



May 2011 Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	50,632	55,363	69,015	91,163	122,287	154,828	201,312	171,699	138,955	90,860	38,162	39,834	1,224,110
2010	59,413	51,871	68,592	83,384	107,324	142,571	152,330	141,902	123,349	96,507	39,830	35,980	1,103,053
2011	53,977	54,348	67,237	68,460	97,760								341,782
2011 GOAL	55,145	53,423	68,660	86,904	114,197	148,096	175,210	155,726	130,495	93,650	38,964	37,734	1,158,206
% TO GOAL	98%	102%	98%	79%	86%	0%	0%	0%	0%	0%	0%	0%	30%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	35,124	38,539	48,879	63,873	82,719	102,014	130,244	111,836	91,121	62,391	28,326	29,478	824,544
2010	43,825	38,114	49,780	59,862	74,624	97,768	104,395	96,307	84,470	66,437	28,794	26,652	771,028
2011	38,287	39,239	47,596	48,440	69,071								242,633
2011 GOAL	40,251	38,930	50,130	62,784	79,786	101,409	118,747	105,464	89,080	65,509	29,023	28,464	809,579
% TO GOAL	95%	101%	95%	77%	87%	0%	0%	0%	0%	0%	0%	0%	30%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	9.02	8.81	9.67	9.26	10.25	10.45	11.18	10.92	10.82	10.74	5.74	5.40	9.36
2010	6.70	7.10	7.50	7.80	8.80	9.30	9.80	9.40	9.29	7.69	5.59	5.47	7.87
2011	7.20	6.16	7.70	7.05	6.38								6.90
2011 GOAL	7.37	7.81	8.25	8.58	9.68	10.23	10.78	10.34	10.22	8.46	6.15	6.02	8.66
% TO GOAL	98%	79%	93%	82%	66%	0%	0%	0%	0%	0%	0%	0%	80%

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	7.00	6.48	7.32	7.17	8.13	8.42	9.07	9.00	8.46	6.59	5.17	5.56	7.40
2010	6.52	7.15	7.42	7.53	8.05	8.36	8.34	8.29	7.50	6.37	4.35	4.40	7.02
2011	6.48	6.30	7.15	7.16	7.15								6.85
2011 GOAL	6.85	7.51	7.79	7.91	8.45	8.78	8.76	8.70	7.88	6.69	4.57	4.62	7.37
% TO GOAL	95%	84%	92%	91%	85%	0%	0%	0%	0%	0%	0%	0%	93%

DoorCounty.com - Top Ten Most Requested Pages for the Month

1) Where to Stay	6) /wheretodine
2) Home page	7) /wheretostay/hotel-motel-inn
3) What to do	8) wheretostay/waterfront
4) /events	9) where to stay/search-by-date
5) Plan Your Trip	10) doorcountybedandbreakfast

DoorCounty.com - Top Ten Sources

1) google/organic	6) google/cpc
2) (direct)(none)	7) aol/organic
3) yahoo/organic	8) search/organic
4) bing/organic	9) tavelwisconsin.com/referral
5) doorcounty.com/referral	10) wheretostay/search-by-date

Social Media: Facebook Post Views

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	n/a	n/a	3,351	4,078	3,096	6,427	4,391	5,972	3,780	4,895	4,857	3,009	43,856
2011	199,521	193,298	178,586	114,181	163,650								849,236

Social Media: Twitter Followers

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	n/a	136	176	210	254	291	336	412	472	520	652	733	4,192
2011	785	825	813	901	955								4,279

Social Media: Blog Page Views

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2010	n/a	n/a	n/a	n/a	n/a	n/a	n/a	361	28	214	165	189	957
2011	290	139	184	98	373								1,084

Explore The Door Video Travel Show Activity (views/downloads)

