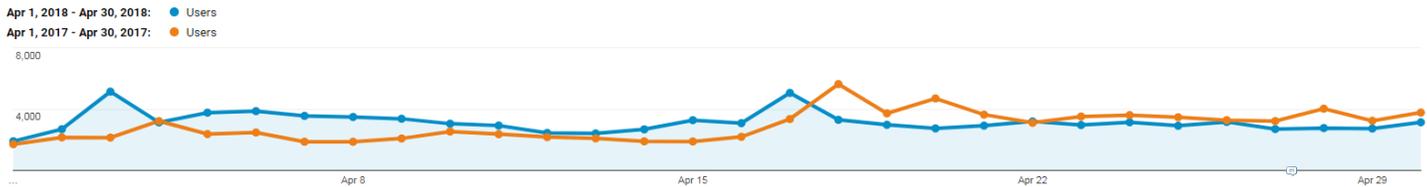




MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
April 2018

MARKETING & SALES OVERVIEW

**DOORCOUNTY.COM** There were more than 105,000 visits to the site in April, our highest total yet this year, and 5% increase over April '17. The other metrics were positive as well compared to last year – engagement on the site remains strong with a 7% increase in average session duration and a 4% increase in pages per session, and we also saw the number of unique visitors increase 8%. More than half of the visits came from mobile, after a somewhat odd month in March where desktops were the primary way people accessed the site. A couple pages in the Experience section of the site were among the most visited last month – the LGBTQ travel and the Events pages.



**Demographic & Geography:** Not much change in the top cities driving traffic, although now that the weather has started to warm up, Minneapolis is back in the top 5 cities, and Chicago has widened its lead even more as the top driver of site visits. For the 4<sup>th</sup> straight month to start the year, we saw an increase in year-over-year unique page views. 55-64 and 25-34 were once again the top age groups visiting the site, switching spots this month with the other demographic and logging more visits. The 2-to-1 ratio of women to men visiting the site remains perpetually consistent.

E-NEWSLETTER

The April 2018 newsletter had some of our best numbers to date. It went out to 219,500 recipients (a new high), and had over 39k total opens, the most we've tracked going back to the start of 2017. Overall open rate was nearly 25%, the best since June 2017. Click-through rate was 3.77%, the highest since September 2017. The "9 Natural Wonders" feature was by far the most popular, garnering about 3 times as many clicks as the next best, the "Must See's" from Capture Door County.

SOCIAL MEDIA

Despite the recent changes in the social media world we were able to maintain a high level of engagement on all our social platforms with the exception of Twitter that has been the highest it has been in months but still slightly under goal for the year. Facebook engagement was up 130% and Instagram 247%.

MEDIA

April's media buy garnered 11.5 million impressions through Brand USA's Visitor Guide (International), Facebook-Instagram-Pinterest Wedding ads, Google Adwords, Beloit Visitor Center and WI Travel & Tourism Guide. We also ran outdoor recruitment billboards in Des Moines, Green Bay, Appleton and Wausau coupled with targeted social and

banner ads in our target area as well as high seasonal employment areas like Vail and Fort Lauderdale. Lead generation ran in Illinois, Minnesota and Wisconsin, Summer banner ads in all of our targeted areas and our spot TV started running Milwaukee. If anyone was watching the Kentucky Derby you may have gotten a glimpse of one of our ads.

#### **GROUP & MEETING SALES**

Groups: In April we assisted 1 bank group, 3 general groups, 1 quilt group and 1 student group. We also attended the Midwest Marketplace in Lake Geneva where 30 tour operators were in attendance.

Meetings/Weddings: In April we assisted with 4 family reunions, 5 weddings, 1 bachelorette party, 1 event, 1 annual meeting, 1 high school reunion, 1 camping group, 2 car clubs and 1 business retreat. We also conducted 1 hotel search.

## COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- 5 articles were reported from our media marketing program efforts in April and reached a total of **2,748,491** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included St. Louis Post Dispatch, Backpacker Online, American Way and Natural Awakenings Chicago Online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$20,891,893** worth of earned media coverage for Door County, including **\$230,303** in April.
- The return on investment for our media marketing program to date is **1010%**. For every dollar we've spent, we've gotten back **\$10.10** worth of media coverage measured in terms of ad value equivalency.
- We have 6 press trips remaining in 2018 as part of our media marketing program with Geiger & Associates, including a spring themed trip in May, a family activities themed trip in June, a summer themed trip in June, a cherry themed trip in July, an outdoor recreation themed trip in August and a fall themed trip in October.
- DCVB media assistance was provided to 24 journalists/media outlets in April by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Coastal Living magazine, St. Louis Bride & Groom, Go Escape magazine, Redbook, Milwaukee Journalist Sentinel and the Minneapolis Star-Tribune. We also sent out 1 national press release and 1 regional press release in April.
- Jon attended the Midwest Travel Journalists Association spring meeting and had 10 deskside visits with travel journalists during the meeting to pitch Door County story ideas.
- Finalized public relations initiatives for the 2018 National Travel & Tourism Week time frame including the production of a printed "Power of Tourism" piece, radio ads, press release, radio interviews, tourism breakfast event and additional media outreach to share the impact tourism has on Door County's economy.
- Finalized spring 2018 public relations campaign plans to promote Door County in the spring and summer season. As of 4/30/2018 had 6 in-studio TV interviews scheduled for mid-May including: 2 in Milwaukee (NBC/FOX affiliates), 2 in Madison (ABC/NBC affiliates) and 2 in Minneapolis (CBS/NBC affiliates).
- Views of DCVB produced videos across all online platforms totaled **149,384** in April. Organic views were 52% of the total for the month, with paid views totaling 48%. These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door series, AskDoCo series (which premiered in January 2018), Savor Door County series, Historic Door County series, Facebook Live, aerial highlight video, TV ads, etc. that are hosted on video portals which include our YouTube channels, Vimeo, Facebook along with our own site, DoorCounty.com.

### Recent Media Highlights

- Midwest Living's *Best of the Midwest Travel* magazine featured a 2-page editorial story on Door County in the 2018 issue (see graphic, right), on newsstands now through mid-summer, 2018.
- *Natural Awakenings Chicago* included a travel story headlined "Discover the Flavors of Door County in their May 2018 issue. View the online version of the story on NACHicago.com [here](#) or view the digital version of the magazine on Issuu here.
- *American Way*, the in-flight magazine of American Airlines, ran a piece about Door County fish boils in their May, 2018 issue, available on all American Airlines flights through the end of May.



