



# May 2014

## Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	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
<b>2013</b>	63,770	55,941	69,321	82,431	107,059	147,454	204,053	176,396	138,792	110,061	42,477	38,972	1,236,727
<b>2014</b>	67,752	60,914	73,788	97,025	121,180								420,659
<b>2014 GOAL</b>	65,045	57,060	70,707	84,080	109,200	150,403	208,134	179,924	141,568	112,262	43,327	39,751	1,261,461
<b>% TO GOAL</b>	104%	107%	104%	115%	111%	0%	0%	0%	0%	0%	0%	0%	33%

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	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
<b>2013</b>	44,969	39,543	47,802	56,542	74,280	99,842	136,100	118,267	94,554	76,239	31,854	29,606	849,598
<b>2014</b>	49,585	44,432	53,863	70,461	86,751								305,092
<b>2014 GOAL</b>	45,868	40,334	48,758	57,673	75,766	101,839	138,822	120,632	96,445	77,764	32,491	30,198	866,590
<b>% TO GOAL</b>	108%	110%	110%	122%	114%	0%	0%	0%	0%	0%	0%	0%	35%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2012</b>	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
<b>2013</b>	5.00	5.09	5.33	5.62	5.52	4.58	4.63	4.52	4.52	4.08	3.42	2.18	4.54
<b>2014</b>	3.35	3.58	3.64	3.53	3.45								3.51

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2012</b>	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
<b>2013</b>	5.38	5.47	6.10	6.17	6.16	6.53	6.57	6.53	6.59	5.58	4.31	4.22	5.80
<b>2014</b>	4.42	5.03	5.06	4.48	5.18								4.83

<b>DoorCounty.com - Mobile Web Site Usage</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	19,449	30,015	49,594	69,397	61,021	47,761	38,867	7,934	7,333	376,878
<b>2014</b>	23,872	10,927	28,446	38,478	48,903								150,626

<b>DoorCounty.com - Top Ten Most Requested Pages for the Month</b>		
1) Home Page	5) /plan-your-trip/visitor-guide	9) /seasonal-promotions-directory/season-of-blossoms
2) /events	6) /plan-your-trip	10) /plan-your-trip/interactive-map
3) /where-to-stay	7) /where-to-stay-hotel-motel-inn	
4) /what-to-do	8) /where-to-stay/campground	

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

<b>Social Media: Facebook</b>													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	913,060	718,887	731,781	862,530	3,417,990	906,036	973,792	789,279	757,391	11,723,392
<b>2014</b>	1,072,474	786,549	1,256,786	1,140,795	904,334								5,160,938
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	421,933	397,823	339,344	694,065	837,676	661,885	555,945	75,063	403,674	4,978,726
<b>2014</b>	207,464	240,304	426,235	424,333	463,321								1,761,657
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	8,976	5,164	5,398	6,440	7,471	7,069	4,702	1,637	1,870	57,707
<b>2014</b>	11,533	13,566	3,181	3,624	3,358								35,262
"Talking about this"	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	9,445	10,709	11,474	14,225	41,084	19,793	26,352	16,522	19,697	195,896
<b>2014</b>	18,365	2,593	26,711	20,398	15,819								83,886

<b>Social Media: Twitter Followers</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
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	2,109	2,187	2,235	2,340	2,402	2,426	2,479	2,537	2,589	41%
2014	2,654	2,701	2,747	2,797	2,910								

<b>Social Media: Insider Expert Blog Page Views</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	831	816	584	495	673	788	1,143	1,003	619	632	358	336	8,278
2013	337*	1,107	2,238	3,359	3,788	3,458	4,580	4,730	2,990	3,111	1,868	976	32,542
2014	2,160	2,141	3,525	2,602	3,311								13,739

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

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	2012 program started in April			4,419	5,573	6,411	6,453	4,845	5,718	4,906	3,321	3,882	45,528
2013	2013 Program started in March		3,222	3,797	5,110	4,532	4,997	4,945	4,108	4,033	3,156	n/a	37,900
2014	2,432	2,748	3,473	9,955	4,940								23,548

<b>Door County E-Newsletter - Number of E-Mails Sent (with remails)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	308,619	332,534	336,442	311,189	342,967	319,249	322,423	308,090	306,833	3,856,036
2014	310,665	304,504	260,265	290,157	303,787								1,469,378

\*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
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%	21.10%	25.20%	21.10%	21.40%	24.00%	23.80%	24.80%	24.10%	22.00%	22.33%
2014	25.30%	24.20%	31.70%	30.10%	25.80%								27.42%

<b>Door County E-Newsletter - Click Thru's</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%	3.00%	4.20%	3.30%	3.40%	3.50%	3.80%	3.20%	2.80%	1.90%	3.11%
2014	2.90%	2.30%	4.40%	4.20%	3.90%								3.54%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2012	Image/NOR	NOR	Image	Image/FOB*	Image/FOB*	Image/LGBT	Image/LGBT	Image/LGBT	Im/LGBT/SDSD	Image/SDSD	Im/HHN/LGBT	Image	
2013	Image/NOR	NOR	Image/LGBT	Image/LGBT	Image	Image	Image/LGBT	Image	Image/SDSDC	Image/SDSD	Image	Image/NOR	
2014	Image/NOR	NOR/Image	Image	Image/SOB	Image/FOB*								
*SOB = Season 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
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	124,644	4,759,128	7,494,467	6,332,927	6,046,422	2,911,882	1,136,216	130,040	104,743	29,750,025
2014	70,620	2,777,134	9,058,615	8,790,285	6,753,942								27,450,596