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	7,834	6,752	7,466	7,324	8,515	10,647	14,250	14,051	12,452	11,104	7,096	8,392	115,883
2010	9,638	8,126	9,670	10,518	10,963	12,829	16,608	15,617	14,336	12,512	5,789	6,635	133,241
2011	7,042	5,958	7,755	8,587	10,163								39,505
2011 GOAL	8,371	7,269	9,206	9,600	11,028	12,836	15,797	15,216	13,967	16,706	8,269	8,973	137,238
% TO GOAL	84%	82%	84%	89%	92%	0%	0%	0%	0%	0%	0%	0%	29%

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	Started March '09		3,629	7,557	6,177	5,567	6,361	5,654	6,203	3,381	2,186	3,943	50,658
2010	4,614	4,385	9,300	6,582	5,264	6,424	6,439	6,721	6,983	6,507	3,656	3,836	70,711
2011	4,504	4,443	4,606	7,998	8,431								29,982
2011 GOAL	6,666	6,666	6,668	6,667	6,667	6,667	6,666	6,667	6,667	66,667	6,666	6,666	80,000
% TO GOAL	68%	67%	69%	120%	126%	0%	0%	0%	0%	0%	0%	0%	37%

Door County Insider Tip E-Newsletter - Number of E-Mails Sent													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	141,195	393,054	263,000	0 - FOB Post	703,048	397,470	408,306	403,777	385,086	402,850	382,390	370,018	4,250,194
2010	371,019	360,592	354,519	354,430	789,935	338,109	384,033	561,135	1,067,900	530,701	538,905	535,579	6,186,857
2011	515,962	595,083	510,210	504,288	583,245								2,708,788
2011 GOAL	515,571	0	1,031,142	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,573	6,186,857
% TO YTD GOAL	100%		49%	98%	113%	0%	0%	0%	0%	0%	0%	0%	44%

Door County Insider Tip E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	19.67%	17.34%	13.98%	0 - FOB Post	12.60%	15.63%	14.56%	15.45%	16.49%	10.71%	9.00%	9.31%	14.07%
2010	15.00%	13.46%	12.70%	14.40%	15.05%	14.31%	12.70%	14.30%	13.19%	11.55%	9.13%	9.94%	12.98%
2011	14.50%	9.00%	13.16%	12.08%	9.00%								11.55%
2011 GOAL	15.00%	14.00%	19.92%	14.60%	14.00%	14.97%	13.63%	14.88%	14.84%	11.13%	9.07%	9.63%	13.37%
% TO GOAL	97%	64%	66%	83%	64%	0%	0%	0%	0%	0%	0%	0%	86%

Door County Insider Tip E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	3.00%	2.28%	7.02%	0 - FOB Post	9.21%	4.74%	4.05%	4.25%	4.70%	2.16%	2.08%	2.02%	4.14%
2010	3.57%	3.80%	3.11%	2.96%	3.01%	3.51%	2.96%	2.25%	3.02%	2.69%	1.69%	2.05%	2.89%
2011	3.55%	17.00%	3.19%	4.31%	15.00%								8.61%
2011 GOAL	3.14%	8.00%	4.86%	1.52%	4.59%	3.57%	3.22%	3.07%	3.25%	2.26%	1.70%	2.02%	3.43%
% TO GOAL	113%		66%	284%	327%	0%	0%	0%	0%	0%	0%	0%	251%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2009	Image	No ads	Image	Image/FOB*	Image/FOB*	Image	Image	KSD**	Image/KSD**	HHN***	HHN***	HHN/NOR****	
2010	No ads	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/FOB*	Image	Image/KSD	Image.KSD**	Image	HHN***	HHN/NOR****	
2011	Image/NOR	NOR	NOR/Image	Image/FOB*	Image/FOB*								

*FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** NOR = Nature of Romance

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2009	135,000	0	2,493,141	12,177,932	15,421,237	4,938,791	905,436	1,091,428	5,082,822	1,687,580	4,552,012	230,715	48,716,094
2010	0	1,009,657	996,461	5,191,602	7,704,781	2,417,705	2,350,861	1,497,739	9,848,936	801,682	774,004	20,000	32,613,428
2011	1,266,927	1,646,702	457,746	2,599,887	2,968,615								8,939,877
2011 GOAL	1,007,755	1,679,591	1,343,673	2,015,511	10,077,549	2,687,346	2,351,428	1,679,592	8,397,957	1,007,755	1,007,755	335,918	33,591,830
% TO GOAL	126%	98%	34%	129%	29%	0%	0%	0%	0%	0%	0%	0%	27%

