032	191,854	4,113,378	4,248,343	9,085,095
<b>2012</b>	191,394	198,686	198,684	163,672	215,057	218,996	219,603	233,092	211,142	174,245	825,198	1,156,708	4,006,477
<b>2013</b>	705,864	438,515	508,267										1,652,646
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	199,521	193,298	178,586	114,181	163,650	219,700	168,839	172,648	45,020	40,769	1,089,150	960,516	3,545,878
<b>2012</b>	42,566	44,999	52,921	46,245	41,652	47,465	61,081	75,506	63,265	45,846	213,729	324,232	1,059,507
<b>2013</b>	201,757	153,573	235,988										591,318
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	763	1,430	1,627	827	1,035	n/a	730	4,761	2,823	2,155	2,640	1,403	20,194
<b>2012</b>	2,485	3,072	2,377	1,735	2,383	2,542	1,382	1,227	1,222	2,312	3,948	2,432	27,117
<b>2013</b>	3,372	2,134	3,474										8,980
"Talking about this"	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	n/a	n/a	n/a	n/a	n/a	n/a	111	1,370	802	481	1,121	417	4,302
<b>2012</b>	1,228	848	617	400	736	694	656	1,612	2,187	2,575	8,622	6,402	26,577
<b>2013</b>	10,392	7,919	8,284										26,595

(July 2011 "Talking about this" Data from 7/19-7/31)

<b>Social Media: Twitter Followers</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
2011	785	825	813	901	955	1,002	1,034	1,094	1,123	1,207	1,238	1,271	62%
2012	1,352	1,392	1,430	1,427	1,514	1,559	1,625	1,668	1,702	1,764	1,795	1,833	36%
2013	1,833	1,975	2,032										

<b>Social Media: Blog Page Views</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	290	139	184	98	373	777	1,044	1,177	1,146	775	466	630	7,099
2012	831	816	584	495	673	788	1,143	1,003	619	632	358	336	8,278
2013	337*	1,107	2,238										3,682

\*In February 2013 the *Insider Expert* blog views replaced the former staff blog numbers

<b>Explore The Door Video Travel Show Activity (views/downloads)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	7,042	5,958	7,755	8,587	10,468	18,005	21,511	18,525	12,014	9,532	4,558	5,460	129,415
2012	6,558	5,606	7,296	7,315	10,554	13,237	17,945	13,338	9,224	7,172	4,293	4,180	106,718
2013	6,334	5,378	6,134										17,846

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	4,504	4,443	4,606	7,998	8,431	8,513	8,139	8,194	8,254	7,125	4,954	5,423	80,584
2012	<i>2012 program started in April</i>			4,419	5,573	6,411	6,453	4,845	5,718	4,906	3,321	3,882	45,528
2013	<i>2013 Program started in March</i>		3,222										3,222

<b>Door County E-Newsletter - Number of E-Mails Sent</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	515,962	595,083	510,210	504,288	583,245	493,554	485,410	477,504	463,342	461,517	0	450,877	5,540,992
2012	437,876	429,892	422,016	416,363	423,591	431,349	429,697	424,671	216,240*	411,531	195,130	330,394	4,568,750
2013	326,396	321,595	319,699										967,690

\*Remail happened in October

<b>Door County E-Newsletter - Open Rates</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2011	14.52%	9.00%	13.16%	12.08%	11.00%	14.35%	15.72%	17.13%	15.00%	12.68%	0.00%	12.90%	12.30%
2012	16.67%	12.70%	14.10%	17.20%	19.90%	13.30%	15.40%	17.20%	17.90%	16.90%	15.80%	15.50%	16.05%
2013	19.90%	20.60%	20.00%										20.17%

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2011	3.55%	15.20%	3.19%	4.31%	18.00%	2.94%	3.82%	3.73%	3.15%	2.48%	0.00%	2.16%	5.21%
2012	3.86%	2.80%	2.00%	2.10%	2.80%	1.60%	2.10%	1.70%	2.30%	1.70%	2.00%	1.30%	2.19%
2013	2.80%	2.70%	2.70%										2.73%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2011	Image/NOR	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/LGBT	Image	Image/SDSDC	Image/SDSDC	Image/SDSDC	HHN*	Image	
2012	Image/NOR	NOR	Image	Image/FOB*	Image/FOB*	Image/LGBT	Image/LGBT	Image/LGBT	Im/LGBT/SDSD	Image/SDSD	Im/HHN/LGBT		
2013	Image/LGBT	NOR	Image/LGBT										
*FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** NOR = Nature of Romance *****SDSDC = So Delicious. So Door County.													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2011	1,266,927	1,646,702	457,746	2,599,887	2,968,615	5,147,328	3,936,575	15,763,868	4,112,438	5,509,009	4,133,881	4,422,281	51,965,257
2012	603,196	322,727	7,058	922,717	6,653,500	7,246,016	12,858,131	2,690,628	1,982,372	501,418	1,648,347	85	35,436,195
2013	106,273	480,182	123,101										709,556

Advertising - Media Placed 2013													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$868	\$838	\$2,926										\$4,632
Co-Op Dollars	\$868	\$838	\$838										\$2,544
Barter Dollars	\$2,312	\$3,690	\$3,312										\$9,314
Unpaid Dollars	\$0	\$0	\$0										\$0

