

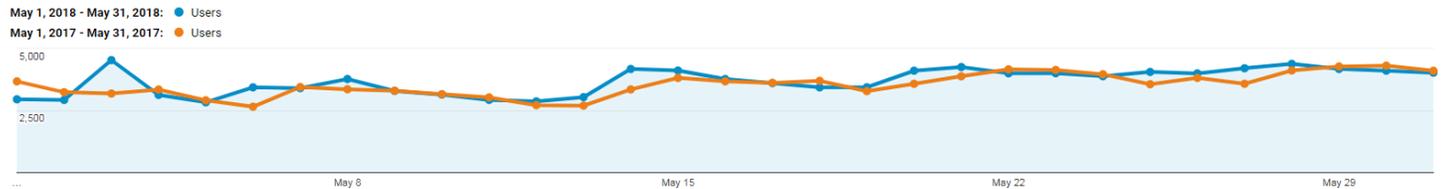
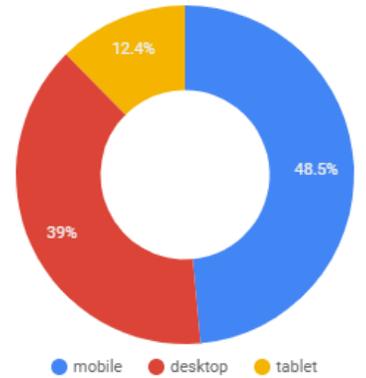


MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
May 2018

MARKETING & SALES OVERVIEW

DOORCOUNTY.COM

Peak season has clearly arrived. There were nearly 130,000 visits to the site in May, which is a 2% increase over May '17 and by far the most this year – a 23% increase over April. We continue to see great behavior/engagement metrics on the site also- pages per session and average session duration both improved by 8-10% over last May. Mobile was the #1 way to access the site, accounting for 48% of all visits. Events and Stay were the 2 most visited pages after the home page, which is typical. The Blossom report was right behind them in terms of the most page views.



Demographic & Geography:

As we usually see, Chicago was far and away the #1 metro area driving site traffic, and about 3 times more sessions originating from there than Madison, the #2 city. Minneapolis remained in the top 5 for the second straight month. 25-34 and 55-64 remained the top 2 age brackets for site traffic, but 25-34 jumped back to the #1 position last month. We had more unique page views site-wide in May than we did last year, the 5th straight month that has been the case to start the year.

E-NEWSLETTER

The May 2018 newsletter went out to more than 223,000 recipients, once again a new high due to ongoing lead generation efforts. For context that's about 5,500 more recipients than the Jan '18 newsletter. Open rate with the remail was 21.2%, a slight drop from April but still our 2nd highest of the year. Same with the overall click-thru rate of 3.1%. Lighthouse Entrepreneur and Egg Harbor Community Spotlight were the 2 most popular features, followed by the Blossom Report.

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 dying a slow death as users keep dropping off and stocks decline. Facebook engagement was 128% and Instagram 182% of our 2018 goal.

MEDIA

May's media buy garnered 10 million impressions through Brand USA's Visitor Guide (International), Google Adwords, Beloit Visitor Center and WI Travel & Tourism Guide. We also ran outdoor recruitment billboards in Wausau coupled with targeted social and banner ads in our target area as well as high seasonal employment areas like Vail and Fort Lauderdale. Summer banner ads ran in all of our targeted areas, streaming video ran in Chicago, Milwaukee, Madison, and Minneapolis along with our spot TV started running Milwaukee.

GROUP & MEETING SALES

Groups: In May we assisted 5 general group tours, 1 senior tour, 1 bank group and conducted 1 meet and greet.

Meetings/Weddings: In May we assisted 6 family reunions, 3 association meetings, 1 car club, 1 RV rally, 1 corporate event, 1 girls getaway and 6 weddings.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- 6 articles were reported from our media marketing program efforts in May and reached a total of **24,627,022** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Taste of Home online, Southwest News/The Village News and St. Louis Bride & Groom. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$20,841,124** worth of earned media coverage for Door County, including **\$9,231** in May.
- The return on investment for our media marketing program to date is **1003%**. For every dollar we've spent, we've gotten back **\$10.03** worth of media coverage measured in terms of ad value equivalency.
- We welcomed 13 journalists to Door County on our spring press trip, which ran May 17-20.
- We have 5 press trips remaining in 2018 as part of our media marketing program with Geiger & Associates including a family activities themed trip June 12-15, a summer themed trip June 24-28, a cherry themed trip July 23-26, an outdoor recreation themed trip August 26-29 and a fall themed trip October 16-19.
- Media assistance was provided to 54 journalists/media outlets in May 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, NBC 4 WTMJ, FOX 11 WLUK, Milwaukee Journal Sentinel, Chicago Tribune and Where to Retire magazine. We also had 26 desk side visits to pitch story ideas with travel journalists at the spring meeting of the Central States chapter of the Society of American Travel Writers. We also sent out 1 national press release and 2 regional press releases in May.
- Jon attended the spring meeting of the Central States chapter of the Society of American Travel Writers and had 26 desk side visits with travel journalists during the meeting to pitch Door County story ideas.
- Conducted our spring 2018 public relations campaign to promote Door County and highlight things to see and to in the spring and summer seasons. We had 8 in-studio TV interviews including 2 in Milwaukee (NBC/FOX affiliates), 2 in Madison (ABC/NBC affiliates), 2 in Minneapolis (CBS/NBC affiliates) and 2 in Rockford (CBS/NBC affiliates). A finished report with results should be compiled and shared next month.
- Views of DCVB produced videos across all online platforms totaled **163,922** in May. Organic views were 28% of the total for the month, with paid views totaling 72%. 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 DoorCounty.com.

Recent Media Highlights

- Our spring PR campaign generated TV coverage about Door County on news programs at 8 different TV stations in May including 2 in Milwaukee (NBC/FOX), 2 in Madison (ABC/NBC), 2 in Minneapolis (CBS/NBC) and 2 in Rockford/Northern Illinois (CBS/NBC). Watch a few of the interviews from the campaign on [FOX 6 WITI](#) (Milwaukee), [NBC 15 WMTV](#) (Madison), [CBS 4 WCCO](#) (Minneapolis) and [NBC 11 KARE](#) (Minneapolis).
- The Milwaukee Journal-Sentinel included a couple Door County businesses in multiple articles in their "Fresh" section on May 23, 2018. Check out these online versions of articles about [Roots Inn & Kitchen](#) in Sister Bay and [Waseda Farms](#) near Baileys Harbor.
- *St. Louis Bride & Groom* magazine included Door County in an article headlined "Our Bucket List for a Wisconsin Roadtrip" in their 2018 Summer/Fall issue. Check out a PDF version of the story from the magazine that's available throughout the St. Louis area, [here](#).