Advertising - Media Placed 2014													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$2,367	\$27,519	\$172,414	\$132,000	\$128,163								\$462,463
Co-Op Dollars	\$2,837	\$12,415	\$18,127	\$18,802	\$7,520								\$59,701
Barter Dollars	\$725	\$337	\$27,343	\$27,130	\$3,665								\$59,200
Unpaid Dollars	\$0	\$0	\$0	\$0	\$0								\$0

Explore The Door Video Travel Show Activity (views/downloads)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	5,397	6,601	7,420	9,686	8,201	6,158	5,112	1,871	2,168	70,460
2014	2,631	2,354	3,253	3,705	5,065								17,008

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	1,933,183	1,028,329	20,328,268	8,173,056	31,790,411	9,995,295	285,691,328	4,298,436	7,342,018	391,097,627
2014	37,852,999	40,986,204	27,772,140	5,314,961	20,193,969								132,120,273
2014 GOAL	8,332,195	1,457,200	7,827,279	7,829,330	9,442,041	2,939,581	26,753,593	8,803,012	11,286,421	24,607,543	4,761,510	7,881,835	121,921,540
% TO GOAL	454%	2813%	355%	68%	214%	0%	0%	0%	0%	0%	0%	0%	108%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	\$51,532	\$28,678	\$44,542	\$59,408	\$1,400,537	\$30,423	\$149,500	\$50,362	\$72,869	\$1,977,828
<b>2014</b>	\$104,143	\$93,897	\$503,719	\$75,517	\$153,280								\$930,556

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	0	16	0	0	13	17	0	0	11	15	0	0	72
<b>2013</b>	0	11	0	1	13	22	9	6	5	11	0	0	78
<b>2014</b>	0	9	0	0	10								19
<b>2014 GOAL</b>		12			8	20	6	6	4	14			70
<b>% TO GOAL</b>		75%			125%	0%	0%	0%	0%	0%			27%

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	122	106	78	4	9	100	21	21	69	30	51	47	658
<b>2013</b>	87	314	127	83	538	49	9	213	31	83	145	42	1,721
<b>2014</b>	153	621	130	70	156								1,130
<b>2014 GOAL</b>	153	350	125	110	125	75	75	250	85	160	170	60	1,738
<b>% TO GOAL</b>	100%	177%	104%	64%	125%	0%	0%	0%	0%	0%	0%	0%	65%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	26	19	10	5	9	27	25	16	7	8	15	21	188
<b>2013</b>	22	9	6	8	72	4	9	20	14	8	8	7	187
<b>2014</b>	29	34	8	12	14								97
<b>2014 GOAL</b>	18	45	8	8	25	8	15	23	20	9	5	5	189
<b>% TO GOAL</b>	161%	76%	100%	150%	56%	0%	0%	0%	0%	0%	0%	0%	51%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	115	45	52	30	214	30	55	95	74	114	73	117	1,014
<b>2013</b>	75	43	131	40	307	79	147	144	124	197	59	61	1,407
<b>2014</b>	81	81	149	61	206								578
<b>2014 GOAL</b>	75	65	110	60	250	75	125	156	100	200	90	95	1,421
<b>% TO GOAL</b>	108%	125%	135%	102%	82%	0%	0%	0%	0%	0%	0%	0%	41%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	73	46	55	32	14	27	55	52	34	38	37	51	514
<b>2013</b>	67	43	37	40	52	79	63	64	72	49	29	24	619
<b>2014</b>	30	39	33	57	63								222
<b>2014 GOAL</b>	59	48	63	44	45	50	70	75	44	44	50	33	625
<b>% TO GOAL</b>	51%	81%	52%	130%	140%	0%	0%	0%	0%	0%	0%	0%	36%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	1	2	0	0	0	1	0	0	1	0	0	0	5
<b>2013</b>	1	1	0	1	0	0	0	0	0	2	1	1	7
<b>2014</b>	1	0	0	0	0								1

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	1,565	4,514	8,201	13,047	12,260	8,305	7,451	1,415	1,075	60,761
<b>2014</b>	807	893	1,093	1,424	4,682								8,899

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	1,396	2,176	2,220	2,624	1,996	1,210	902	1,054	402	16,714
<b>2013 Hard Copy</b>	2,875	1,944	2,505	4,154	3,711	3,780	4,575	2,887	1,685	782	235	246	29,379
<b>2013 Online</b>	1,044	1,076	1,585	2,632	3,281	3,885	4,519	3,698	2,499	1,728	385	441	26,773
<b>2014 Hard Copy</b>	2,599	2,930	3,280	4,216	3,284								16,309
<b>2014 Online</b>	1,580	1,985	3,082	3,144	3,478								13,269
2014 Combined Goal	3,958	3,050	4,131	6,854	7,062	7,742	9,185	6,651	4,226	2,535	626	694	56,714
<b>% TO GOAL</b>	106%	161%	154%	107%	96%	0%	0%	0%	0%	0%	0%	0%	52%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	1,152	1,774	1,790	3,149	2,345	1,809	2,093	648	824	18,966
<b>2014</b>	986	1,010	898	1,379	1,788								6,061