Advertising - Media Placed 2011													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$10,659	\$14,874	\$13,282	\$25,668	\$82,626								\$147,109
Co-Op Dollars	\$0	\$0	\$0	\$750	\$0								\$750
Barter Dollars	\$5,540	\$294	\$294	\$50	\$0								\$6,178
Unpaid Dollars	\$2,353	\$0	\$0	\$0	\$11,612								\$13,965

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	448,260	69,265	619,860	2,006,298	3,176,532	192,000	952,301	850,693	610,309	2,865,331	1,191,298	2,661,086	15,643,233
2010	1,017,295	304,649	1,562,351	1,315,770	738,046	213,955	16,055,478	805,595	853,768	903,207	313,088	460,000	24,543,202
2011	1,187,039	647,731	531,435	1,478,634	257,400								4,102,239
2011 GOAL	465,922	374,227	939,259	1,895,188	2,342,914	433,680	4,913,077	861,241	990,422	2,302,266	710,748	1,997,476	18,226,420
% TO GOAL	255%	173%	57%	78%	11%	0%	0%	0%	0%	0%	0%	0%	23%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	\$70,800	\$5,763	\$132,004	\$228,959	\$148,175	\$18,888	\$100,253	\$97,522	\$42,473	\$47,271	\$111,276	\$150,130	\$1,153,514
2010	\$37,936	\$16,443	\$361,125	\$67,217	\$46,351	\$102,304	\$421,940	\$23,316	\$173,883	\$24,835	\$70,052	\$57,350	\$1,402,752
2011	\$74,363	\$58,692	\$77,286	\$50,035	\$8,777								\$269,153
2011 GOAL	\$55,677	\$77,125	\$201,846	\$145,610	\$199,290	\$65,565	\$222,999	\$80,441	\$123,880	\$62,893	\$75,801	\$147,735	\$1,458,862
% TO GOAL	134%	76%	38%	34%	4%	0%	0%	0%	0%	0%	0%	0%	18%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	13	0	0	0	17	0	0	0	16	0	6	52
2010	0	12	0	0	14	18	0	0	11	11	0	1	67
2011	0	13	0	0	13								26
2011 GOAL	0	12	0	0	12	12	0	0	12	12	0	0	60
% TO GOAL		108%			108%	0%			0%	0%			43%

Media Monitoring - Publicity Value (Cision)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	\$92,657	\$101,075	\$113,937	\$145,862	\$302,359	\$246,944	\$212,829	\$150,699	\$67,750	\$325,228	\$32,522	\$59,646	\$1,851,510
2010	\$267,948	\$162,592	\$123,631	\$128,682	\$717,013	\$153,716	\$338,534	\$207,042	\$232,090	\$176,386	\$166,130	\$34,037	\$2,707,803
2011	\$359,058	\$94,993	\$71,452	\$188,681	\$1,011,258								\$1,725,441
2011 GOAL	\$143,150	\$110,084	\$204,027	\$89,549	\$518,410	\$316,995	\$363,879	\$356,171	\$276,914	\$201,173	\$189,565	\$208,666	\$2,978,583
% TO GOAL	251%	86%	35%	211%	195%	0%	0%	0%	0%	0%	0%	0%	58%

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	38	0	25	296	60	100	310	9	74	24	58	994
2010	67	151	191	21	19	36	26	376	169	104	102	82	1,344
2011	47	181	130	198	20								576
2011 GOAL	43	128	128	30	190	92	72	400	110	110	73	82	1,478
% TO GOAL	109%	141%	102%	660%	11%	0%	0%	0%	0%	0%	0%	0%	39%