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2011	1,187,039	647,731	531,435	1,478,634	257,400	301,217	18,973,348	9,517,655	15,249,379	1,327,037	4,659,189	606,261	54,736,325
2012	23,227,492	850,742	17,200,525	10,142,348	13,876,785	3,979,061	1,379,279	1,762,561	8,028,122	3,258,160	968,968	9,884,333	94,558,376
2013	1,670,178	8,638,771	10,208,354										20,517,303
2013 GOAL	4,195,874	468,431	3,666,928	3,931,077	4,782,243	852,706	13,383,052	3,478,312	5,437,680	3,465,164	2,291,450	3,785,881	49,738,798
% TO GOAL	40%	1844%	278%	0%	0%	0%	0%	0%	0%	0%	0%	0%	41%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	\$74,363	\$58,692	\$77,286	\$50,035	\$8,777	\$38,525	\$31,993	\$103,217	\$231,817	\$57,846	\$94,313	\$55,145	\$882,009
<b>2012</b>	\$794,635	\$38,569	\$1,066,547	\$824,094	\$182,636	\$35,195	\$16,126	\$79,036	\$20,382	\$77,307	\$57,513	\$24,852	\$3,216,892
<b>2013</b>	\$13,829	\$50,527	\$25,621										\$89,977

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	0	13	0	0	13	14	1	0	16	18	1	0	76
<b>2012</b>	0	16	0	0	13	17	0	0	11	15	0	0	72
<b>2013</b>	0	11	0										11
<b>2013 GOAL</b>		13			13	18	4	4	4	14			70
<b>% TO GOAL</b>		85%			0%	0%	0%	0%	0%	0%			16%

<b>Media Monitoring - Publicity Value (Cision)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	\$359,058	\$94,993	\$71,452	\$188,681	\$1,034,872	\$428,164	\$539,777	\$322,635	\$421,804	\$663,977	\$137,523	\$242,033	\$4,504,969
<b>2012</b>	\$117,144	\$106,820	\$204,457	\$771,613	\$837,503	\$1,096,446	\$972,965	\$842,856	\$731,837	\$640,980	\$186,762	\$96,484	\$6,605,868
<b>2013</b>	\$157,614	\$237,975	\$480,537										\$876,127

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	47	181	130	198	20	39	32	27	343	202	69	132	1,420
<b>2012</b>	122	106	78	4	9	100	21	21	69	30	51	47	658
<b>2013</b>	87	314	127										528
<b>2013 GOAL</b>	84	98	80	50	20	75	30	25	75	30	50	54	671
<b>% TO GOAL</b>	104%	320%	159%	0%	0%	0%	0%	0%	0%	0%	0%	0%	79%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	16	13	14	18	20	15	8	30	23	21	14	14	206
<b>2012</b>	26	19	10	5	9	27	25	16	7	8	15	21	188
<b>2013</b>	22	9	6										37
<b>2013 GOAL</b>	23	23	15	8	25	25	15	15	10	10	15	8	192
<b>% TO GOAL</b>	96%	39%	40%	0%	0%	0%	0%	0%	0%	0%	0%	0%	19%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	59	71	71	56	280	429	29	235	126	106	130	231	1,823
<b>2012</b>	115	45	52	30	214	30	55	95	74	114	73	117	1,014
<b>2013</b>	75	43	131										249
<b>2013 GOAL</b>	89	60	65	40	150	150	60	120	102	115	50	34	1,035
<b>% TO GOAL</b>	84%	72%	202%	0%	0%	0%	0%	0%	0%	0%	0%	0%	24%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	43	39	47	33	69	51	43	82	48	48	43	38	584
<b>2012</b>	73	46	55	32	14	27	55	52	34	38	37	51	514
<b>2013</b>	67	43	37										147
<b>2013 GOAL</b>	59	44	53	34	35	30	50	65	38	44	40	33	525
<b>% TO GOAL</b>	114%	98%	70%	0%	0%	0%	0%	0%	0%	0%	0%	0%	28%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	0	1	2	0	0	1	0	0	0	2	1	0	7
<b>2012</b>	1	2	0	0	0	1	0	0	1	0	0	0	5
<b>2013</b>	1	1	0										2

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	772	850	1,053	1,220	5,415	7,704	13,323	12,849	8,813	8,091	1,219	1,160	62,469
<b>2012</b>	778	1,140	1,694	1,992	5,154	9,134	12,928	10,888	8,780	6,294	1,257	973	61,012
<b>2013</b>	613	1,057	1,258										2,928

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011 Hard Copy</b>	6,137	2,086	2,509	2,953	3,133	4,591	3,974	3,145	2,243	1,005	797	538	33,111
<b>2011 Online</b>	3,892	689	1,012	902	1,581	2,411	2,255	1,757	1,118	720	191	105	16,633
<b>2012 Hard Copy</b>	3,185	1,540	2,402	5,261	3,461	3,126	3,378	2,464	1,252	605	280	205	27,159
<b>2012 Online</b>	852	787	1,095	4,320	4,560	2,220	2,624	1,996	1,210	902	1,054	402	22,022
<b>2013 Hard Copy</b>	2,875	1,944	2,505										7,324
<b>2013 Online</b>	1,044	1,076	1,585										3,705
2013 Combined Goal	4,077	2,350	3,532	9,677	8,101	5,399	6,062	4,505	2,487	1,522	1,347	613	49,673
<b>% TO GOAL</b>	96%	128%	116%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2011</b>	N/A	626	729	765	1,182	1,710	2,597	2,361	1,907	1,787	645	675	14,984
<b>2012</b>	1,002	1,095	954	1,218	1,920	2,271	2,890	2,289	1,995	1,655	636	746	18,671
<b>2013</b>	951	1,480	951										3,382