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	7	4	1	14	1	6	7	2	3	8	6	3	62
2010	14	13	3	8	10	4	10	9	17	6	8	7	109
2011	16	13	14	18	20								81
2011 GOAL	16	16	4	9	11	5	11	8	18	7	8	7	120
% TO GOAL	100%	81%	350%	200%	182%	0%	0%	0%	0%	0%	0%	0%	68%

Meeting/Event Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	89	8	167	27	266	3	9	17	64	651
2010	438	507	10	19	36	20	36	305	42	122	30	23	1,588
2011	59	71	17	56	280								483
2011 GOAL	87	257	117	135	152	35	52	332	170	223	152	35	1,747
% TO GOAL	68%	28%	15%	41%	184%	0%	0%	0%	0%	0%	0%	0%	28%

Meeting/Event Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	1	1	0	2	2	2	11	5	1	6	8	6	45
2010	16	12	7	13	27	19	32	33	27	17	17	15	235
2011	43	39	47	33	69								231
2011 GOAL	20	15	9	15	30	21	34	34	28	18	18	17	259
% TO GOAL	215%	260%	522%	220%	230%	0%	0%	0%	0%	0%	0%	0%	89%

Trade Show Participation													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	0	0	2	0	0	1	1	0	1	6
2010	1	1	1	0	0	1	0	0	0	2	0	1	7
2011	0	1	2	0	0								3

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	651	677	836	1,105	3,847	6,181	9,717	8,604	6,428	5,116	1,053	678	44,893
2010	604	687	1,087	1,312	5,058	8,221	14,693	12,954	8,447	7,861	1,174	1,020	63,118
2011	772	850	1,053	1,220	5,415								9,310

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	2,739	7,084	3,898	4,262	5,781	5,616	7,804	5,903	3,942	2,946	1,125	584	51,684
2010	5,961	2,258	3,102	4,817	2,202	7,985	6,240	4,808	2,939	1,794	1,094	104	43,304
2011	6,131	2,082	2,539	1,810	3,216								15,778
2011 GOAL	4,252	4,220	3,279	4,320	3,628	6,536	6,581	5,023	3,214	2,195	1,049	306	44,603
% TO GOAL	144%	49%	77%	42%	89%	0%	0%	0%	0%	0%	0%	0%	35%

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	-	-	-	-	1,379	2,452	1,916	1,977	1,655	1,655	406	499	11,939
2010	586	616	877	1,009	1,415	1,752	2,357	2,041	1,732	1,490	405	632	14,912
2011	N/A	626	729	765	1,182								3,302

New telephone system began tracking incoming calls in May, 2009.

ADDITIONAL NOTES

MARKETING & SALES

- In order to give a more comprehensive view of what our customers are using we have added Facebook post views, Twitter Followers and Blog page views under Social Media in the report.
- YOY website stats are down 2%, however there is a 43% increase in visits compared to April 2011.
- Unique visits are down 7% YOY, but up 39% over April 2010.
- Tracked 324 motorcoach room nights.
- Worked with 8 meeting planners, 1 church group, 2 car clubs and 55 wedding planners in April.

COMMUNICATIONS & PR

Media Marketing Program

- 8 articles were generated as a result of our media marketing program and reached a total of 257,400 readers/listeners/viewers in May.
- The return on investment (ROI) for our media marketing program to date is 374%.
- Welcomed 13 journalists to Door County for a spring themed press tour May 12-15.
- Remaining 2011 press tour dates are scheduled for June 27-July 1, September 8-11 and October 16-20.

Media Monitoring

- Worked with 30 journalists/media outlets in May to provide images, information and/or support for Door County based articles and stories. A few highlights included:
Wildflower Magazine, Associated Press, Midwest Features Syndicate, Milwaukee Journal Sentinel, Country Gardens Magazine, Midwest Living, American Roads magazine and MSN.ca (Canadian version of MSN.com)
- Met in person with 15 journalists for deskside visits during the Society of American Travel Writers (SATW) spring meeting to pitch Door County story ideas.